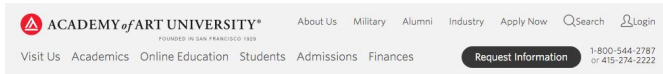# AAU TRANSIT

TRANSPORTATION MADE EFFICIENTLY

SUMMARY

The Academy of Art University is an art school located in the city of San Francisco, California. The campus has buildings for students to attend classes all over the city. With all the different locations, the school has provided free shuttle services to students to travel with ease.

HEURISTICS WEBSITE

When surveying students who live on campus, the choice of transportation between lyft, uber, bart and campus shuttle was divided evenly.

25% preferred Lyft   25% preferred Bart

25% preferred Uber   25% preferred all four types of transportation

when surveying students why they would preferred the campus shuttle, the responses were:

"Fast, clean, and comfortable"

"Easy, fast, and takes you door to door"

"Most Efficient"
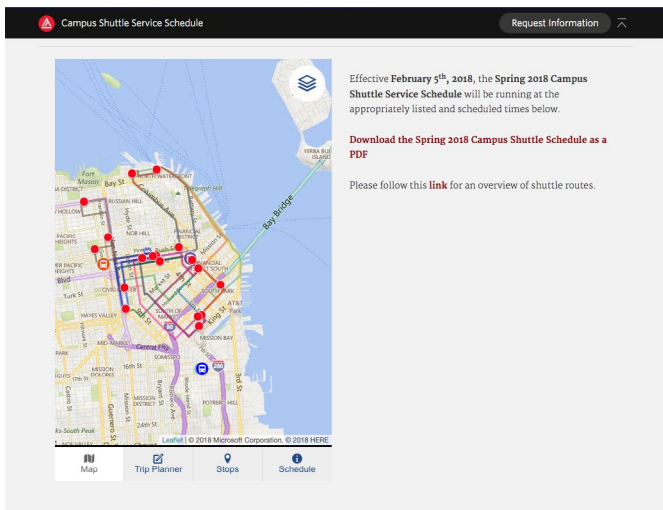
100% of the students were interested in a campus shuttle app and when asked why, responses said:

"If I live near the routes of shuttle bus, I would definitely take shuttle back home"

"Because it is easier then looking up a set schedule"

"If something showed in real time where the bus was that would be pretty cool. The Times the bus comes and the listed times almost never match. Would be cool to be able to rate some of the drivers driving, as well. Some of them actually make me feel unsafe."

HEURISTICS WEBSITE

First impressions on the campus shuttle page on the website:

"Wordy, can't see the points"   "Way too much text"

80% felt it was over whelming and had too much texts; 20% think it needs more spacing in between points
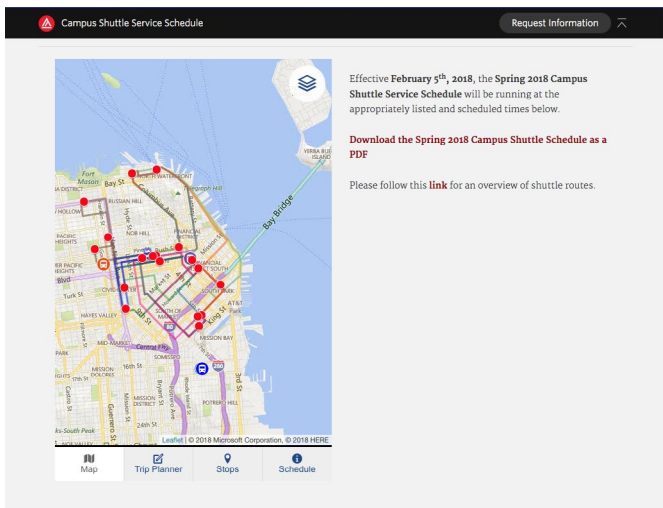
60% of students only use the shuttle page occasionally when needed; 20% never use the site due to living in the city and knowing their way around; 20% believe the site is a very useful too.

100% of students are interested in a campus app with live updates of the shuttles while only 80% of these students are interested in the syncing ability of the class schedule for suggested routes.

HEURISTICS MOBILE
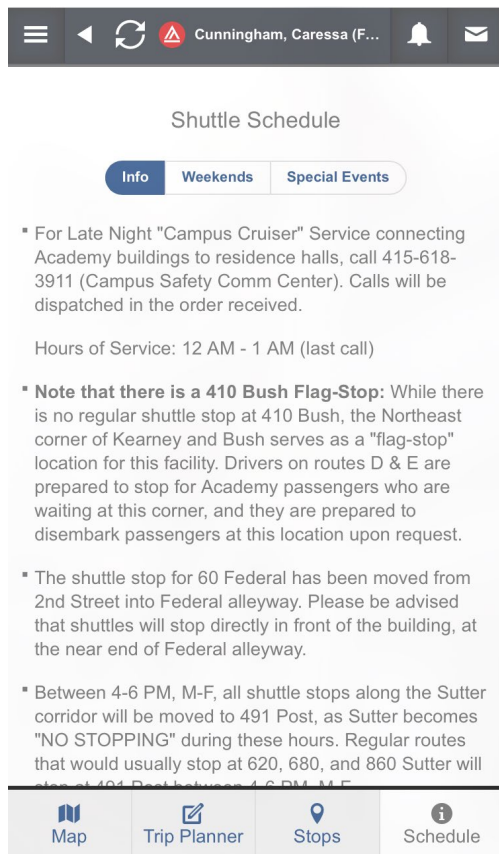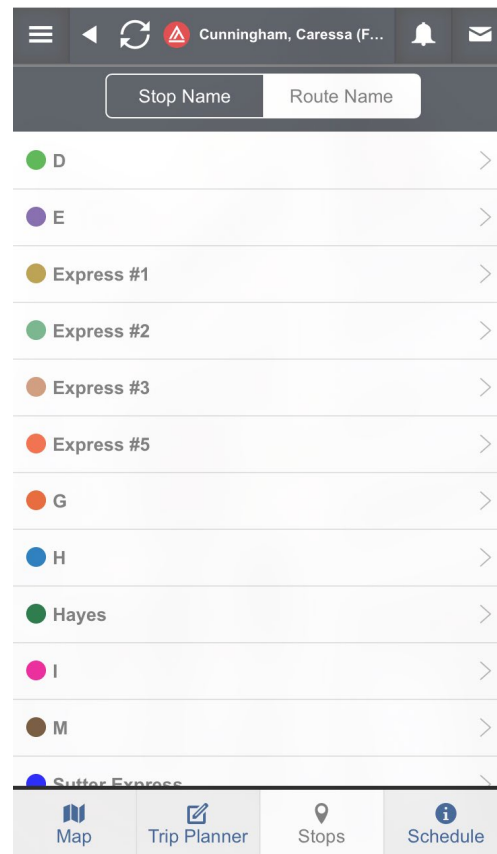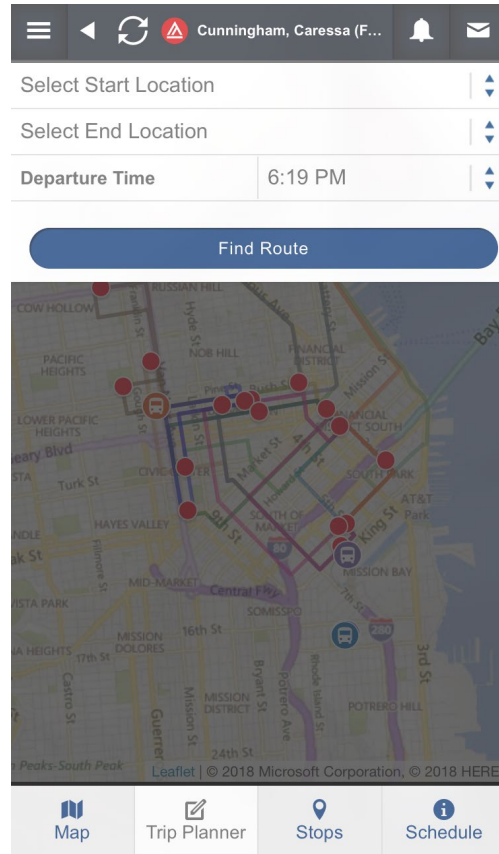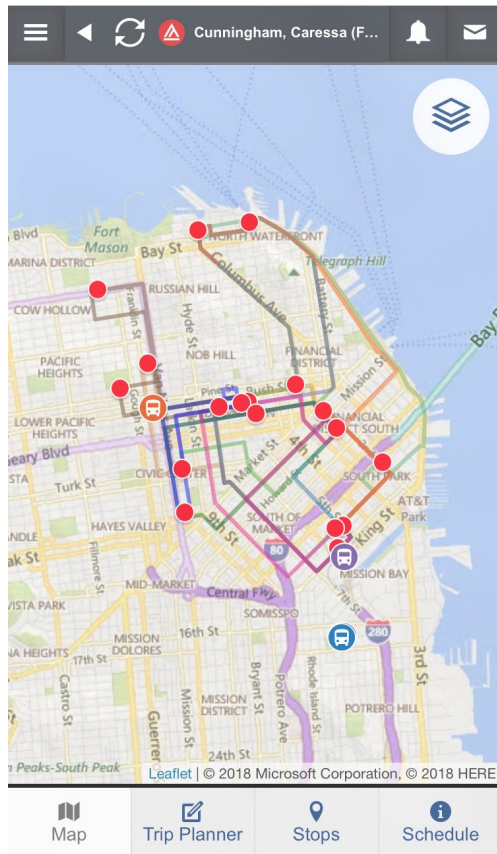
1. To find the campus shuttle page, the user has to go to the "Student Life" tab on the LMS.

   75% of the users went to the "Resources" or "Students" tab instead of the "Student Life" tab, which resulted into taking longer to find the campus shuttle page.

2. Trip planner lead to some users to become confused on to how to search for the routes.

   65% of the users claimed they would like a filter to sort through the times or shuttles that are currently running. Ex: On weekends, only a small number of shuttles are running and when searching for a shuttle, it is hard to figure out which ones are currently running.

3. 50% of users were interested in a quick trip option to search for shuttles that are currently in the area.

   Instead of planning, it was noted to offer a quicker way to find shuttles based on shuttles only.

4. 85% of testers explained that they would not go to the shuttle schedule information page.

   It was suggested to cut back on the information to only pinpoint only the top 5 important guidelines for the users. If they want to know more, there should be a link to more information.

COMPETITIVE ANALYSIS—LYFT/UBER
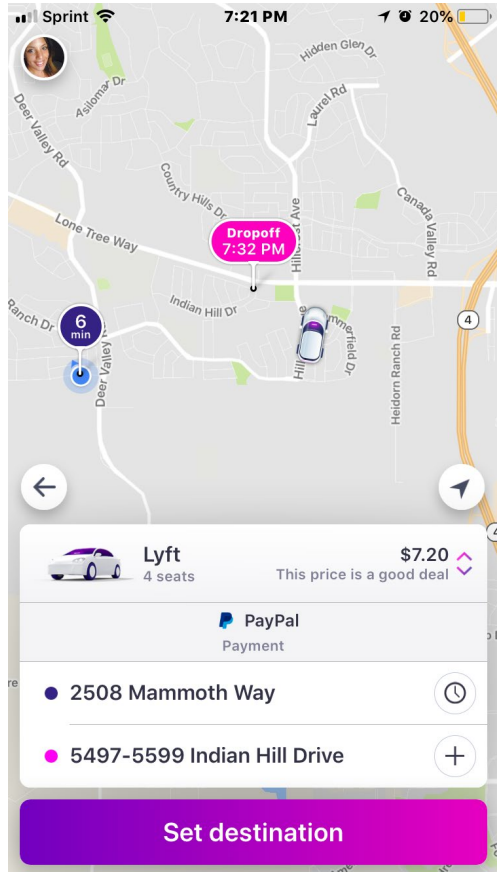
The main focus of Uber & Lyft is to get the transportation optionsv for the user as quick as possible. When placing the start and stop destinations, both will show price overview, different ride options, payment choices, and ability to add multiple stops (Lyft only).
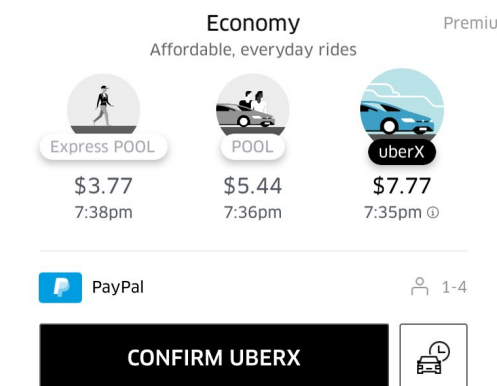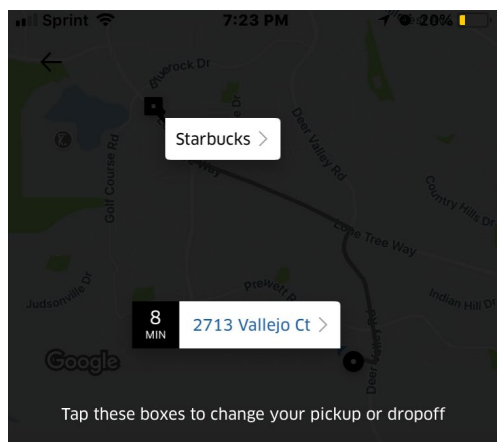
COMPETITIVE ANALYSIS—BART
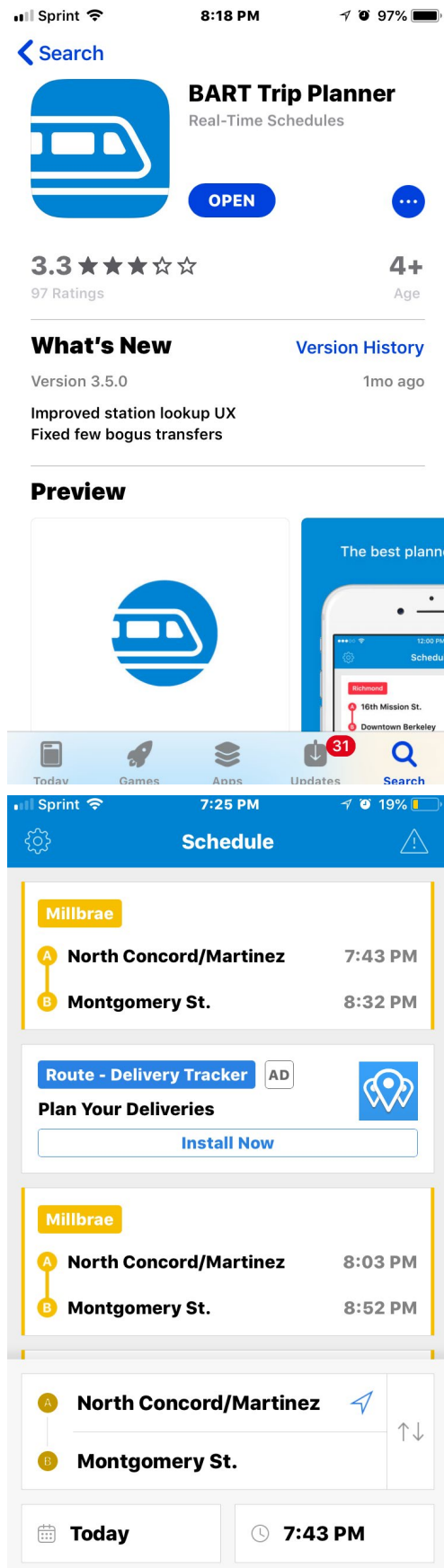
On the home page, there are 3 areas deicated to the goal of finding the best bart times for the user. The 3 areas are plan trip, alerts, & settings. Bart trip planner focuses on making sure the user gets the best possible bart train and offer multiple options. Bart is a popular form of tranportation in the Bay Area.

DESIGN CHANGES

VISUALS
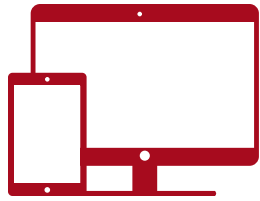
USER INTERFACE

C M Y K COLORS

SHORTEN INFORMATION TO MAKE IT EASIER TO READ

CREATE A QUICK SEARCH SYSTEM TO FIND SHUTTLES BASED ON TIME, SHUTTLE'S NAME, OR LOCATION

C: 5
M: 80
Y: 84
K: 0

C: 5
M: 80
Y: 84
K: 0

CHANGE AND ENLARGE BODY TEXT SLIGHTLY

USE CURRENT LOCATION TO FIND THE NEAREST SHUTTLE STOP

C: 0
M: 100
Y: 87
K: 0

C: 0
M: 100
Y: 87
K: 0

DECREASED THE USE OF TEXT AND ONLY FOCUS ON THE TOP PRIORITY FIRST

CREATE A ROUTE BASED ON STUDENT SCHEDULE

KEEP LOGO
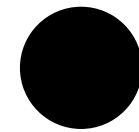
TARGET AUDIENCE

PRIMARY   Academy students who use campus shuttles on a daily as their main source of transportation

SECONDARY   Students who use campus shuttles for specific reasons. EX: Returning home on campus, classes that are too far to simply walk to, and unfamilar with the city area

PERSONAS

JAMES SLIWA

Age: 22

Location: Dublin, California

Occupation: Freelance Designer/Student

James has been living in the East Bay for 4 years and travels to San Francisco for school twice a week. With constant travel between Bart and the AAU shuttles, James has to plan his trips ahead of time to get to his classes on time.

EMMA WINER

Age: 21

Location: San Francisco, California

Occupation: Student/Sales Associate

Emma has been living in the city all her life and currently attends Academy of Art. Usually, Emma would use Muni/Bart or take an Uber to get to places across the city. However, with paying for college and trying to stay on top of bills, affording public transport won't be possible all the time. Emma will use the shuttle to get around the city to save what she would use on other means of transport.

WIREFRAMES

LOGIN —————————————————— HOME

RECENT ROUTES   MY ROUTES   PROFILE   ROUTE SEARCH   LIVE FEED

SCHOOL SCHEDULE   TOP ROUTE   TIME/DATE/ROUTE

ROUTE SUGGESTION   SCHOOL SCHEDULE

SUGGESTION

SIGN OUT
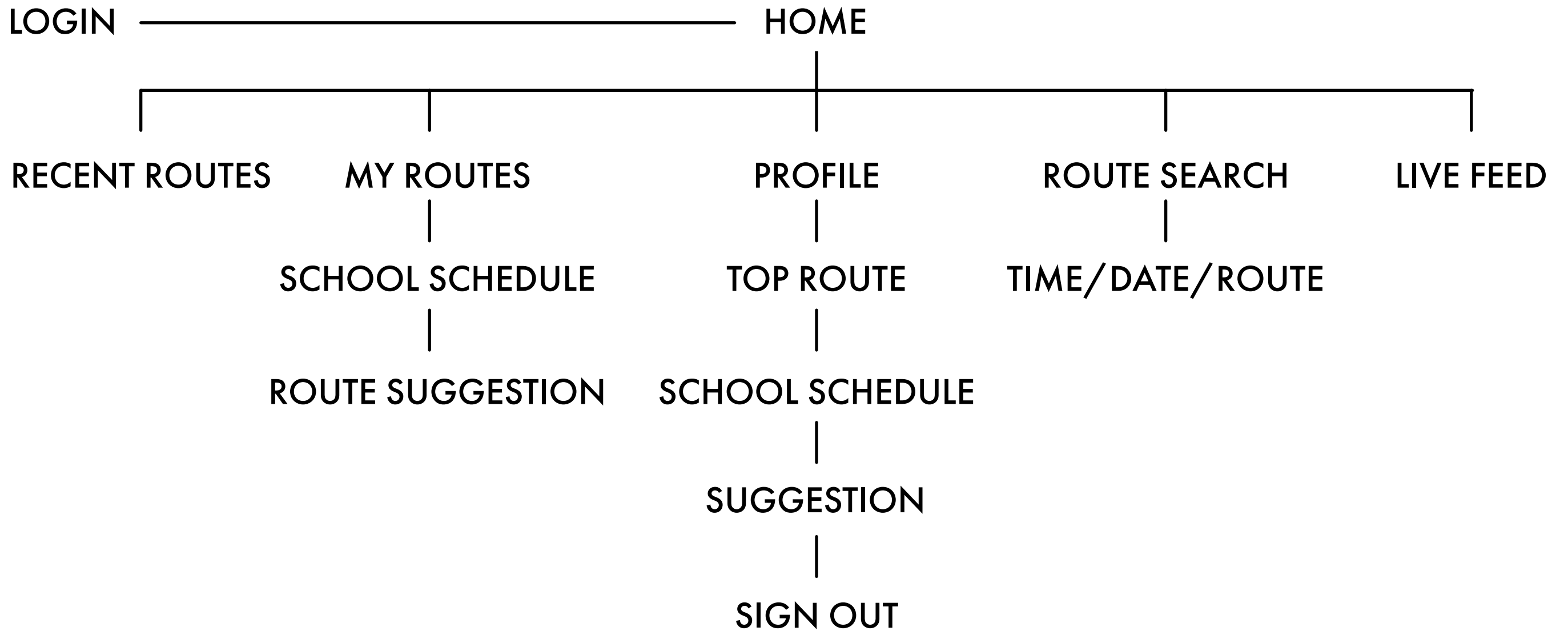
USE CASES— JAMES SLIWA

Looking for ideal route based on school schedule

LOGIN — HOME

RECENT ROUTES — MY ROUTES — PROFILE — ROUTE SEARCH — LIVE FEED

SCHOOL SCHEDULE — TOP ROUTE — TIME/DATE/ROUTE

ROUTE SUGGESTION — SCHOOL SCHEDULE

SUGGESTION

SIGN OUT
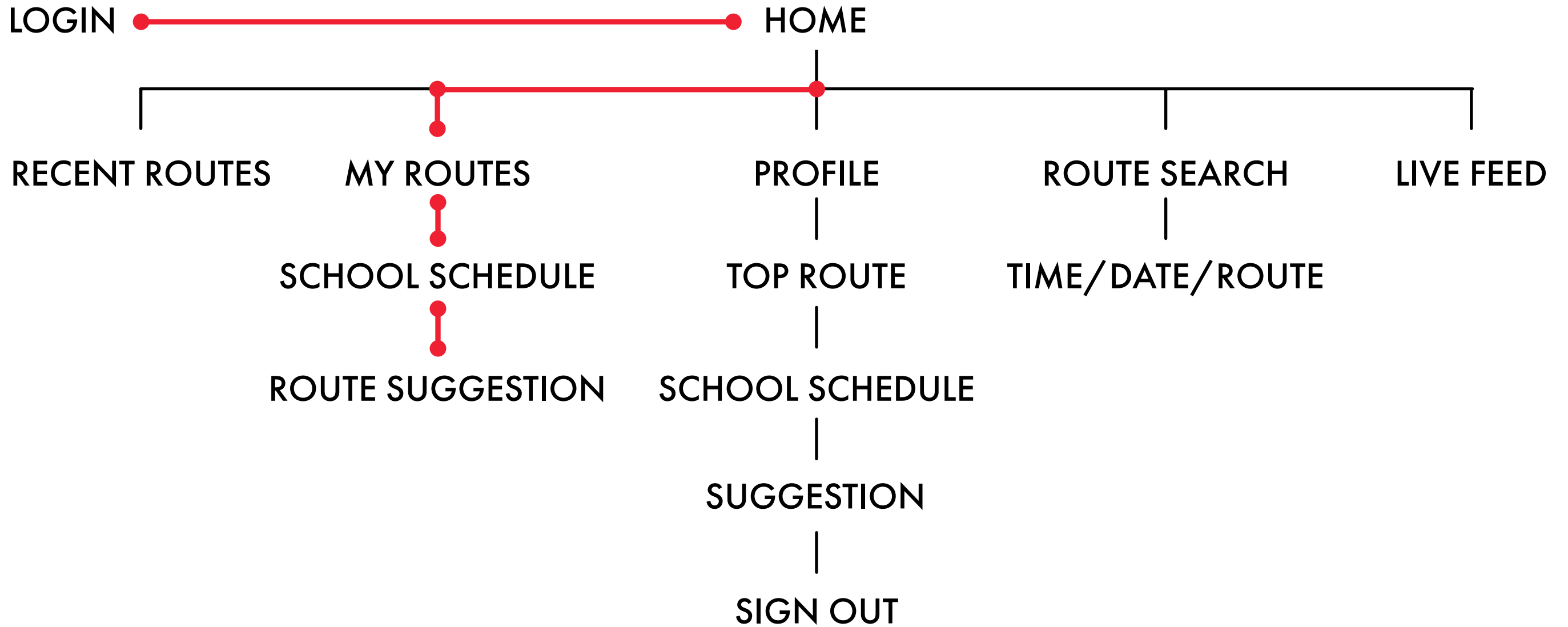
USE CASES— EMMA WINER

Looking for a route to get to golden gate park

LOGIN ——————————— HOME

RECENT ROUTES   MY ROUTES   PROFILE   ROUTE SEARCH   LIVE FEED

SCHOOL SCHEDULE   TOP ROUTE   TIME/DATE/ROUTE

ROUTE SUGGESTION   SCHOOL SCHEDULE

SUGGESTION

SIGN OUT
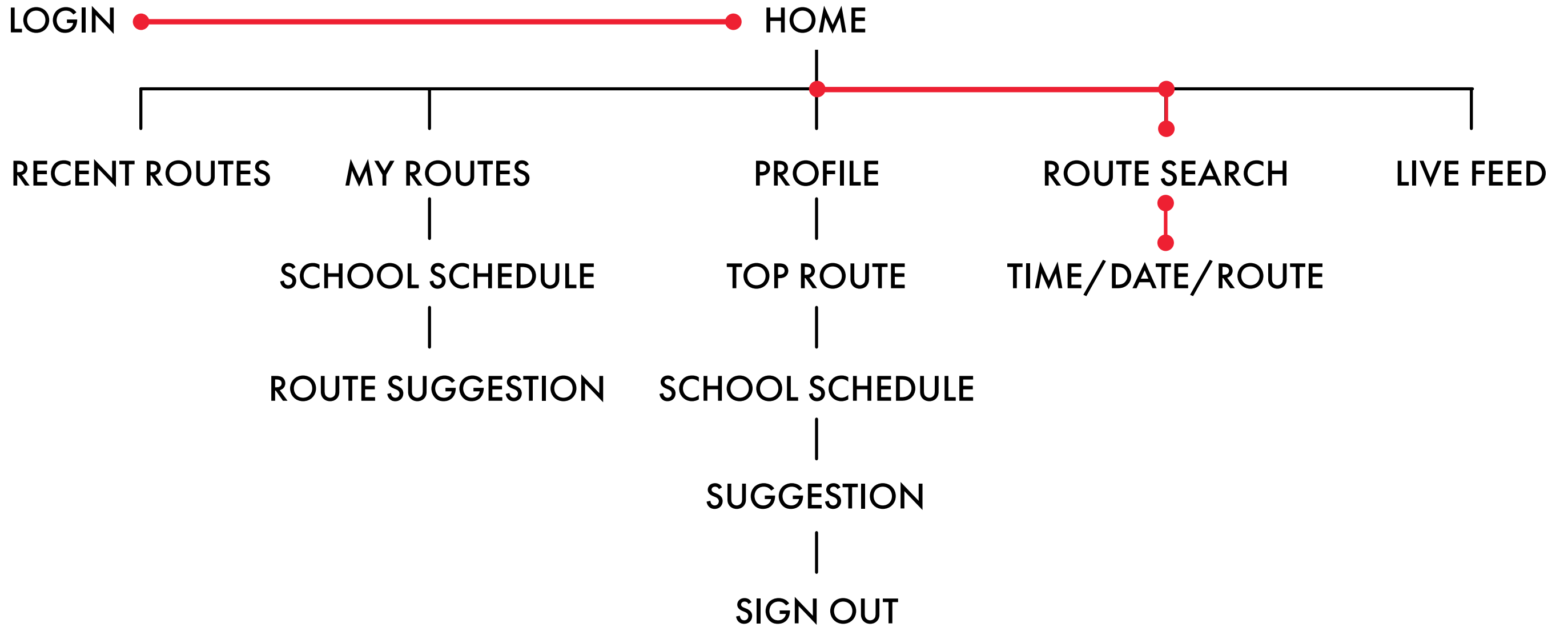
FEATURES
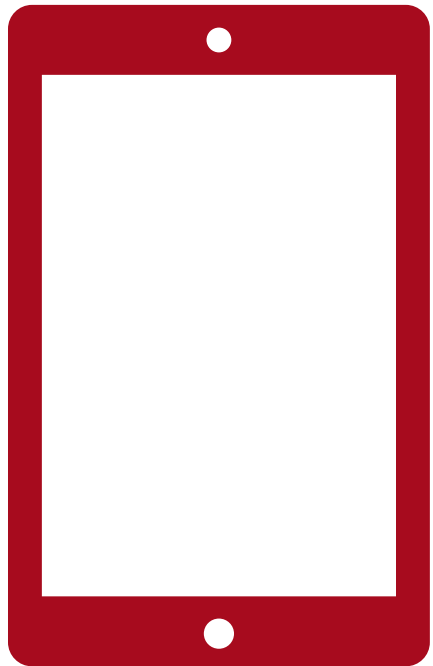
Search shuttle schedules to find the best route to get around the city

Sync school schedule to get suggested shuttle routes and times for better comuttes

Recieve live feedback on current location of the shuttles and how much longer it will take to get to the user's stop

ROUTE SUGGESTIONS ALGORITHM
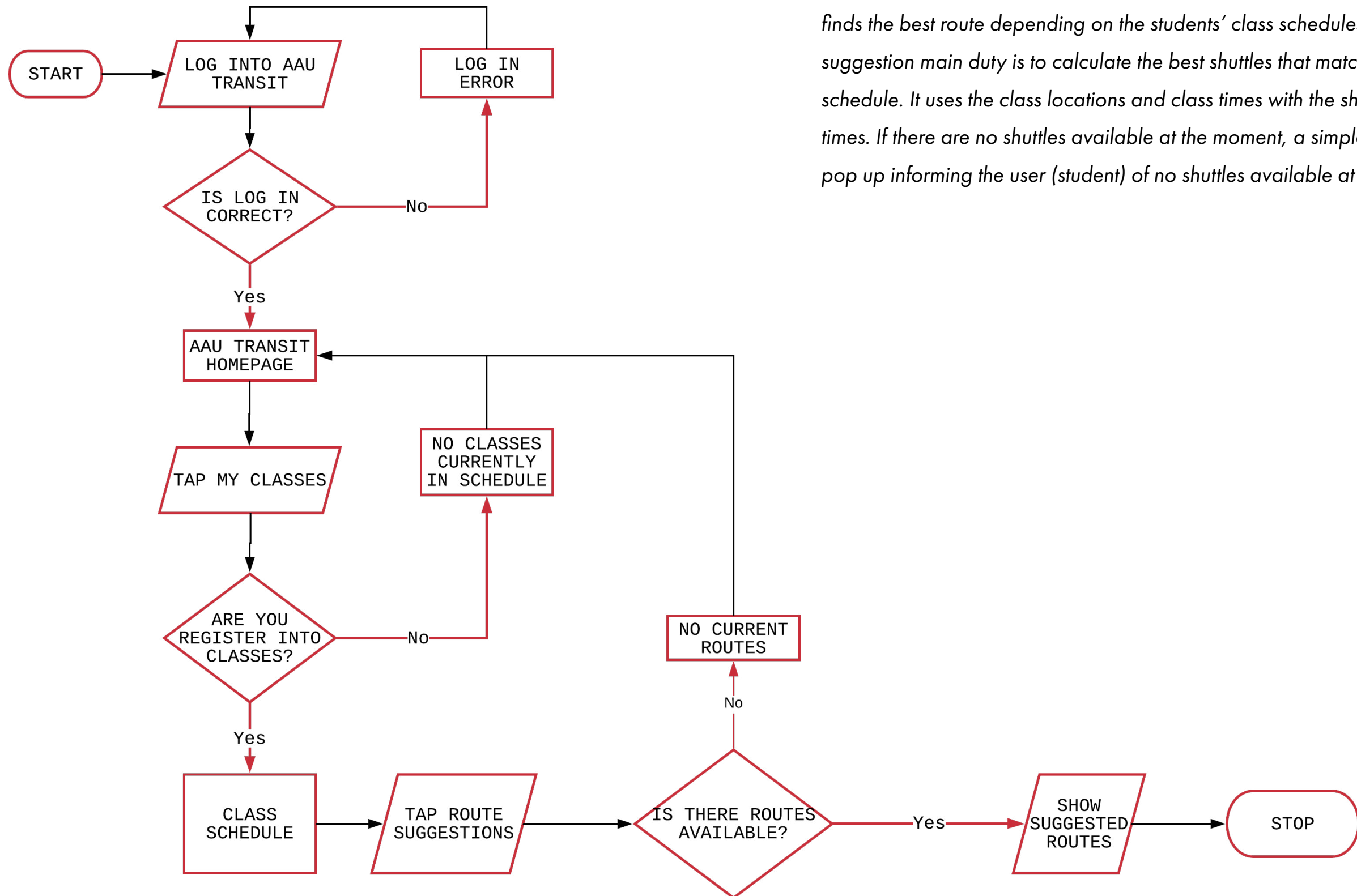
This algorithm is a simple flowchart broken down of how the AAU Transit app finds the best route depending on the students' class schedules. The route suggestion main duty is to calculate the best shuttles that match the class schedule. It uses the class locations and class times with the shuttle stops and times. If there are no shuttles available at the moment, a simple message will pop up informing the user (student) of no shuttles available at the time.

START

LOG INTO AAU TRANSIT

LOG IN ERROR

IS LOG IN CORRECT? — No

Yes

AAU TRANSIT HOMEPAGE

TAP MY CLASSES

NO CLASSES CURRENTLY IN SCHEDULE

ARE YOU REGISTER INTO CLASSES? — No

Yes

NO CURRENT ROUTES

No

CLASS SCHEDULE

TAP ROUTE SUGGESTIONS

IS THERE ROUTES AVAILABLE? — Yes

SHOW SUGGESTED ROUTES

STOP

JOURNEY MAP — JAMES SLIWA

	PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5
USER GOALS	James needs to find a shuttle to get to his 8:30 am class.	James has reach the Bart and has to get on the right Bart to get the shuttle on time.	James is on the Bart and is heading to San Francisco	James has to get to the next shuttle stop as quickly as possible.	James is trying to relax and catch his breath. The sprint woke James up and gave him the energy he needed to focus in class.
USER NEEDS	James need a ride to bart due to living far out in the East Bay and does not live close to the Bart station.	James needs to look up the Bart times too make sure the Bart time is line up with the shuttle time.	James needs to make sure he is gets off at the right station.	James needs to find the fastest route to get to the shuttle's stop.	James needs to make sure he will get to class on time.
TOUCHPOINTS	James uses Transit to look up shuttles to his stop at 8:30 am to figure out what time he will need to get on bart and get to the shuttle pick up on time.	James does a live feed update on his shuttle of choice.	James looks on the Transit app to see where the shuttle is stopping and how close it is to the Bart stop.	James checks the live feed to see where the shuttle is currently at. The shuttle is just a block away from the next stop. James goes into full sprint.	James checks the live feed one last time to ensure he will make to class. Shuttle expectant time to his stop is only 5 minutes away.
EXPERIENCE					
PROBLEMS	James hits traffic and might miss his shuttle		After looking, James has fallen asleep on Bart due to exhaustion of last night homework assignment. James misses his stop.	James gets to the stop only to see it getting ready to pull away. James is yelling to get it's attention.	James' shuttle is stuck in traffic due to a car crash. This set the estimate time till the stop go from 5 minutes to 20 minutes.
SOLUTIONS	James looks on the Transit app to ensure that there will be a second shuttle to pick him up and he can get to class on time	James was successfully able to find the Bart train and time that will get him to the shuttle stop on time	When James wake up, he realizes his mistake and quickly checks the Transit app for another stop. Luckily, James found another shuttle pulling up at the next stop.	Luckily, a car stopped in front of the shuttle due to a small traffic jam in the street. James reach the shuttle and knocked on the door.	James' shuttle driver informs the people at the building James need to be that they will be late. James will have a late excuse.

PHONE SCREENS

AAU TRANSIT

JSLIWA6@ART.EDU

●●●●●●●●●●●●

LOGIN

WELCOME BACK,

JAMES SLIWA

CLASSES

ROUTES

ENTER AAU BULDING

ENTER AAU BUILDING

DATE & TIME

MM/DD/YYYY   TIME

SYNC SCHOOL SCHEDULE 📅

FIND ROUTES

RECENT ROUTES

E2	180 NEW MONTGOMERY	NORTHPOINT (2300 STOCKTON)
DI	NORTHPOINT (2300 STOCKTON)	620 SUTTER
HI	601 BRANNAN	620 SUTTER
E2	180 NEW MONTGOMERY	NORTHPOINT (2300 STOCKTON)
E2	180 NEW MONTGOMERY	NORTHPOINT (2300 STOCKTON)
G	60 FEDERAL	466 TOWNSEND
MI	1725 LOMBARD	1849 WASHINGTON
I2	601 BRANNAN	180 NEW MONTGOMERY
SUTTER XPRESS	150 HAYES	860 SUTTER
HAYES XPRESS	79 NEW MONTGOMERY	150 HAYES
DI	180 NEW MONTGOMERY	NORTHPOINT (2300 STOCKTON)

Log in with the username and password that the Academy of Art assigns their students attending school.
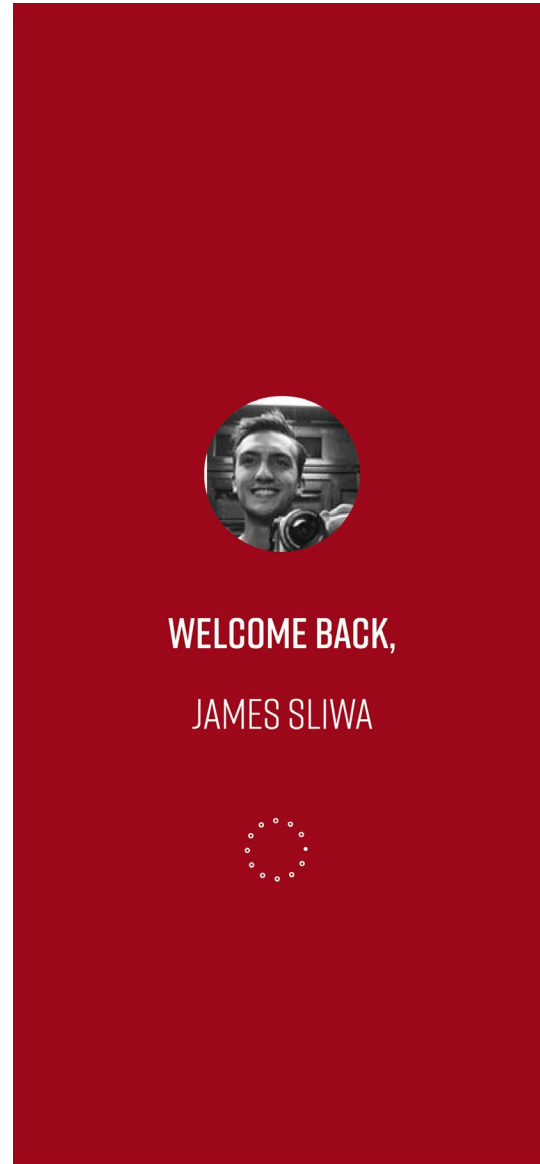
Loading screen will display the current user's profile picture and name that is on the LMS of the school.

The home page displays the search for the shuttles start and stop location, time and date for planning ahead, classes, and recent routes to look up past shuttles the user had used.
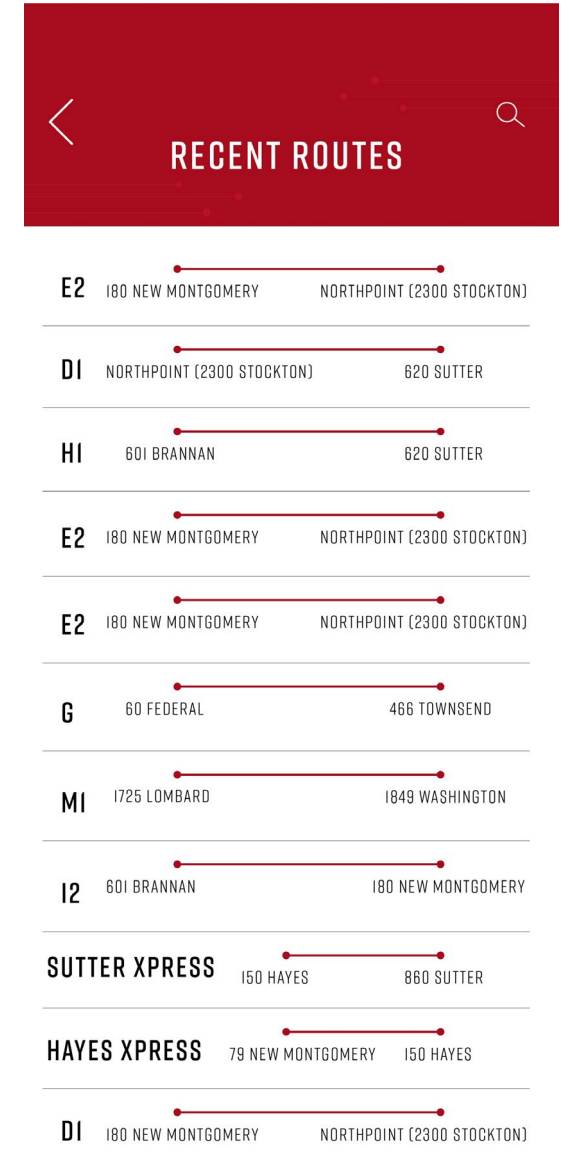
Recent routes show a list of past shuttles and the start/stop location of the shuttles. These routes can be used again by the user.

PHONE SCREENS
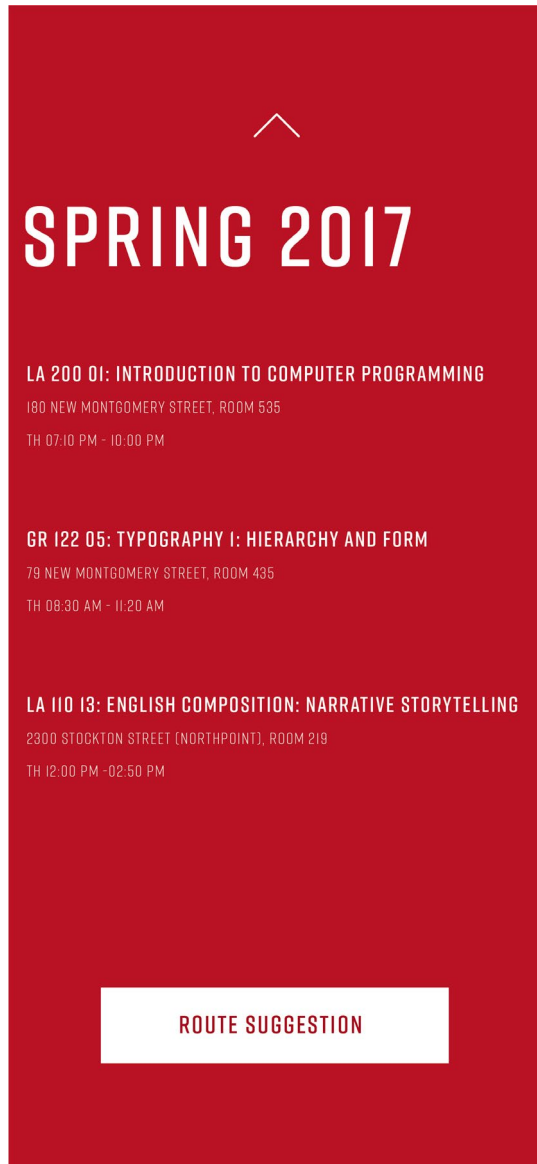
Classes display the recent classes of the semester the user is currently in. Below the route suggestion button that will sync the user schedule to find the best possible route for them.
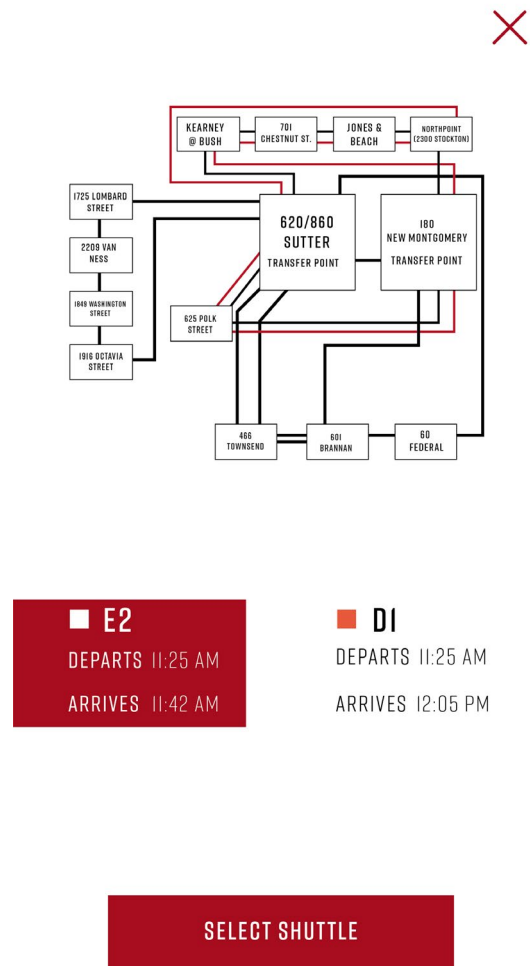
When using the route suggestions, the simple layout of the shuttle map and suggested shuttles appear. The user can select the best one suited for their schedule.
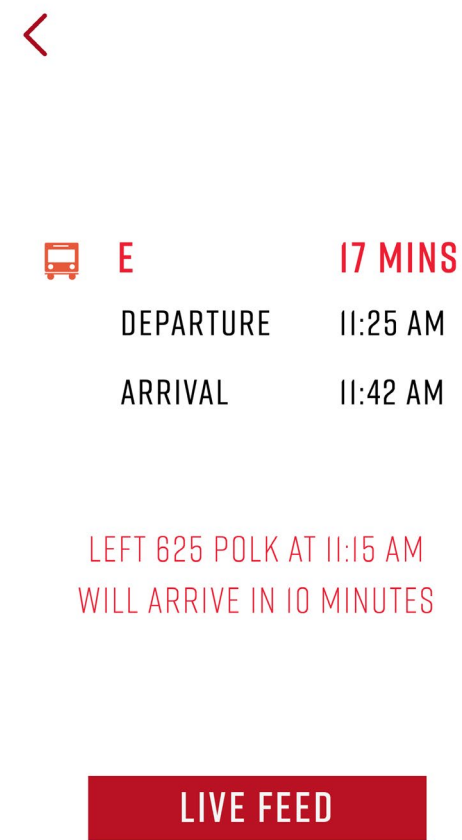
The user can view the shuttle overview and tap live feed. Live feed will give them an estimated time on when it will arrive and what stop it is currently at.
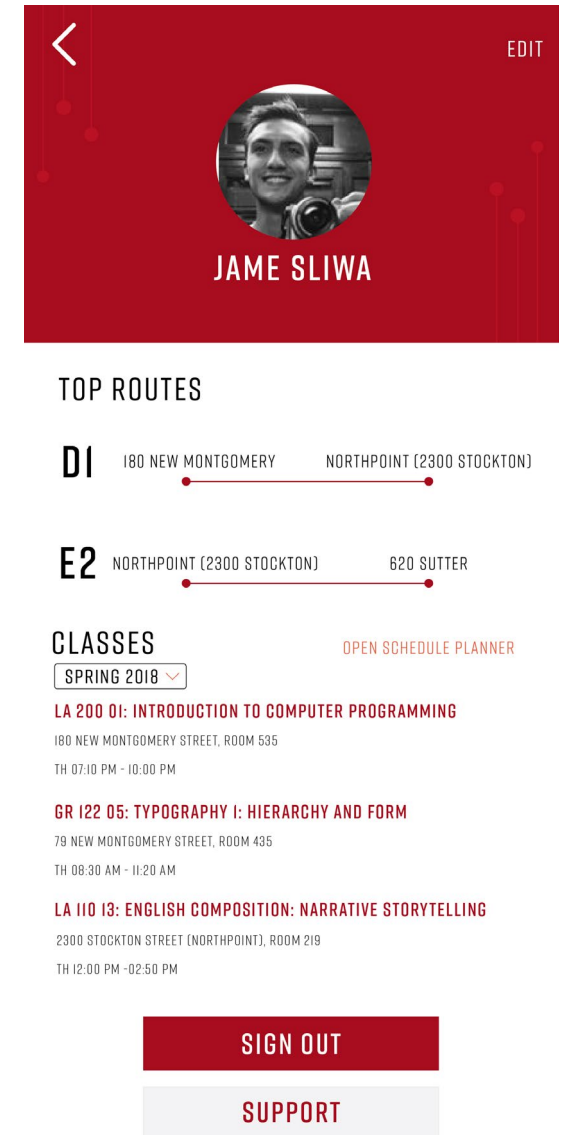
The profile is a quick overview of the user's schedule, top routes the user commonly uses, and a link to support if there is an error in their profile. The support sends them to the LMS on the support page.

LOGO

AAU TRANSIT
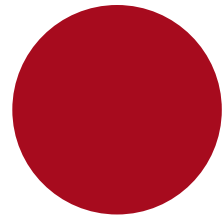
C: 5
M: 80
Y: 84
K: 0

RIFT

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z

AAU TRANSIT

AAU TRANSIT

AAU TRANSIT

AAU TRANSIT

USER TESTERS

DYLAN

Age: 25

Dylan is a music student who lives in the city. He perfers to walk around the city compare to taking the shuttle. However, he uses the shuttle to get home at night or if the trip is too far to walk. Dylan will be testing the functions of the app and how useful the search option will be.

JASMINE

Age: 26

Jasmine is a new student who is also new to the city. She relies on the shuttles to get her around until she could fully learn on her own. Jasmine likes the idea of syncing the class schedule to the a route suggestion so she can plan her day accordingly. She will be testing the route suggestions and give feedback on the algorithm.

USER TESTERS —FEEDBACK
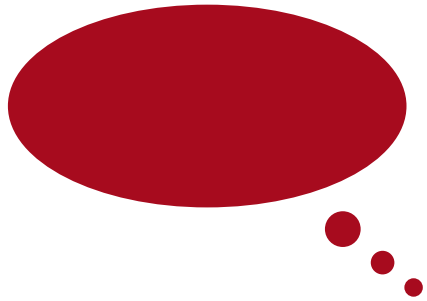
Have a place to add to the calendar to the home page. It will be nice to be able to add shuttle schedules to the calendar to keep track of appointments and classes easier.

Rephrase the "my routes" to something else on the home page. The clock was the first thing the users tap when asked to go to their class schedule.

Rephrase "route suggestions" to "sync schedule" on the "my routes" page. "Route suggestions" is confusing.

50/50 on top routes for the profile page. Some like the idea of the top favorite routes, while others thought it was unnecessary.

Instead of a class schedule, add a list of emergency contact, advisors contacts and a link to the facilities page to find AAU buildings.

PHONE SCREENS—UPERS UPDATES

Screen 1 — SPRING 2017

SPRING 2017

LA 200 01: INTRODUCTION TO COMPUTER PROGRAMMING
180 NEW MONTGOMERY STREET, ROOM 535
TH 07:10 PM - 10:00 PM

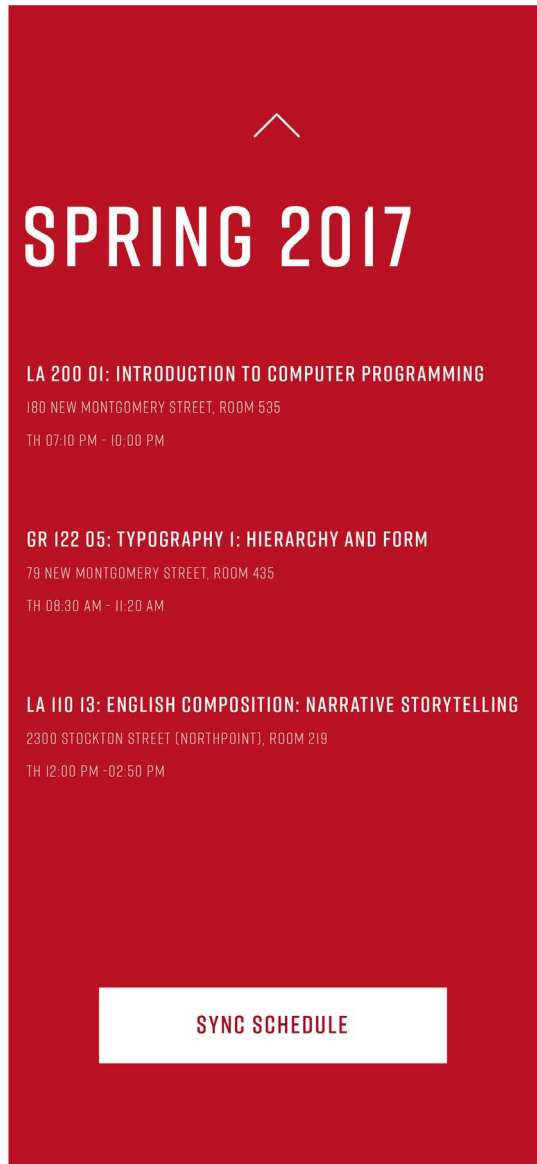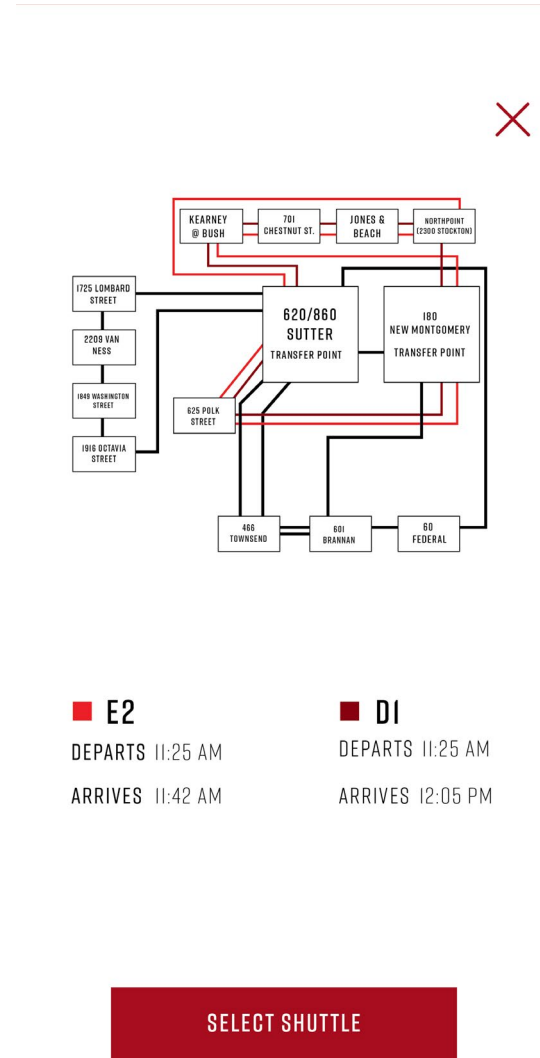GR 122 05: TYPOGRAPHY I: HIERARCHY AND FORM
79 NEW MONTGOMERY STREET, ROOM 435
TH 08:30 AM - 11:20 AM

LA 110 13: ENGLISH COMPOSITION: NARRATIVE STORYTELLING
2300 STOCKTON STREET (NORTHPOINT), ROOM 219
TH 12:00 PM -02:50 PM

SYNC SCHEDULE

Screen 2 — Route Map

KEARNEY @ BUSH
701 CHESTNUT ST.
JONES & BEACH
NORTHPOINT (2300 STOCKTON)
1725 LOMBARD STREET
2200 VAN NESS
620/860 SUTTER TRANSFER POINT
180 NEW MONTGOMERY TRANSFER POINT
1840 WASHINGTON STREET
625 POLK STREET
1916 OCTAVIA STREET
466 TOWNSEND
601 BRANNAN
60 FEDERAL

■ E2
DEPARTS 11:25 AM
ARRIVES 11:42 AM

■ D1
DEPARTS 11:25 AM
ARRIVES 12:05 PM

SELECT SHUTTLE

Screen 3 — Classes / Routes

CLASSES

ROUTES

○ ENTER AAU BULDING

📍 ENTER AAU BUILDING

DATE & TIME

MM/DD/YYYY   TIME

ADD TO CALENDAR 📅

FIND ROUTES

Screen 4 — Profile

JAME SLIWA

TOP ROUTES

D1   180 NEW MONTGOMERY   NORTHPOINT (2300 STOCKTON)

E2   NORTHPOINT (2300 STOCKTON)   620 SUTTER

MY ADVISORY TEAM

STUDENT SERVICES
DONNETTE GREGGS, ADVISOR   ✉ ☎

FINANCIAL AID
ALEJANDRO TORRES, ADVISOR   ✉ ☎

EMERGENCY

MICHELLE SLIWA, MOTHER ☎
DEREK SLIWA, FATHER ☎

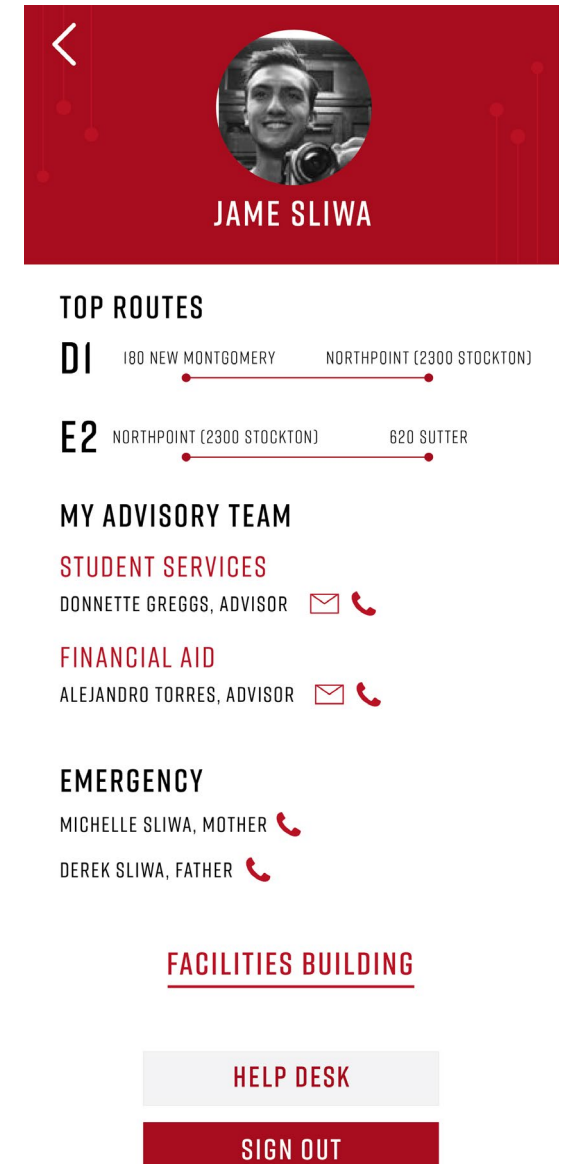**FACILITIES BUILDING**

HELP DESK

SIGN OUT

Changed the "Route Suggestions" to "Sync Schedule".

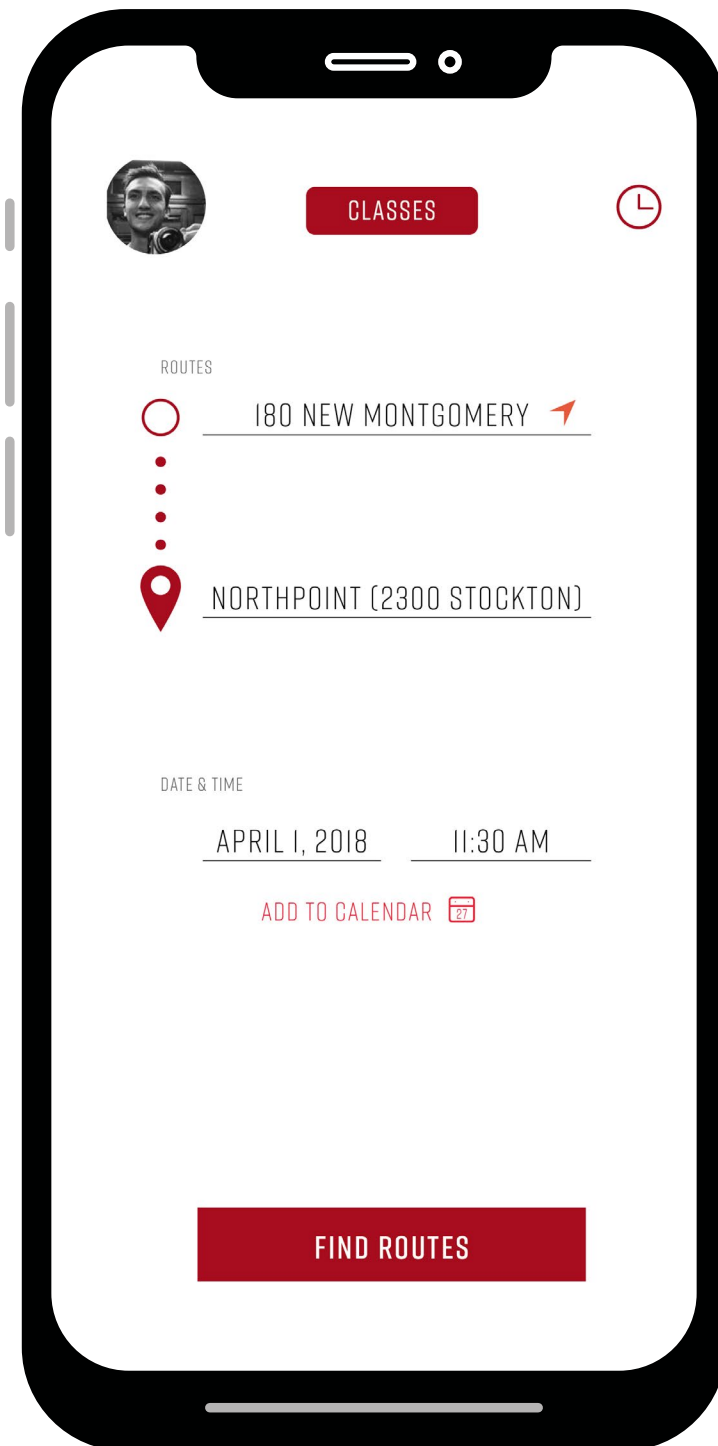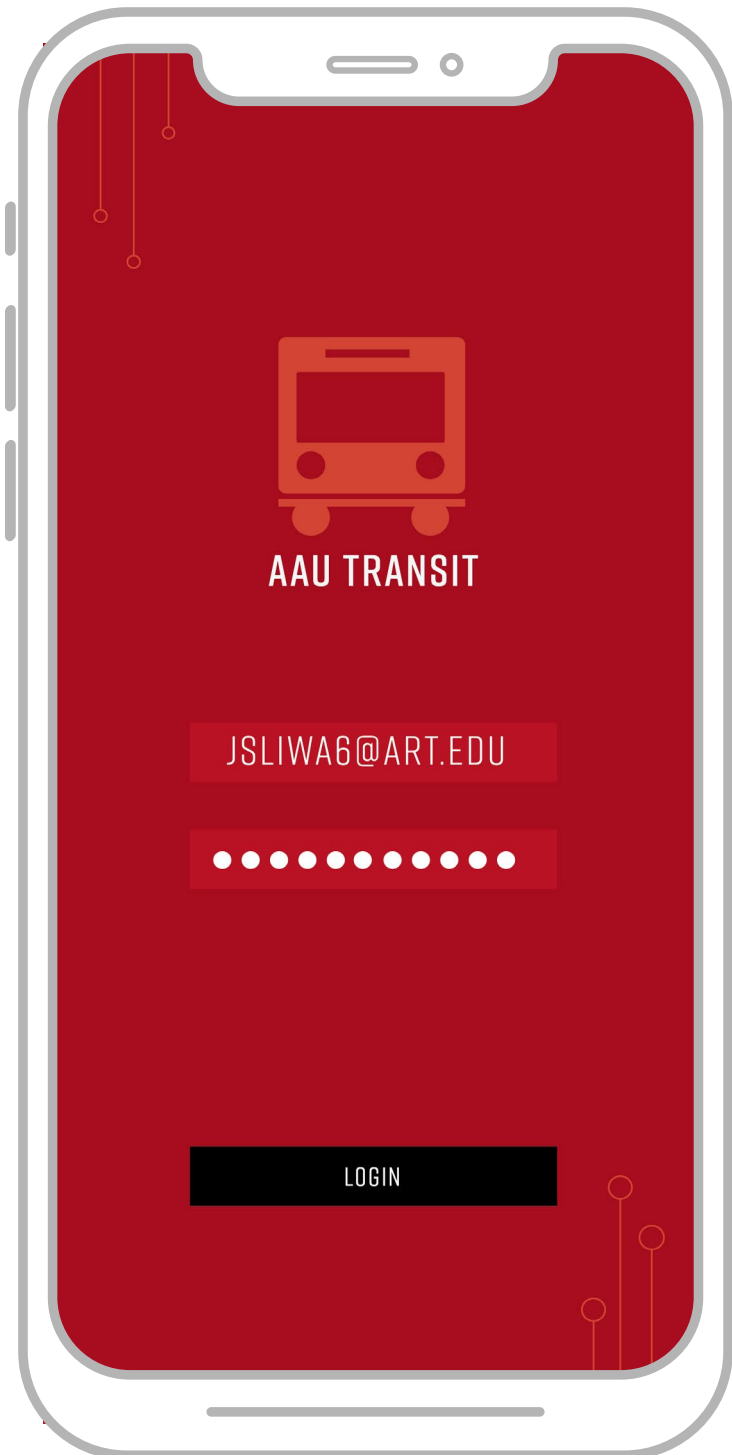Changed the route colors to easily tell them apart on the map.
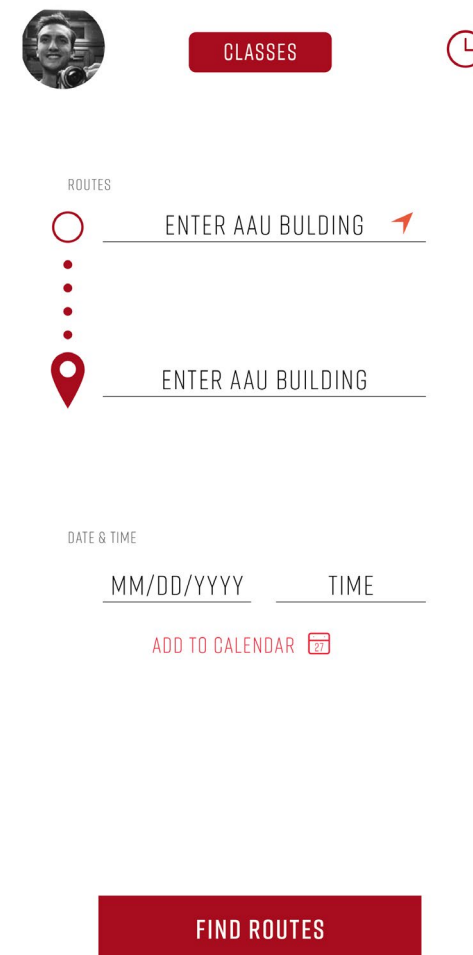
Changed the "Sync School Schedule" to "Add Calendar" for users to easily add to their planners. Also changed the "My Routes" to "Classes".

Changed class schedule to important contacts and have a link to the facilities website page to find building addresses faster.

FINAL SCREENS

AAU TRANSIT

JSLIWA6@ART.EDU

•••••••••••

LOGIN

CLASSES

ROUTES

180 NEW MONTGOMERY

NORTHPOINT (2300 STOCKTON)

DATE & TIME

APRIL 1, 2018   11:30 AM

ADD TO CALENDAR

FIND ROUTES

TRY PROTOTYPE HERE

AAU TRANSIT

THANK YOU