# DESIGN: CARPOOL

*Manjit Mohan, UX Designer*

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- Design Opportunity
- Business Insights
- Users
- Scenarios & tasks
- User’s mental model
- Information architecture
- Task flows
- Concepts
- Designs
- Recommendation

# DESIGN OPPORTUNITY

- Design a carpooling/ride-sharing web mobile application that helps in;
  - Splitting fuel prices
  - Reducing pollution & protecting environment
  - Saving time spend waiting for bus or train
  - Connecting with new people
  - Reducing traffic
- Design must address the following traveller/user concerns;
  - Safety of traveling with strangers
  - Timings of pickup, drop and unexpected changes in daily commute
  - Cost changes due to traffic or repairs

# BUSINESS INSIGHTS

# INSIGHTS

## Business Goals

- Increase app usage & app store rating
- Create an app usable & easily found by search
- Engage & retain users
- Create carpool app with lower investments than native apps

## User Goals

- Save money & environment
- Travel safely & on-time

# INSIGHTS

## Product Goals

- Help user find/offer a ride
- Provide options to cross check co-travellers
- Provide a ‘Help’ alarm
- Avail option to be-friend and connect with co-travellers

## Design Goals

- Create a seamless carpooling experience
- Educate first time users and handhold regular users

# USERS

# USER SEGMENTS

## Commuter

Wants to carpool to and from office at fixed timings for lower costs

## Backpacker

Seeks safety while travelling and exploring

## Buddy

A people person who enjoys making new friends and connections

# COMMUTER

## Raghu Rajput

41, Project Manager

Raghu is a project manager in an MNC. He commutes in his car through heavy city traffic daily. Married with two kids he wants to save enough for their future education. He often offers rides to his colleagues in return for splitting the fuel costs. Recently, he heard that there are apps for carpooling.

### Needs

- Lower expense by splitting fuel bill with travellers
- Decent and clean travellers
- Enroute pick up and drop of travellers
- Find other rides to work

### Challenges

- Lack of knowledge regarding carpooling apps
- Finding committed regular commuters
- Substitute travellers when regular commuters skip

### Goals

- Reduce expenses and save money
- Maintain car hygiene for family trips
- Comfortably reach office on time

# BAG-PACKER

## Maria Hector

28, Travel Photographer

Maria is a photographer working for a travel magazine exploring places, capturing moments and gathering stories. She prefers cheaper travel options such as train, bus or carpooling as she would also get to experience new people. As an enthusiastic bag-packer she has had plenty of good and bad experiences in her journeys.

### Needs

- Capture moments
- Experience stories
- Meet new people
- Study new places
- Trustworthy travel companions

### Challenges

- Not knowing people in her journeys
- Lack of committed travel buddies
- Unwanted attention received being a women
- Unsafe night travels

### Goals

- Explore new places
- Amazing experiences
- Be safe

# BUDDY

## Peter Naveen

24, Accounting Intern

Peter recently graduated and joined an accounting firm as an intern. He believes in ‘work hard - play hard’. New to corporate world of professional and formal colleagues, Peter misses days spend in college with his best friends. They used to travel partying and enjoying life. As a tech savvy travel enthusiast Peter even uses digital applications for planning and travelling.

### Needs

- Quick ad hoc travel planning
- Enthusiastic travel companions
- Split bills and cost sharing
- Meet new people

### Challenges

- Earning strangers trust and respect
- Maintaining friendship found by travel afterwards
- Matching travel timings with friends

### Goals

- Enjoy life
- Make friends
- Make travel fun

# SCENARIOS & TASKS

# JOINING A RIDE

| | | | |
|---|---|---|---|
| Maria navigates to carpool.com | Maria seeks to find a ride | Maria finds a ride and joins the journey | Maria completes a ride |
| Does Maria know the URL or will she use a search engine? | Maria sets date and time for the ride | In case of emergency Maria can call for help | Maria can rate the passengers |
| | Maria sets the route and days of the ride | Maria can see nearby fuel depot, mechanic, police station, hospitals | Maria pays for the journey |
| | | | Maria can share her ride experience |
| | | | Save passenger as a friend |

LEGEND

- Step
- Question
- Comment

# OFFERING A RIDE

Raghu navigates to carpool.com

Does Raghu know the URL or will he use a search engine?

Raghu selects to offer ride

Raghu sets date and time for the ride

Raghu sets the route and days of the ride

Raghu sets the charges for his passengers

Raghu declares the available number of seats

Raghu starts journey with companions

In case of emergency Raghu can call for help

Raghu can see nearby fuel depot, mechanic, police station, hospitals

Raghu completes a ride

Raghu can rate the passengers

Collect the payment from his passenger

Raghu can share his ride experience

Save passenger as a friend

LEGEND

Step

Question

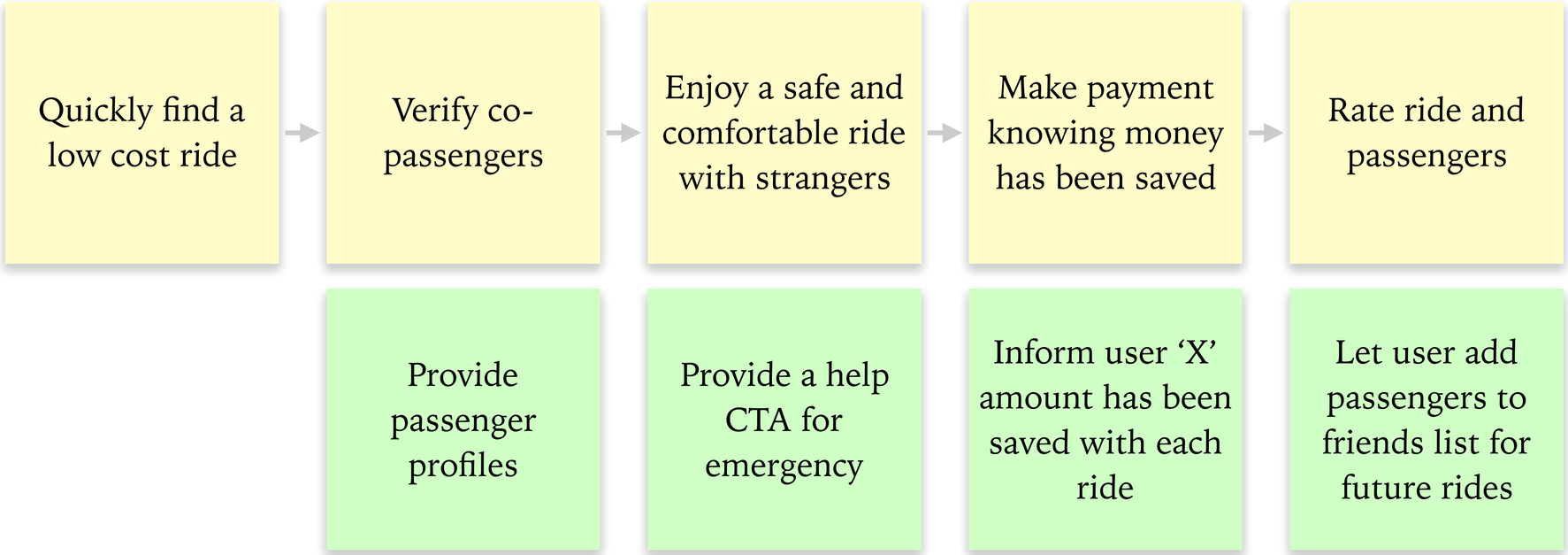
Comment

# USER TASKS

| USERS | TASKS | SCENARIOS |
| --- | --- | --- |
| **Commuter**<br>Raghu Rajput | • Offer a ride<br>• Set date & time for the ride<br>• Find companions<br>• Split fuel costs | Raghu wants to to save fuel costs by offering rides to commuters and splitting bills. |
| **Bag-packer**<br>Maria Hector | • Join a ride<br>• Verify companions<br>• See costs<br>• Seek urgent help if needed<br>• Rate companions to help others | Maria wants to hop in and travel securely with strangers saving much money and time. She hopes to have new and amazing experiences in each of her journeys. |
| **Buddy**<br>Peter Naveen | • Join a ride<br>• Find companions of similar interest<br>• Go for long rides | Peter wants to meet new people who might become his new best friends and wants the ride to his office to be interesting. |

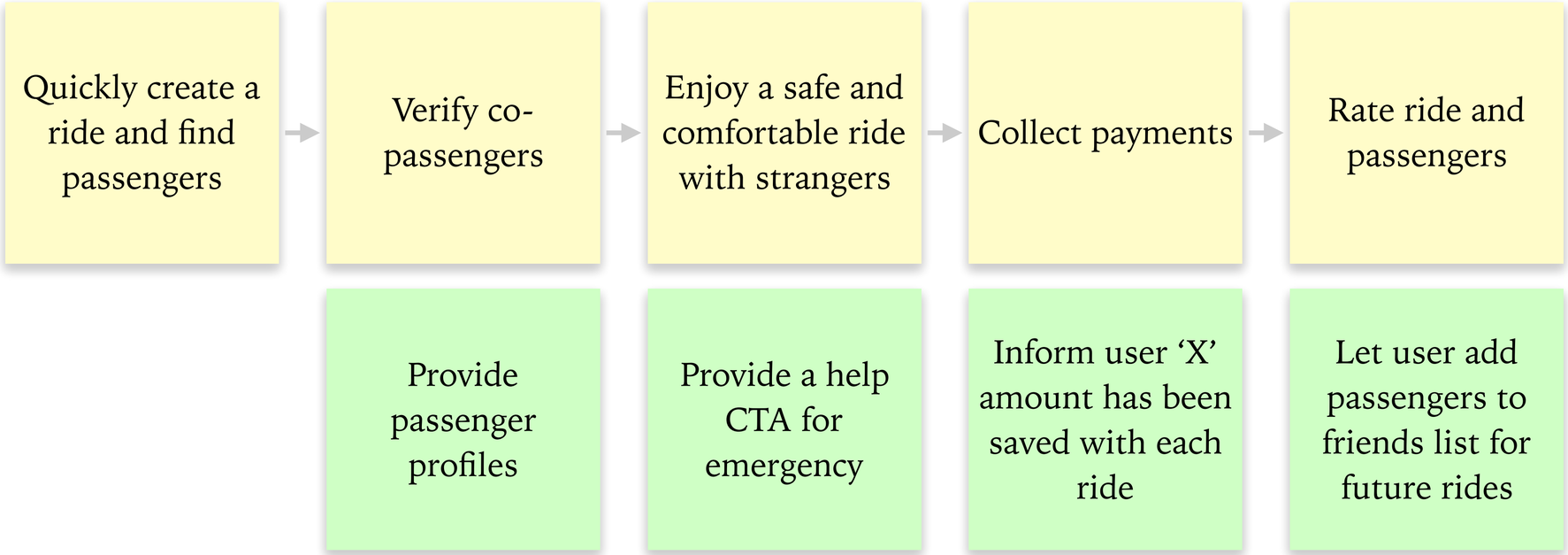
# USER'S MENTAL MODEL

# JOINING A RIDE




**LEGEND** Step Idea

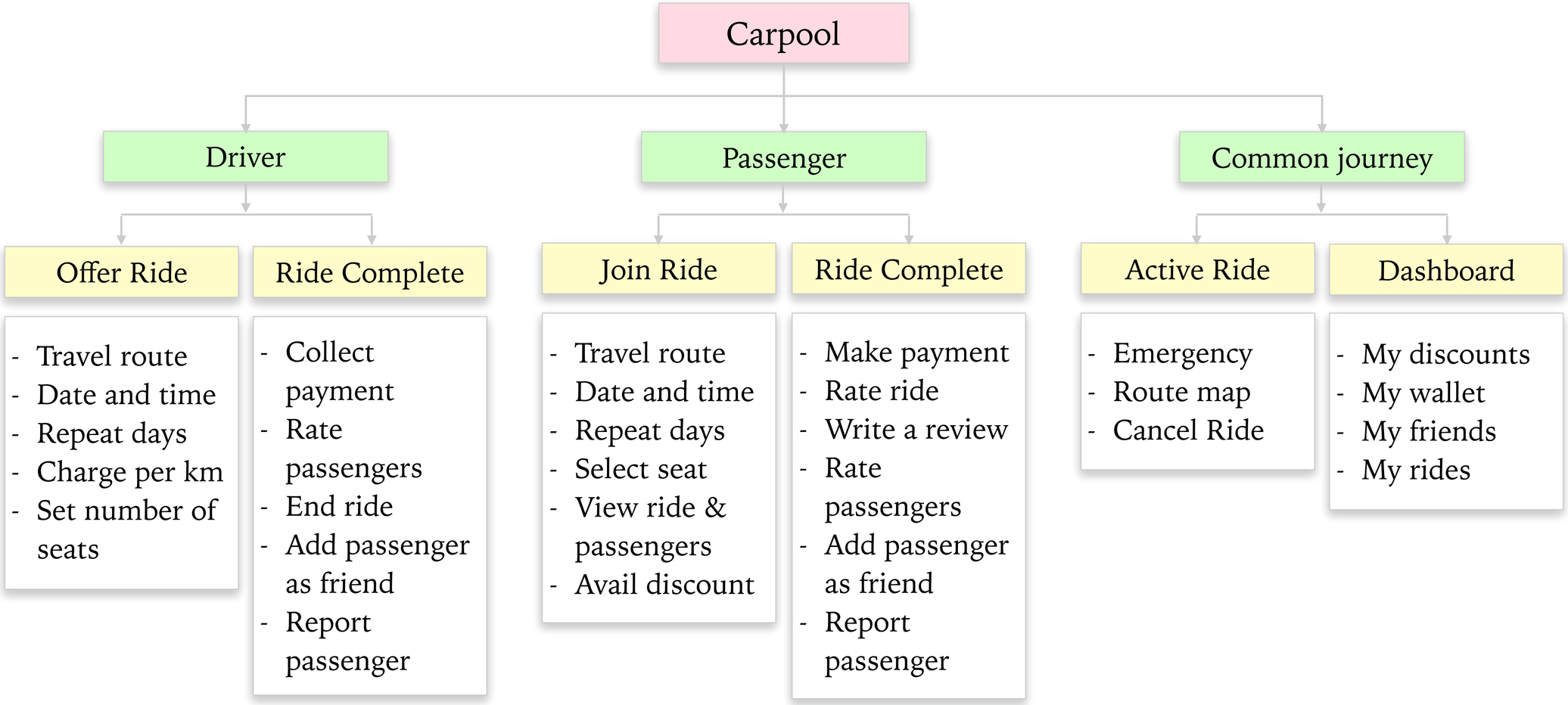
# OFFERING A RIDE




**LEGEND** Step Idea

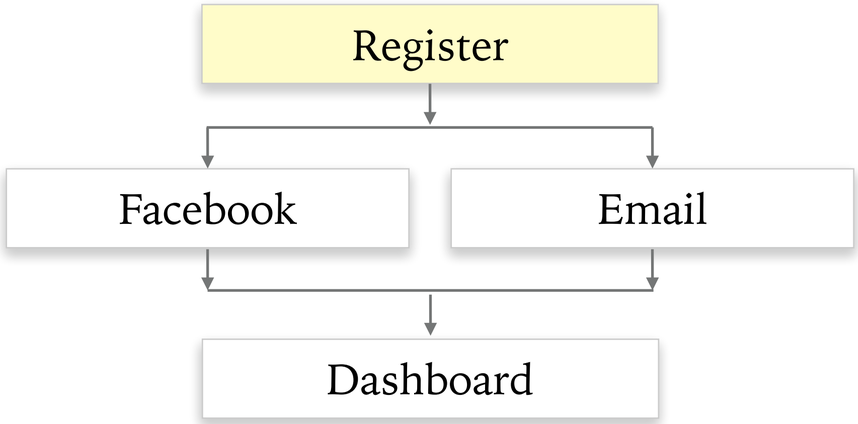
# INFORMATION ARCHITECTURE

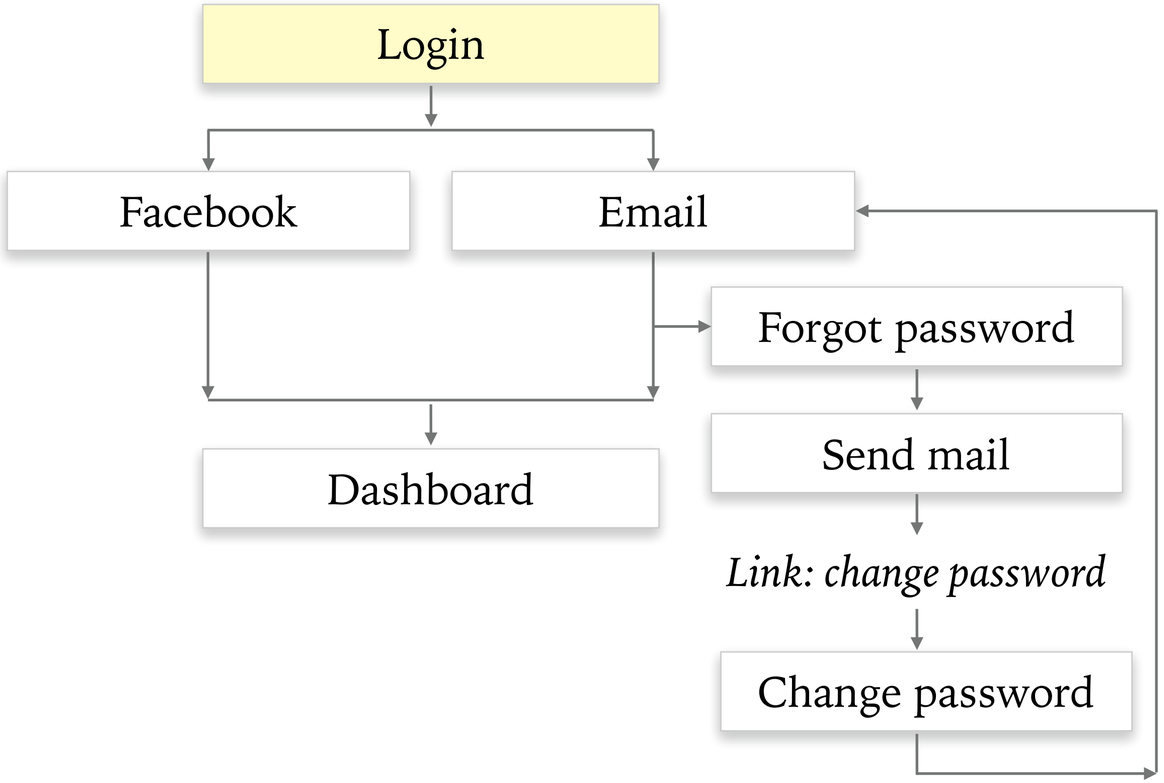
# INFORMATION ARCHITECTURE



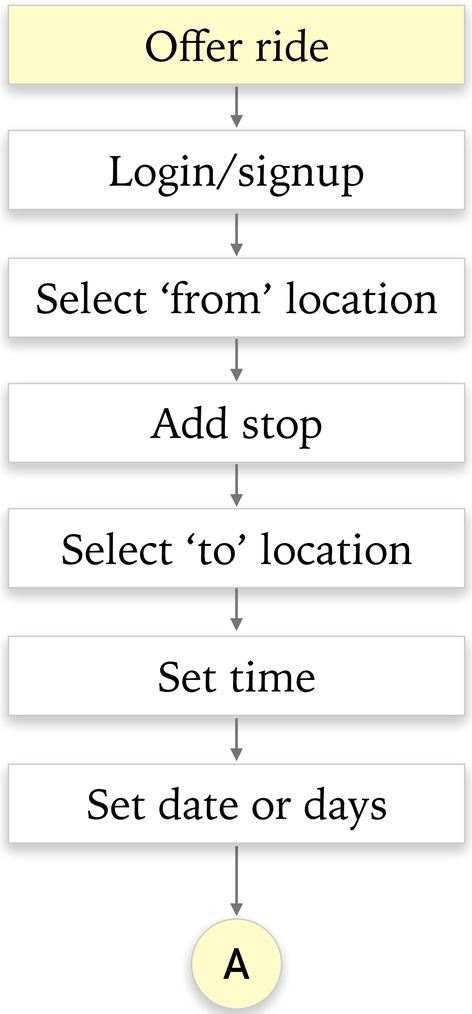
# TASK FLOWS

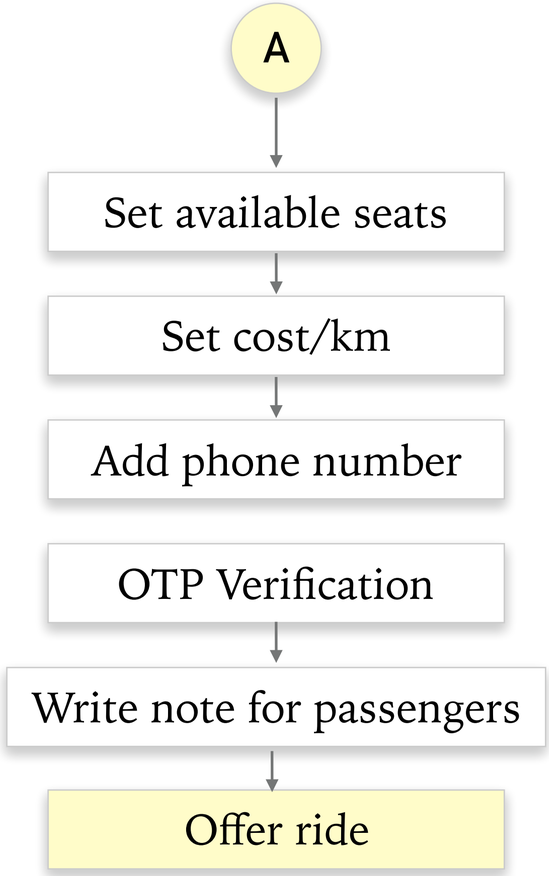
# REGISTER / LOGIN



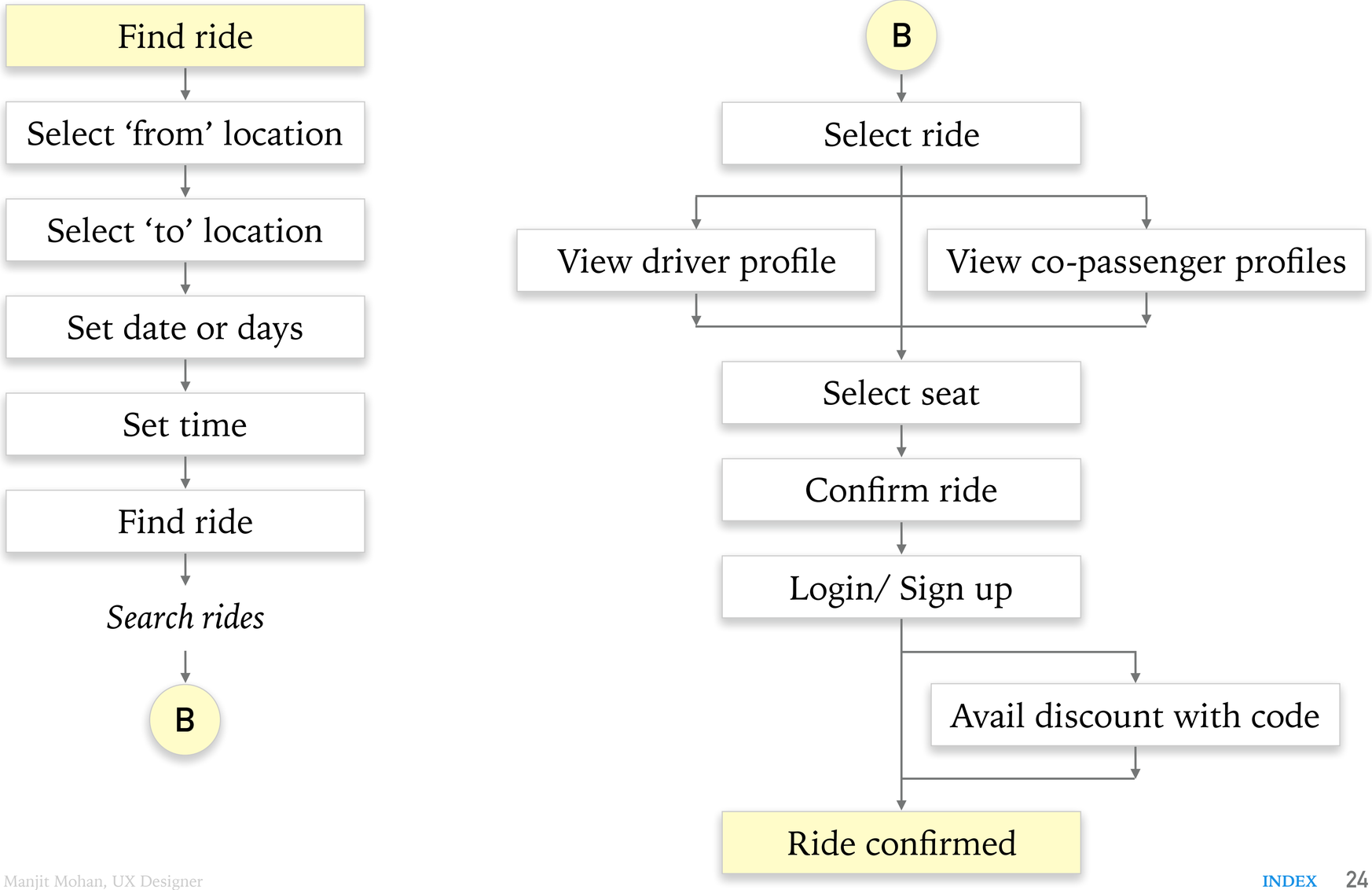



# OFFERING A RIDE

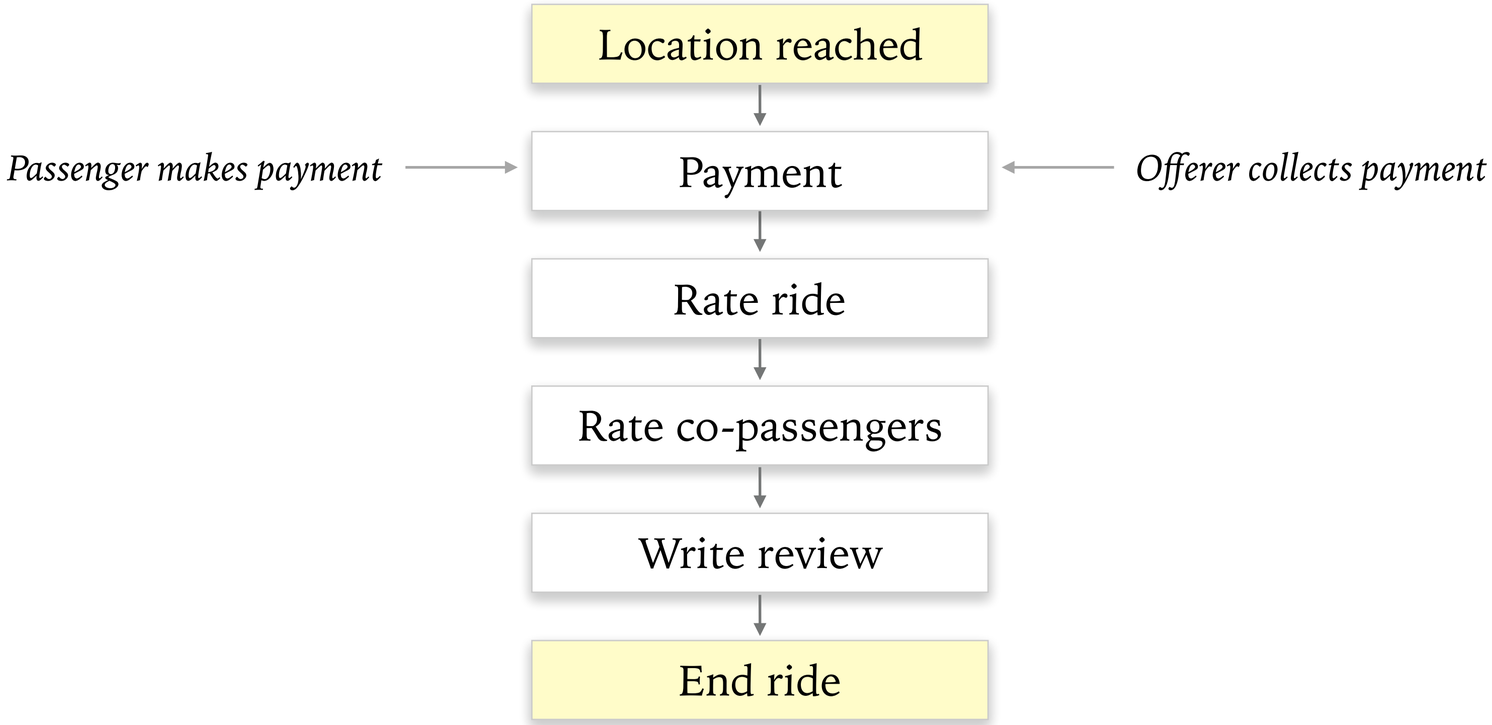


# JOINING A RIDE

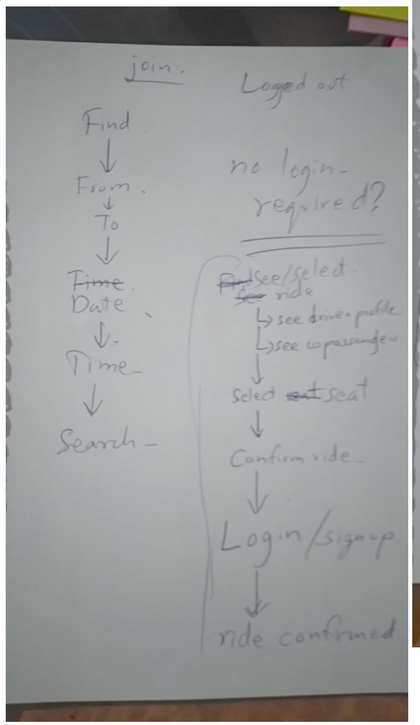


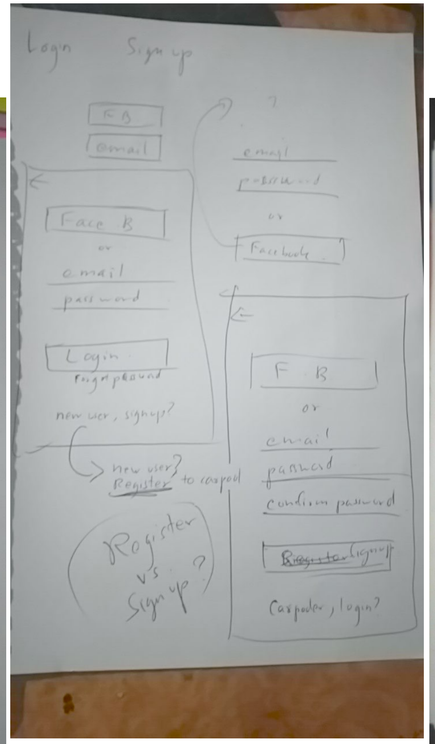
# RIDE COMPLETION

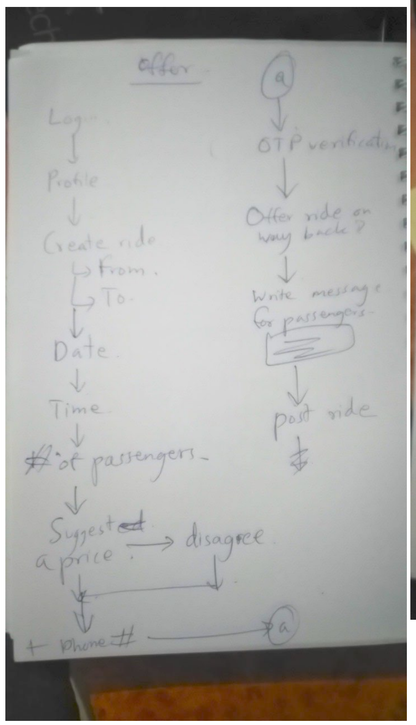


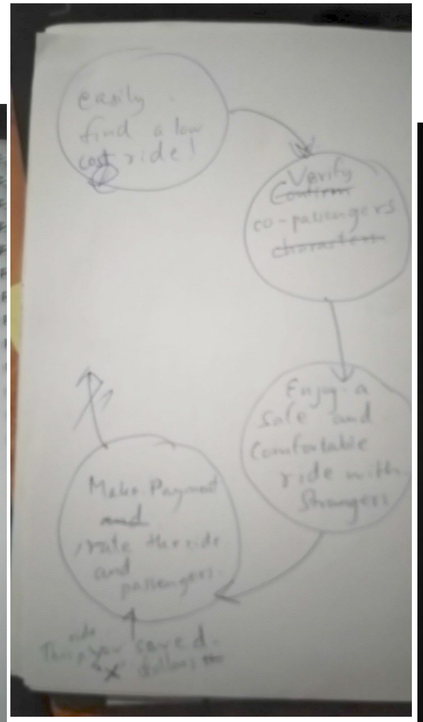
# CONCEPTS

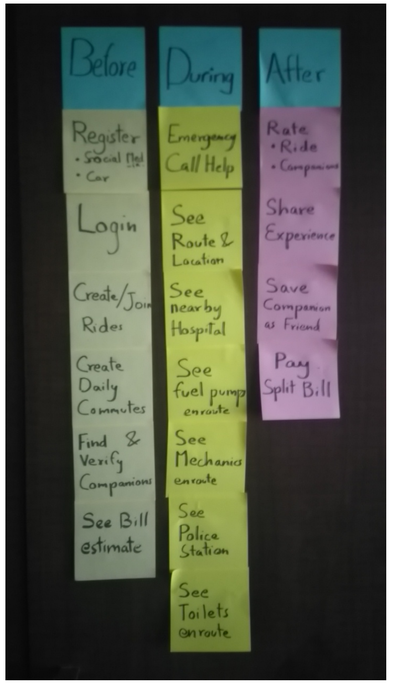
# PLANNING


join.
Logged out
Find
From
To
Time
Date
Search
no login required?
See/select ride
see drive. profile
see co-passengers
Select seat
Confirm ride
Login/Signup
ride confirmed


Login
Sign up
FB
email
Face B
or
email
password
Login
Fingerprint
new user, signup?
new user? Register to respond
Register vs Signup?
email
password
or
Facebook
F B
or
email
password
confirm password
Carpooler, login?

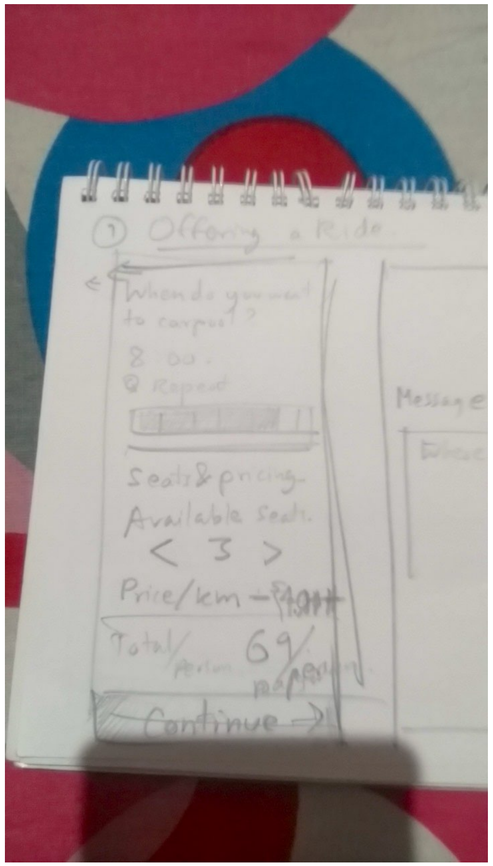

Offer
Log
Profile
Create ride
from
To
Date
Time
# of passengers
Suggest a price
disagree
+ Phone #
OTP verification
Offer ride on way back?
Write message for passengers
Post ride

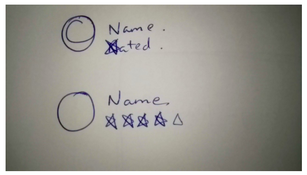

easily find a low cost ride!
Verify co-passengers
Enjoy a safe and comfortable ride with Strangers
Make Payment and rate the ride and passengers

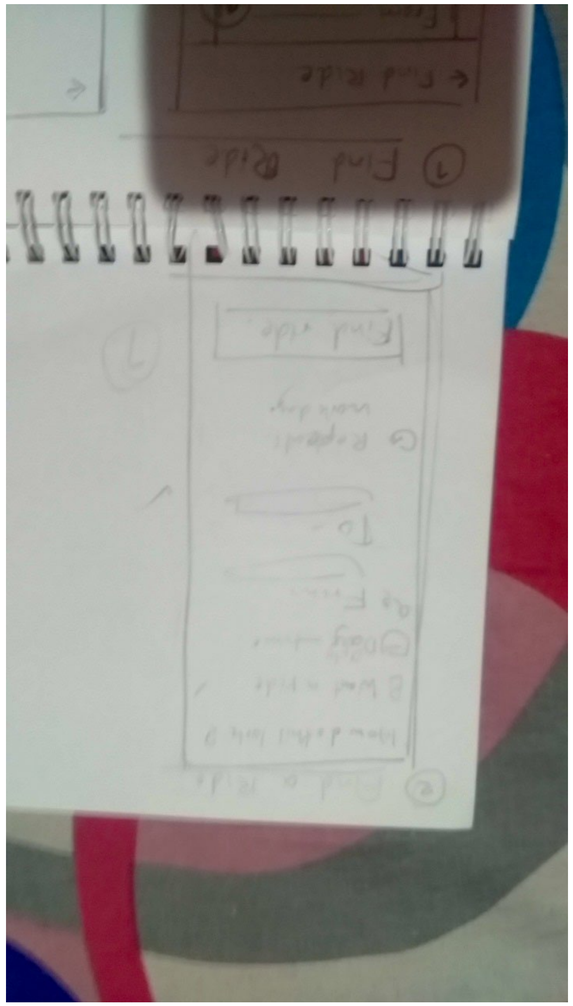

Before
During
After
Register
Social Net
Car
Login
Create/Join Rides
Create Daily Commutes
Find & Verify Companions
See Bill estimate
Emergency Call Help
See Route & Location
See nearby Hospital
See fuel pump enroute
See Mechanics enroute
See Police Station
See Toilets enroute
Rate Ride
Companions
Share Experience
Save Companion as Friend
Pay Split Bill

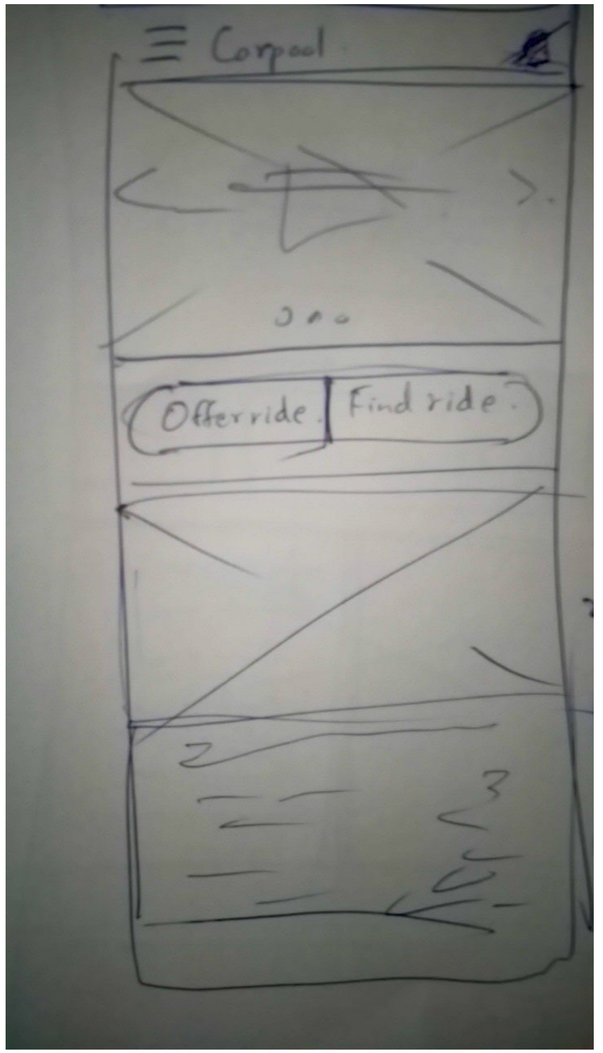
# THINKING

Offer ride
Find ride.
Reviews.

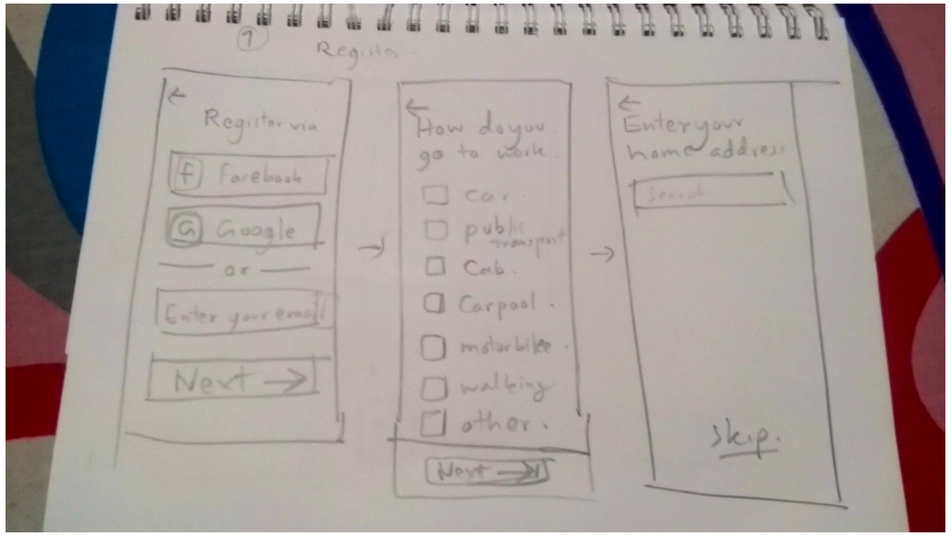

Offering a Ride
When do you want to carpool?
8 : 00 .
Repeat
Seats & pricing
Available seats.
< 3 >
Price/km
Total/
69/
Continue

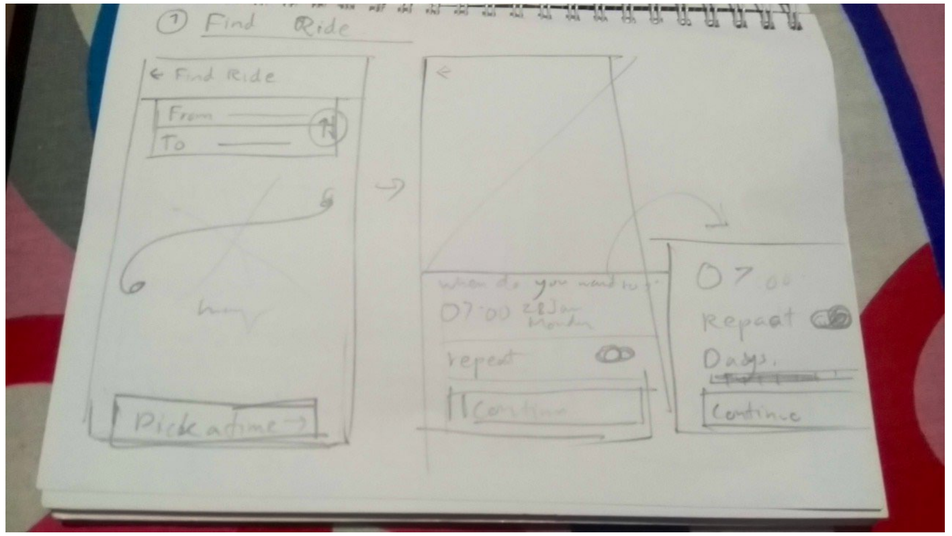

Name.
Name.

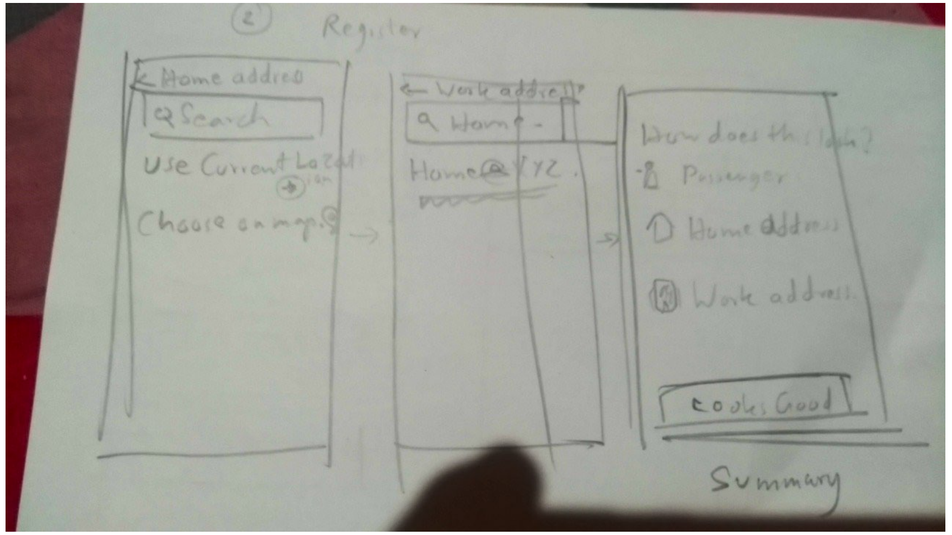


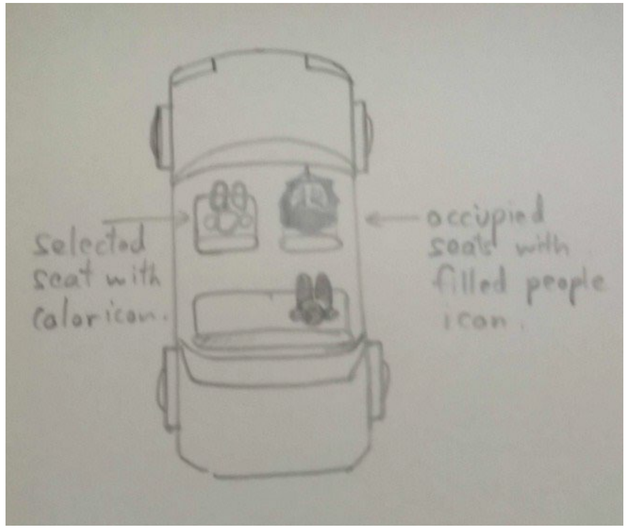

Carpool
Offer ride
Find ride.

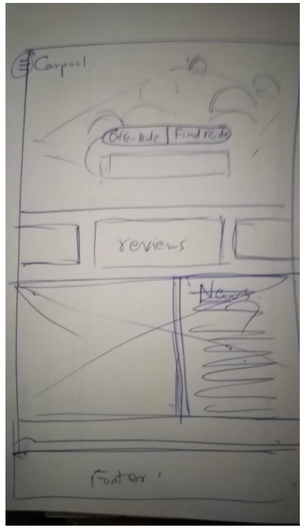
# WIREFRAMES


Register via
Facebook
Google
or
Enter your email
Next
How do you go to work
car
public transport
Cab
Carpool
motorbike
walking
other
Next
Enter your home address
Search
Skip


Find Ride
From
To
Pick a time
Repeat
Days
Continue


Register
Home address
Search
Use Current Location
Choose on map
Work address
Home
Home XYZ
How does this look?
Passenger
Home address
Work address
Looks Good
Summary

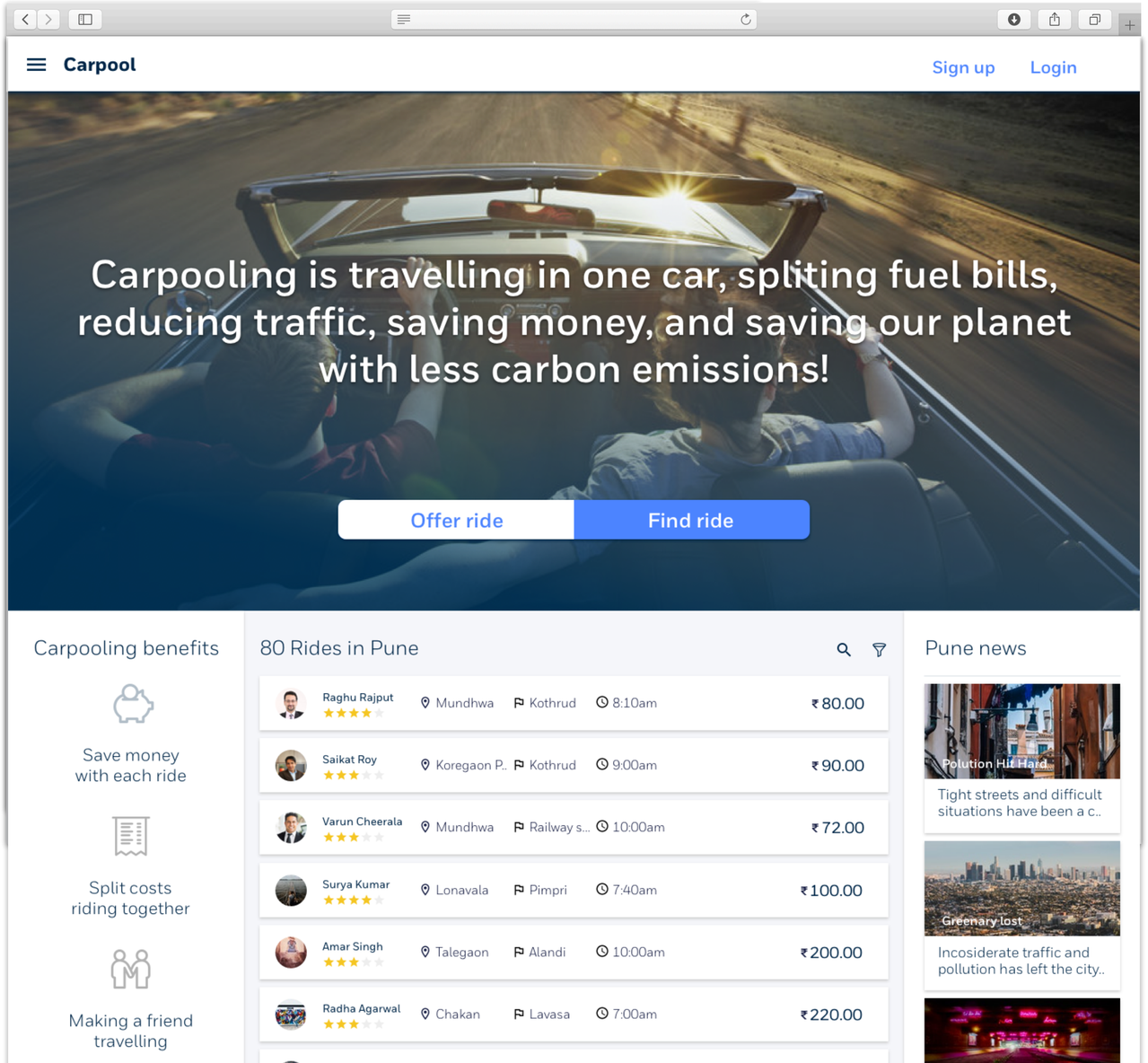

Selected seat with color icon.
occupied seats with filled people icon.

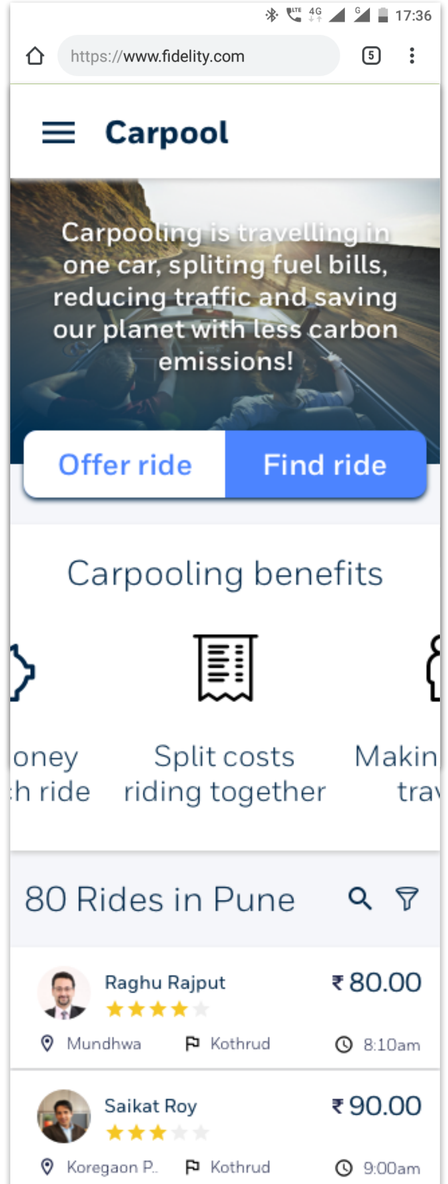

Carpool
Offer ride
Find ride
Reviews
Footer

# DESIGNS

# *Common Journey*

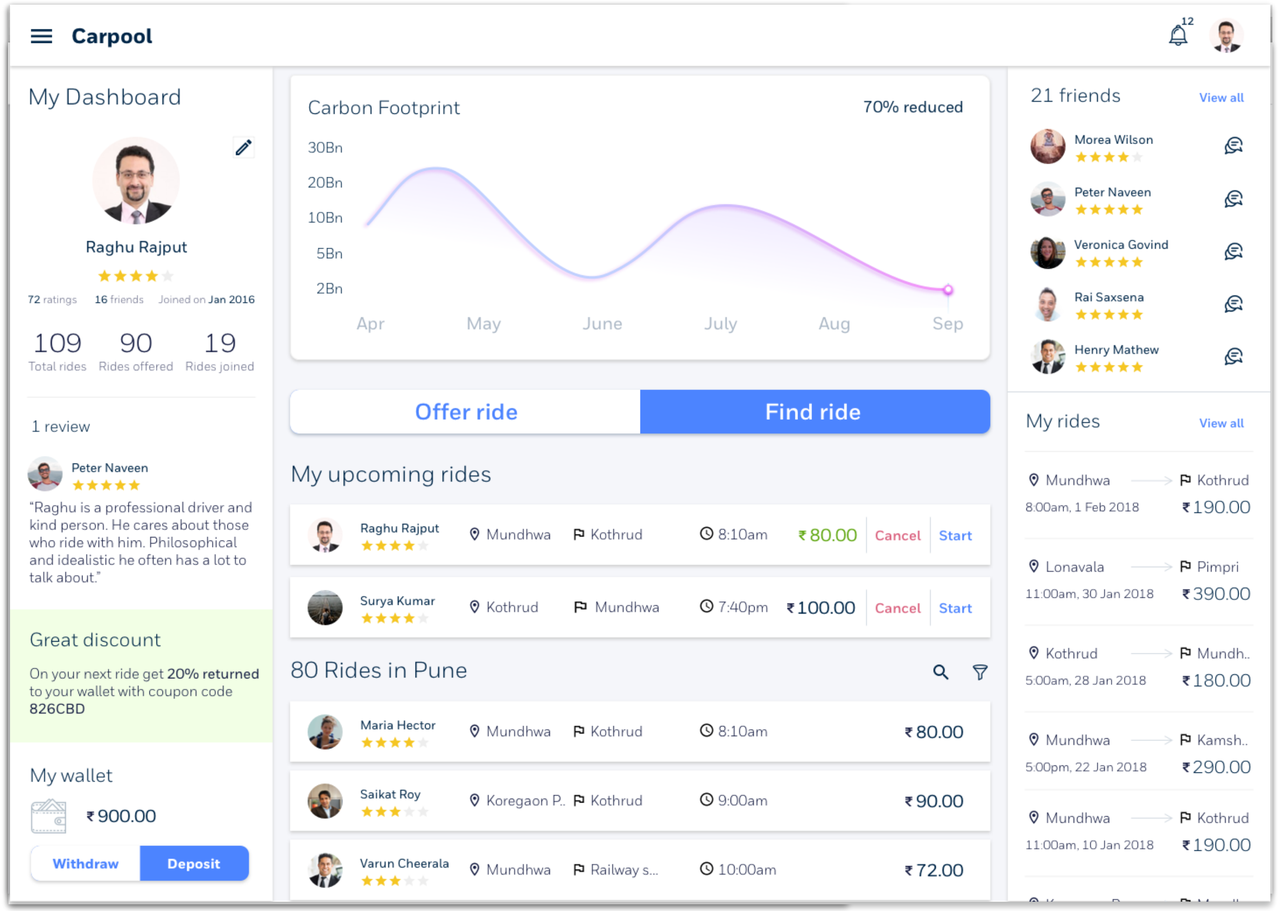
# LANDING PAGE

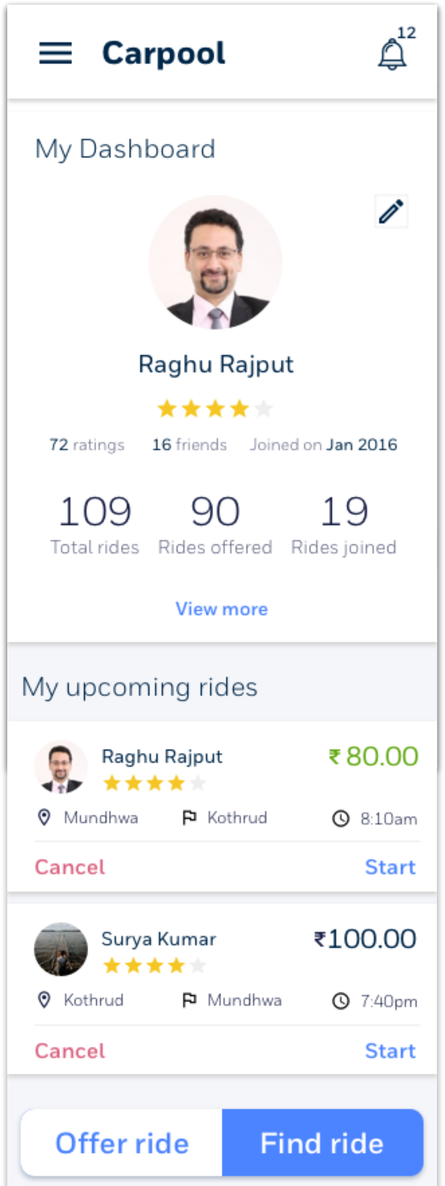


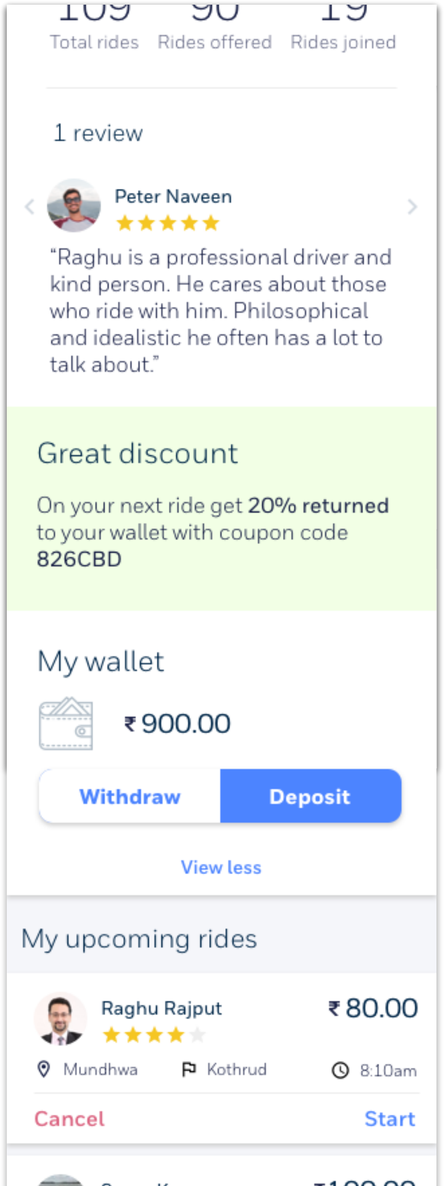




- The landing page educates users about carpooling.
- Users are also shown rides in their cities

# DASHBOARD



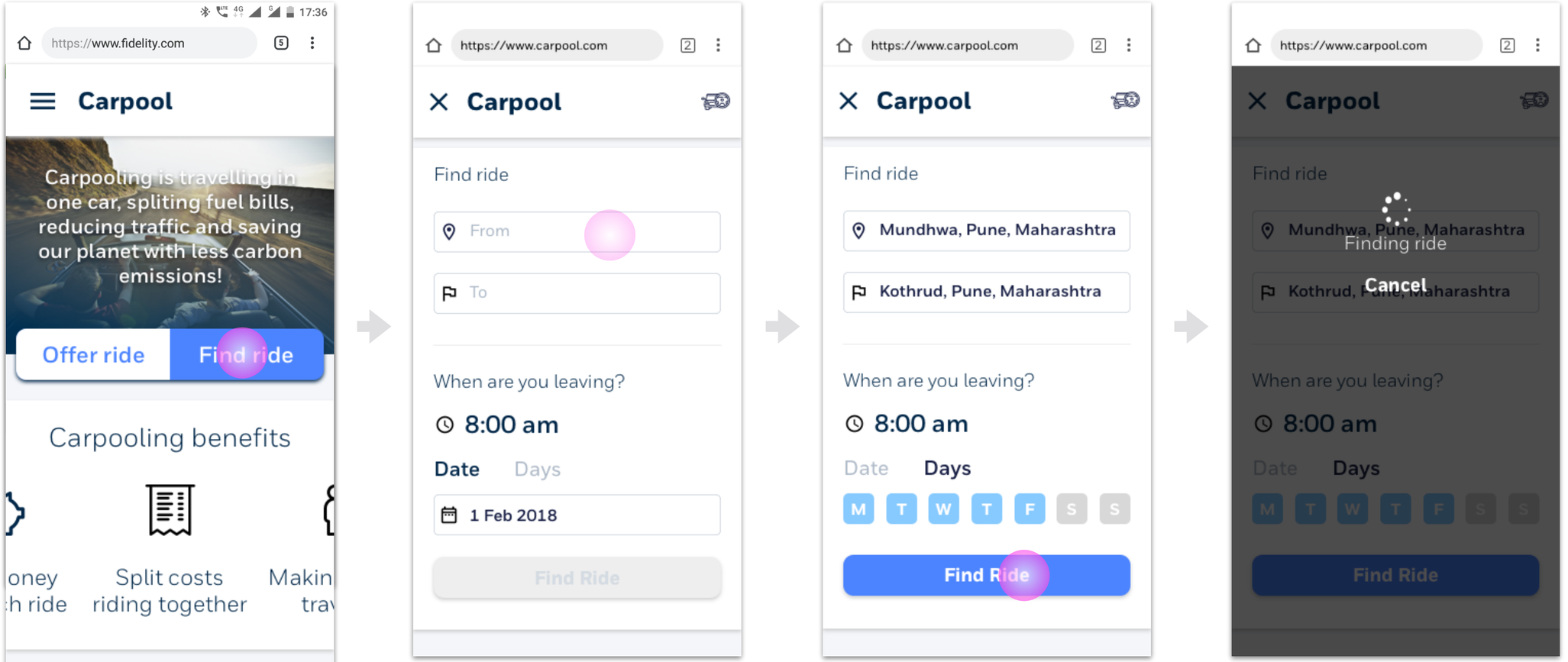




- The dashboard contains the profile information, carbon footprint for environment friendly, upcoming rides, list of friends, ride history and the two CTA's

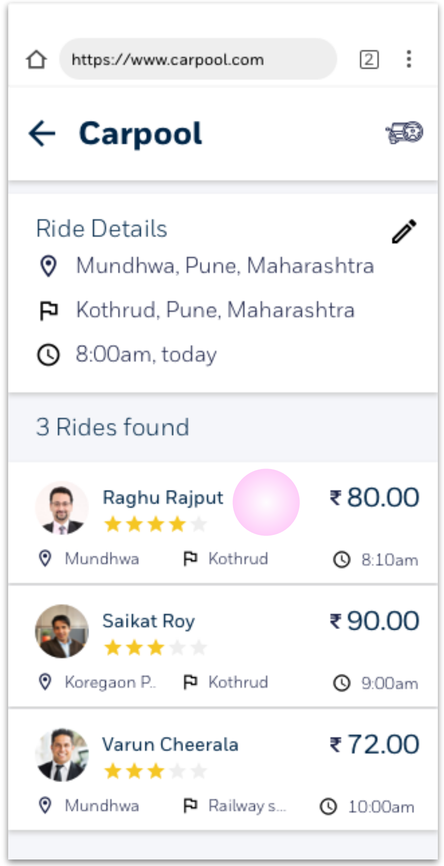
# *Passenger Journey*

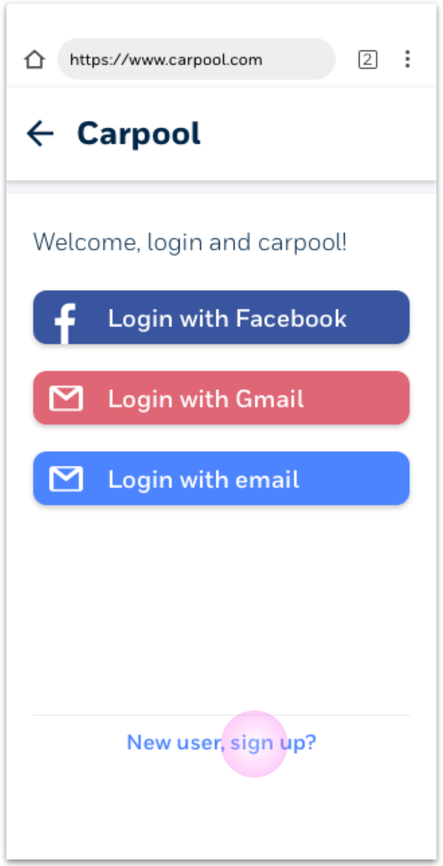
# FINDING A RIDE

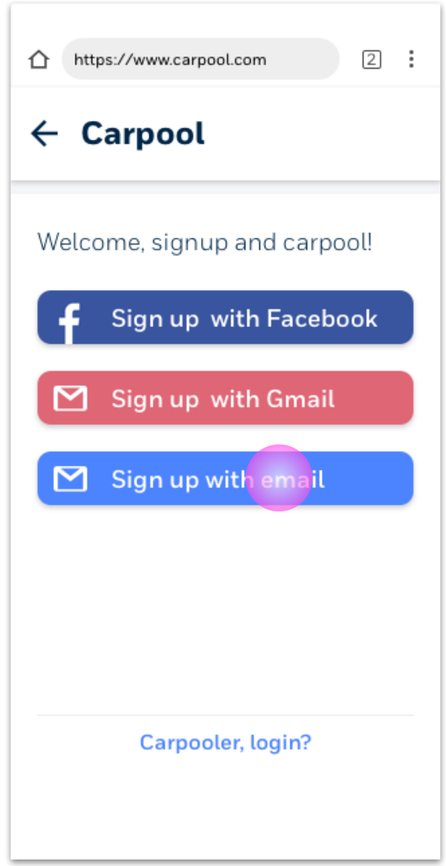



- Maria visits and decides to find a ride
- She provides location and other information and searches for rides

# FOUND RIDE & LOGIN

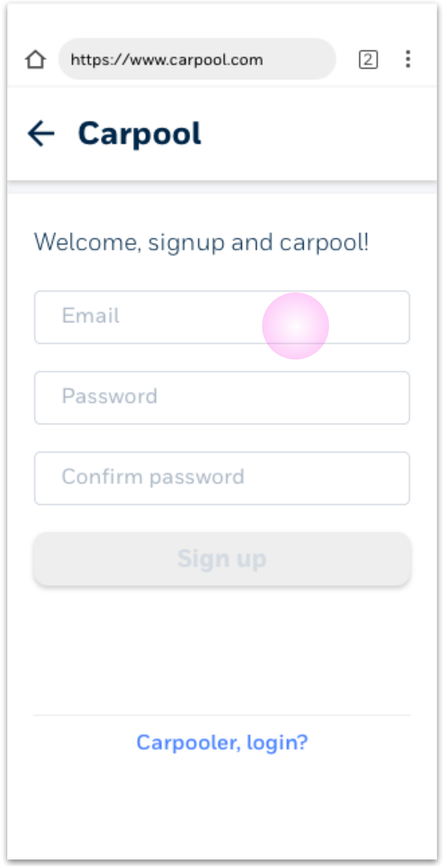


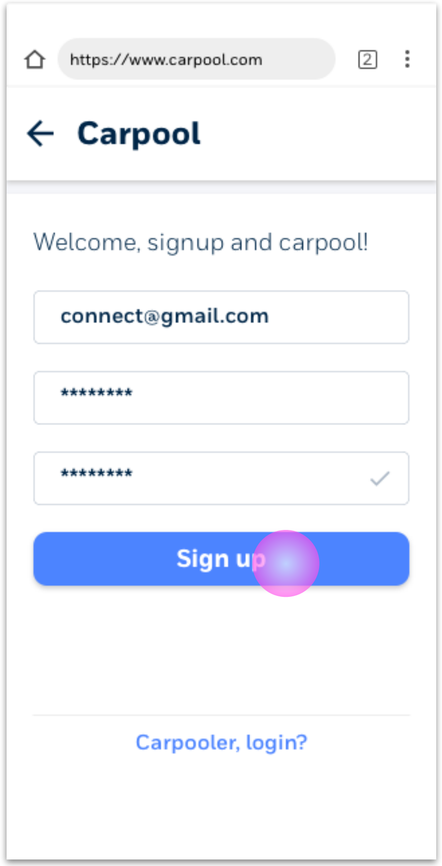


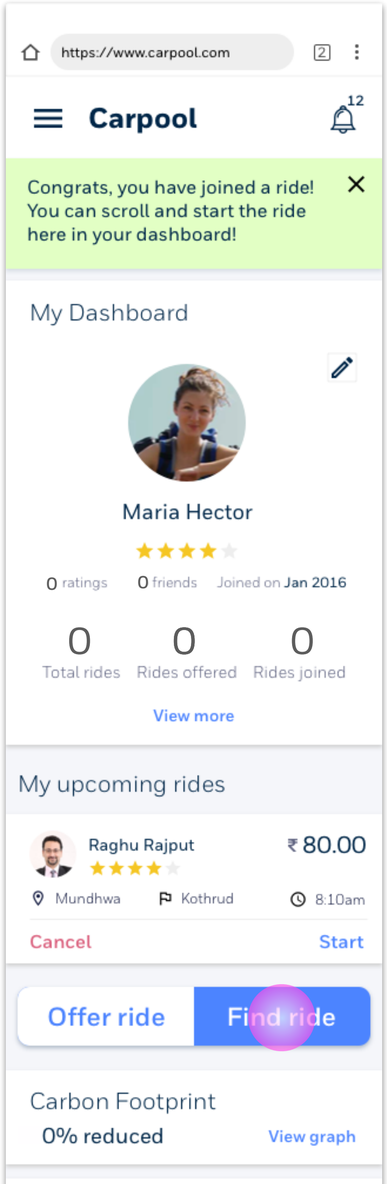



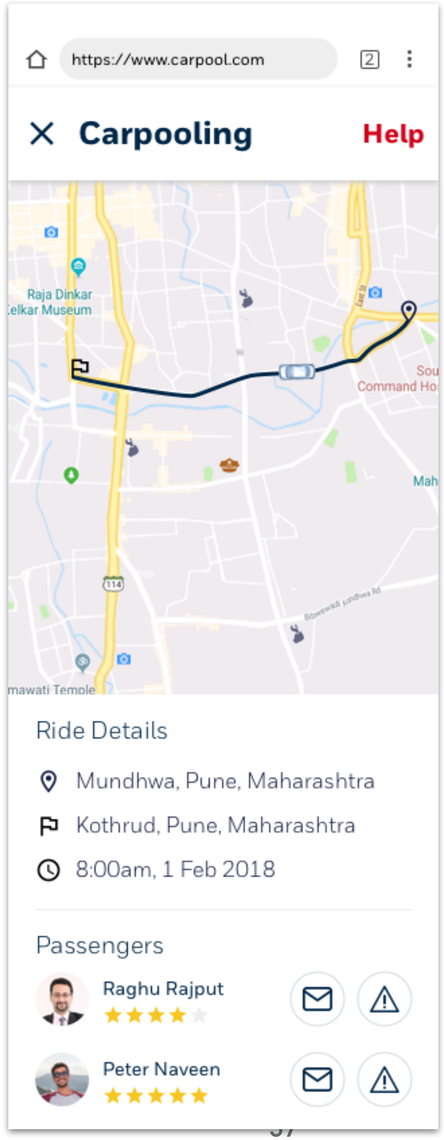

- She finds a ride
- She verifies the passengers
- Selects seat and joins the journey
- Now she is asked to login to carpool

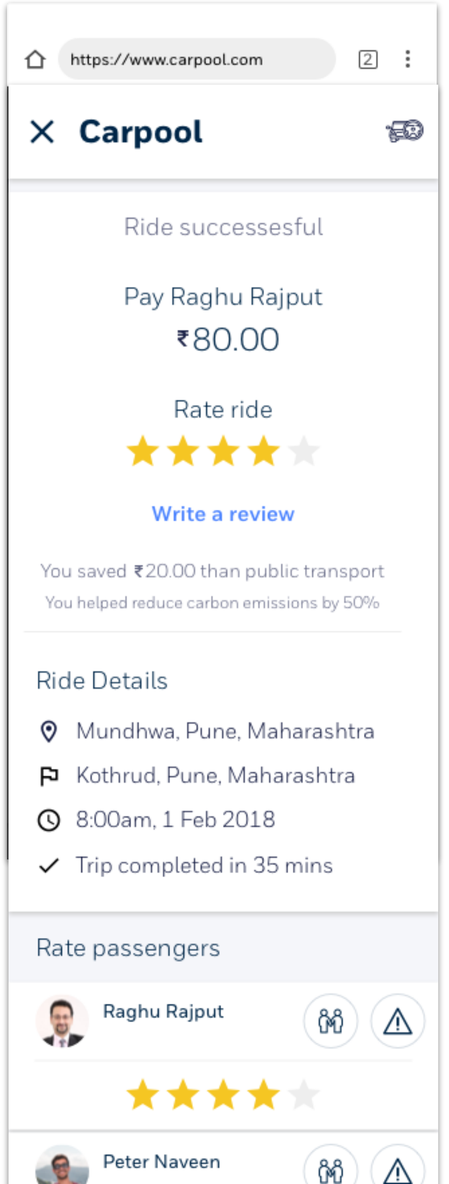
# THE RIDE



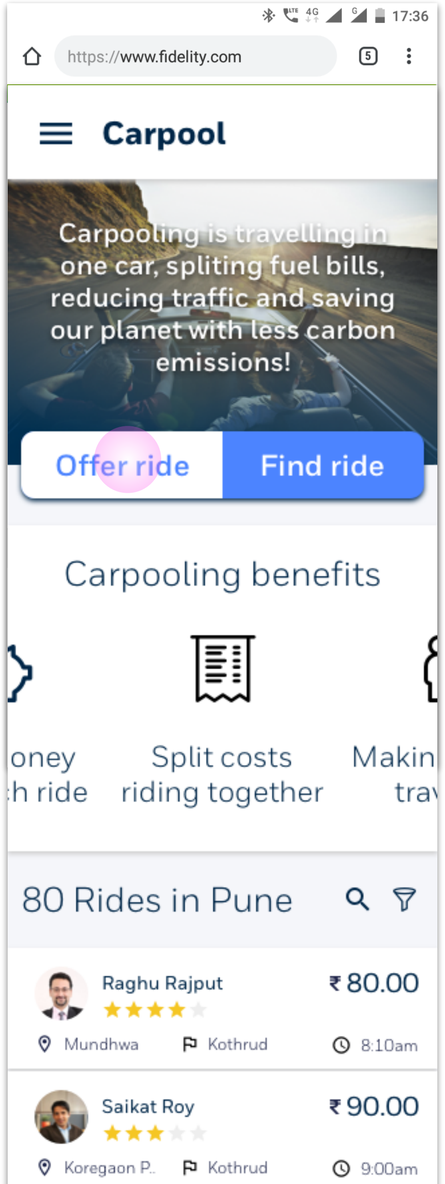

- Maria signs up and takes the trip

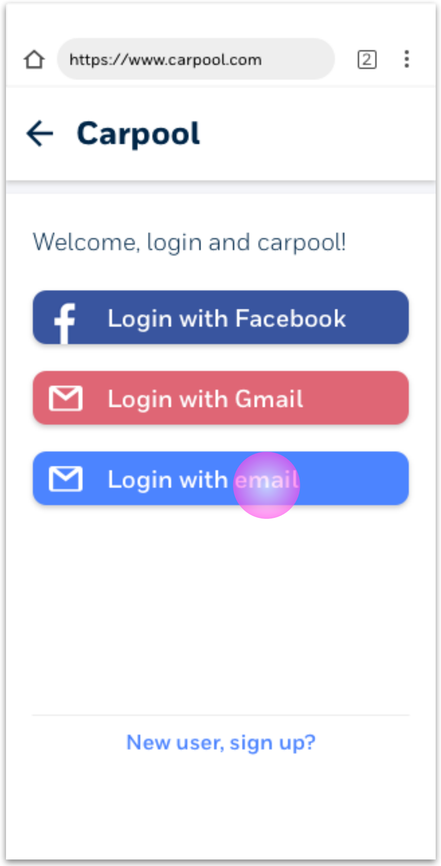


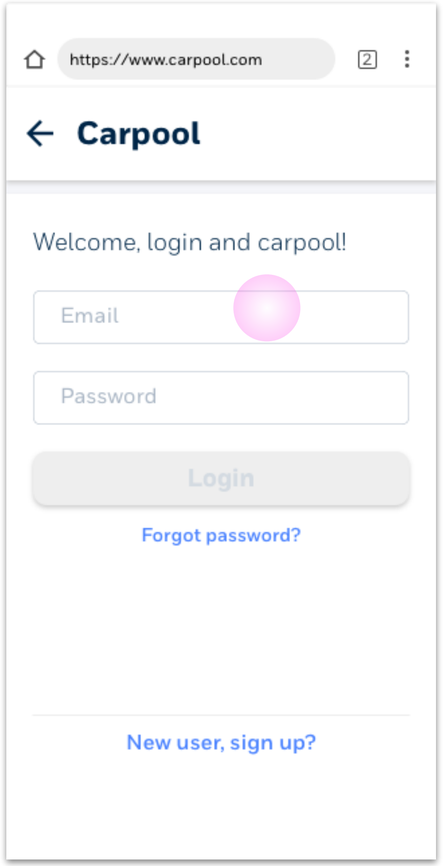
INDEX

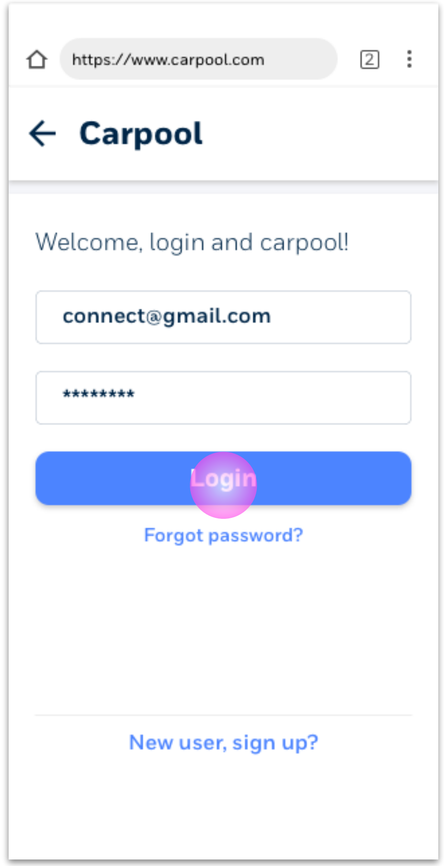
# *Driver Journey*

# SIGNING UP



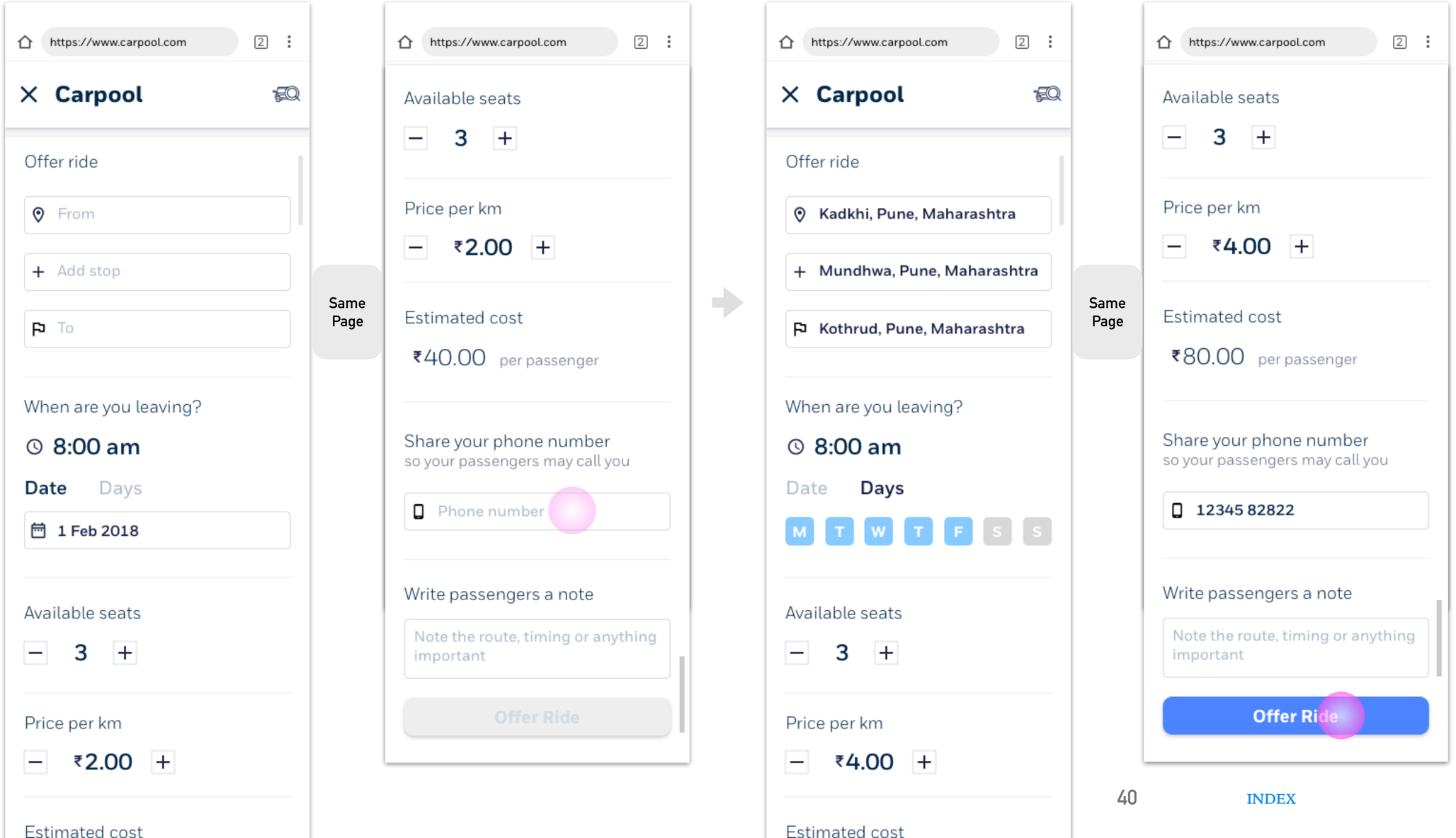



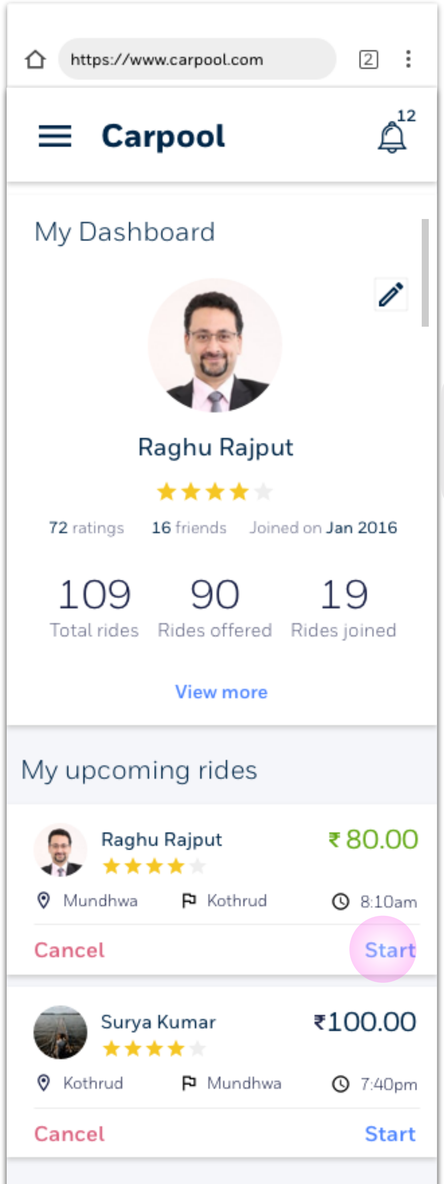




- User wants to offer a ride
- He logs in with his email

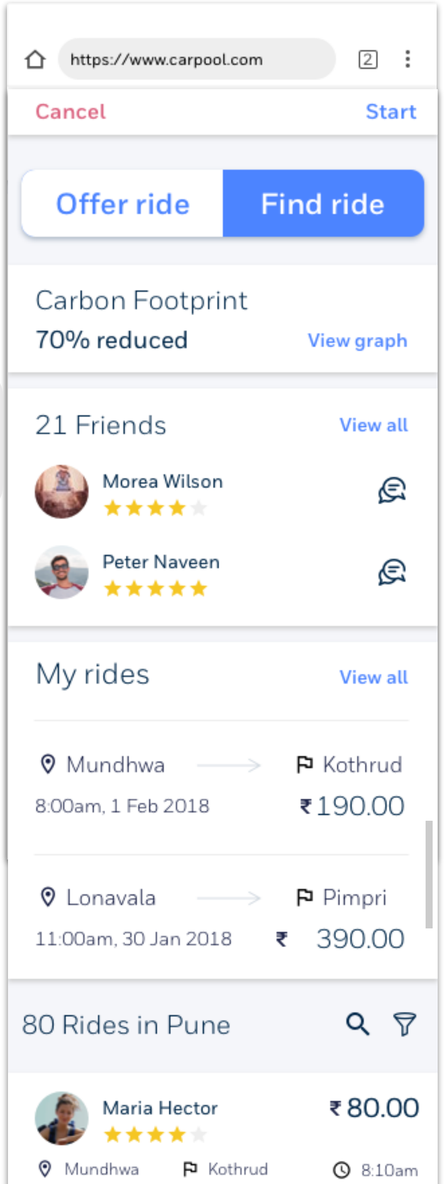
# CREATING A RIDE

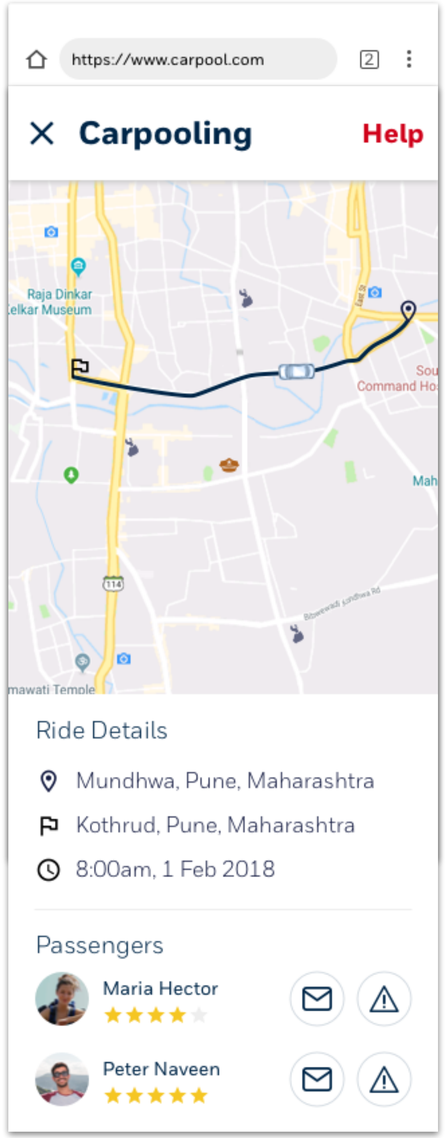


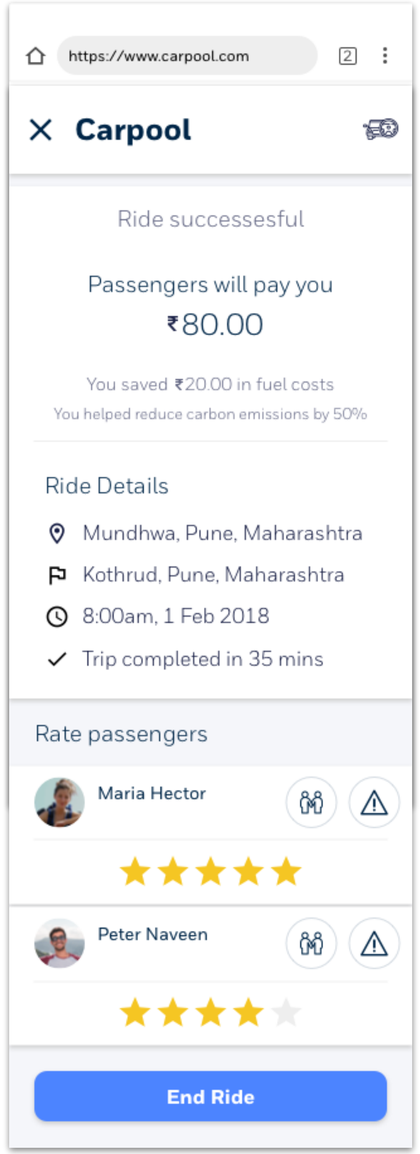
# THE RIDE




Same Page

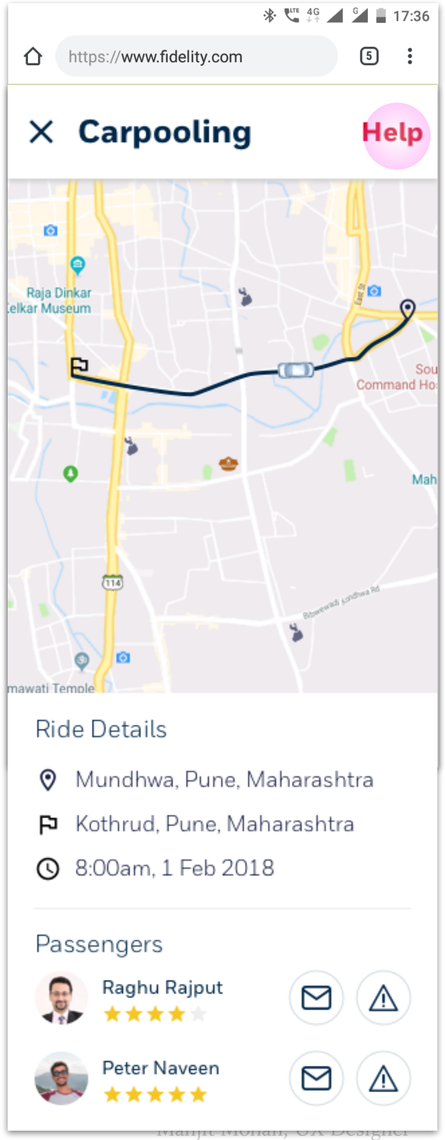


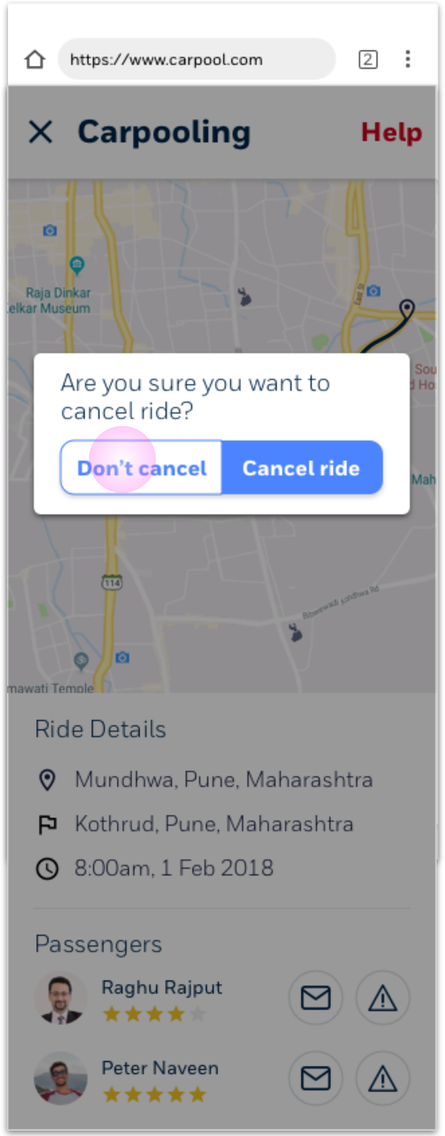



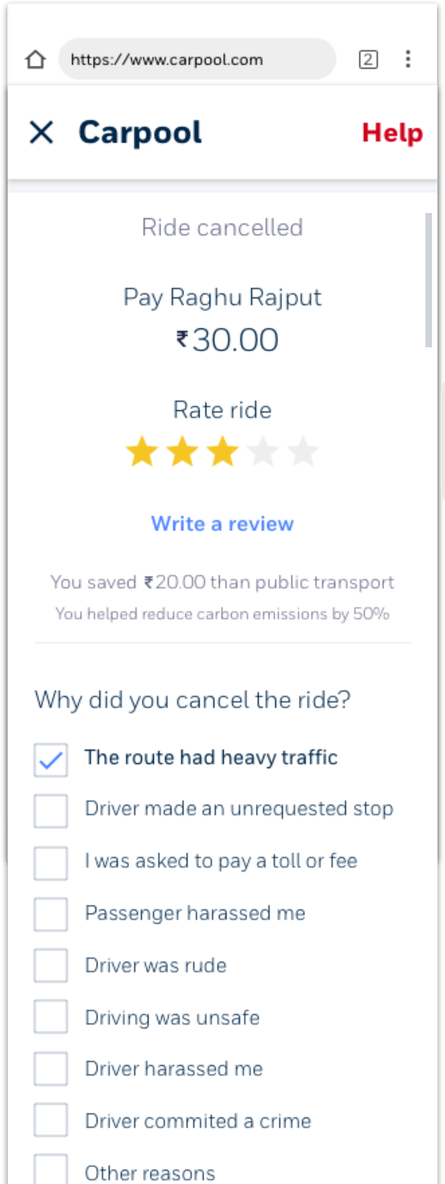



# *Exceptions*

# PASSENGER CANCELLING RIDE

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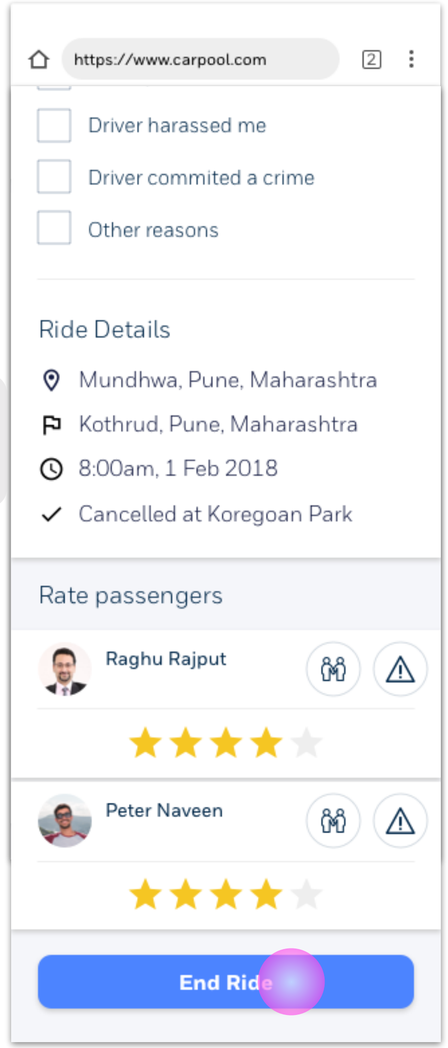
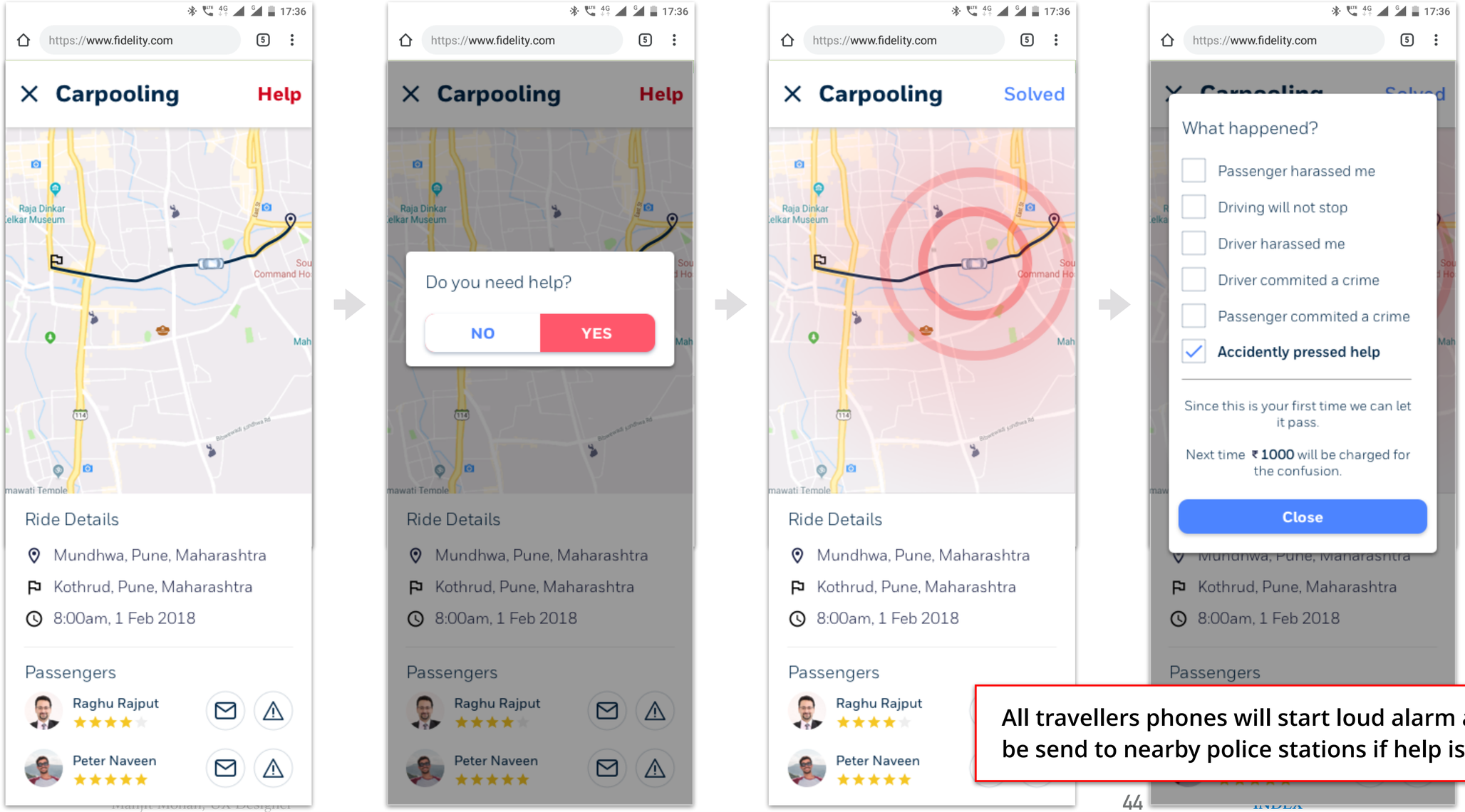
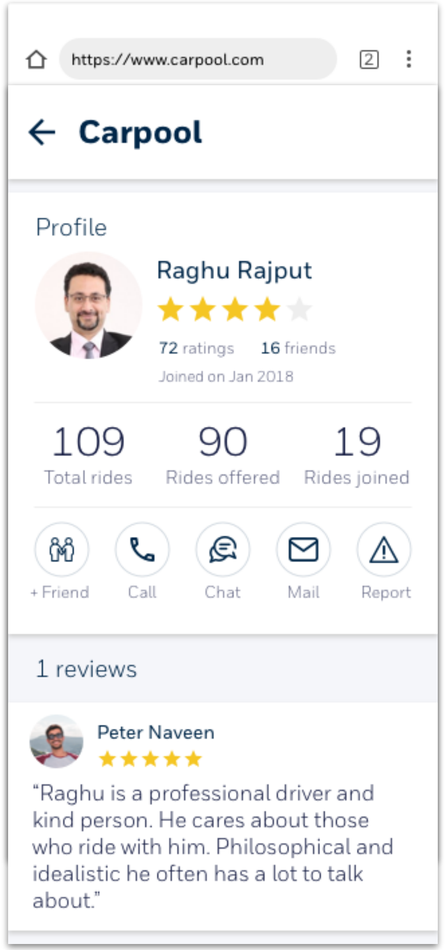


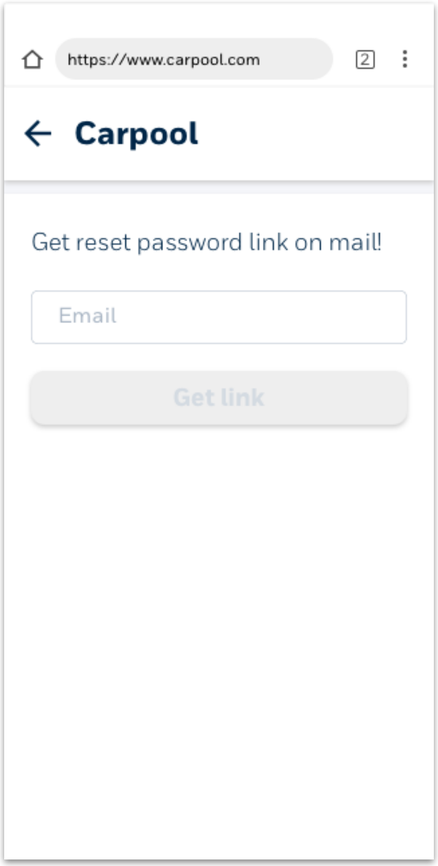
# PASSENGER CLICKING HELP



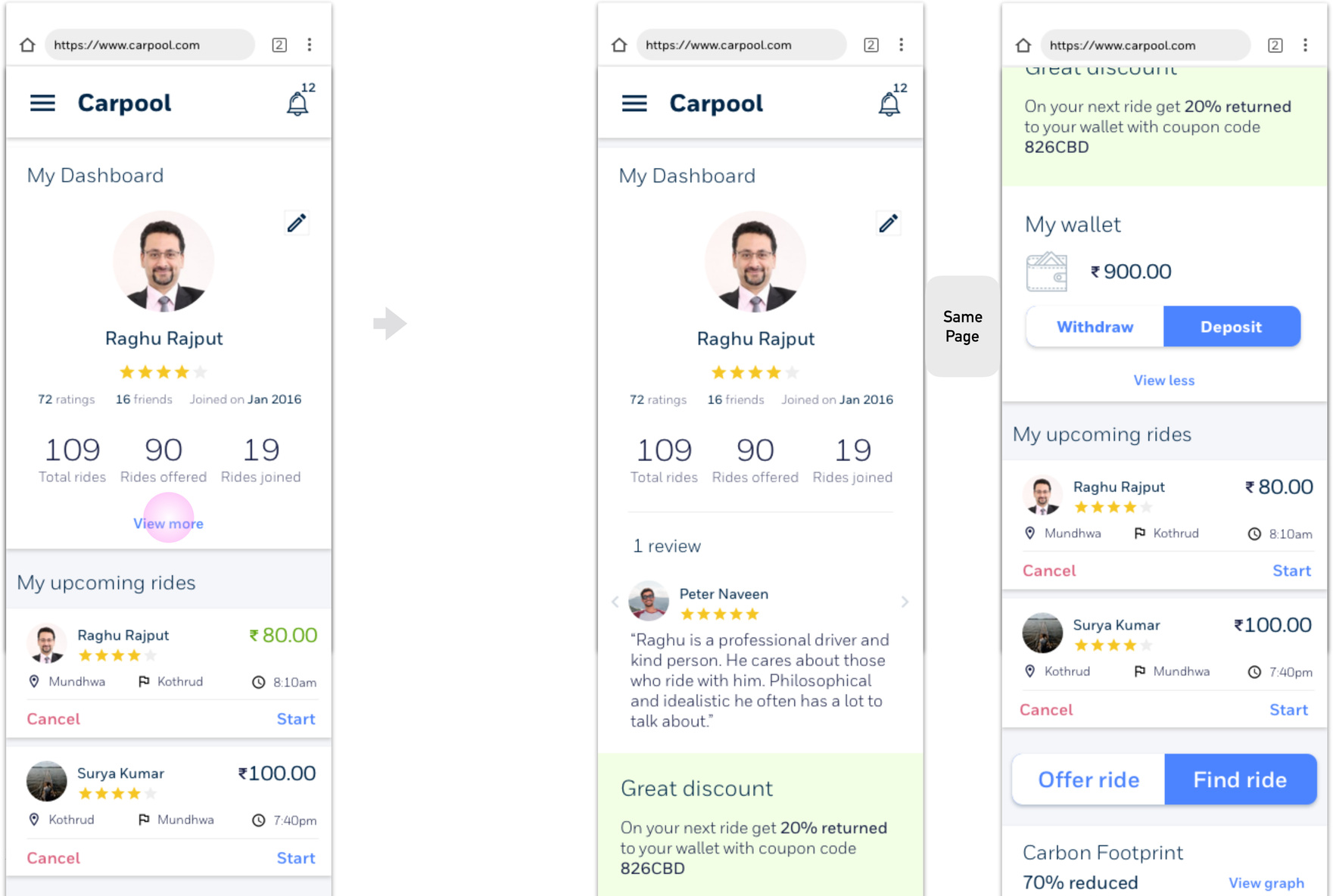

All travellers phones will start loud alarm and alerts will be send to nearby police stations if help is clicked

# PASSENGER PROFILE , RESET PASSWORD



# DASHBOARD


https://www.carpool.com
Carpool
12
My Dashboard
Raghu Rajput
72 ratings 16 friends Joined on Jan 2016
109 Total rides
90 Rides offered
19 Rides joined
View more
My upcoming rides
Raghu Rajput
₹ 80.00
Mundhwa Kothrud 8:10am
Cancel Start
Surya Kumar
₹100.00
Kothrud Mundhwa 7:40pm
Cancel Start
https://www.carpool.com
Carpool
12
My Dashboard
Raghu Rajput
72 ratings 16 friends Joined on Jan 2016
109 Total rides
90 Rides offered
19 Rides joined
1 review
Peter Naveen
"Raghu is a professional driver and kind person. He cares about those who ride with him. Philosophical and idealistic he often has a lot to talk about."
Great discount
On your next ride get 20% returned to your wallet with coupon code 826CBD
Same Page
https://www.carpool.com
On your next ride get 20% returned to your wallet with coupon code 826CBD
My wallet
₹ 900.00
Withdraw
Deposit
View less
My upcoming rides
Raghu Rajput
₹ 80.00
Mundhwa Kothrud 8:10am
Cancel Start
Surya Kumar
₹100.00
Kothrud Mundhwa 7:40pm
Cancel Start
Offer ride
Find ride
Carbon Footprint
70% reduced
View graph

# RECOMMENDATION

The greatest challenge a carpooling application will face is being found within a storm of massive competition inclusive of other carpooling apps and professional cab/taxi applications (Uber, Ola, etc).

I will recommend a thorough study of the users for all the above applications with which our designers can find key pain points and ever changing user needs to address with the design for Carpool.

CLICK HERE to view the interactive prototype

# THANK YOU SO MUCH

*for your valuable time!*