

# RVCC CarShare

Team: #A

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## Introduction

Spring 2018- We as a class were given the option to design an interface for a idea of a RVCC Ride Sharing application. We voted and decided as a class to try and contribute back to the RVCC community. *We hope this submission can help bring the application to life when being considered by the administration and guide the people leading this initiative.*

## Purpose

1. Allow mobility for students who are situationally restricted from attending regularly i.e. help students attend classes regularly and remove attendance as the only reason a good student might not succeed
2. Create a reliable functional network transportation to the RVCC student body
3. Provide reliable and safe transportation to get students to school punctuality
4. Protect user data! Privacy and security of personal information is a must.

In creating our idea for the app, the goals of enabling students without transportation and protecting user information was the major guides when making design decisions.

## Research

Supporting research consisted of analyzing the following existing services:

EZ Ride:

- Sign-up fields for applicant included “schedule”
- Ask users to identify themselves by using work identification (when applicable)

Bonnect:

- Can't use if you've been arrested for any reason at all
- No driver requirements - literally anyone can be a driver (probably except for the above?)
- You don't even have to use your real name

- Has built-in messaging

#### Trans-options:

- Commute calculator is not for calculating services, just average commuter costs in general to push the idea that one should carpool and use their services
- Strictly for working professionals: Mandatory field in carpool application to input employer info and work hours

#### Carpool-World:

- Inconsistent interface behavior
- No mobile app that is easy to find with matching logo or color scheme.

## User Personas

#### Persona 1 (primary audience):

- Rider
- Student with no car or reliable transportation
- Someone that is currently using the RVCC bus transportation or arrives on foot.
  - May be forced to drop or not even attend because of transportation woes
- Someone using someone else's transportation but the driver can only pick them up/drop them off/ or pick them up extremely early or extremely late. i.e. inconvenient
- Daily users that needs rides within the week. Developing a schedule that works with the driver to arrive and leave school at the same time (if necessary).

#### Persona 1.5:

- Rider
- Does not have transportation reliably and is in need of mobility for work or life in-general
- May not be requesting rides to home and school ONLY. May request to their place of work, or the mall, or their friends house, etc.
  - RVCC is the place of origin or destination mandatorily

#### Persona 2:

- Rider
- Student in need of an emergency/last minute ride
- Has a car but had a breakdown or another car emergency and needs a ride for a temporary time period
- Users that rarely use the application and can contact a rider that will be able to take them to school on time.

#### Persona 3:

- Driver (volunteer) - Can Drive to school, can drive from school
- Able to pick up students in their area or on their way to RV.
- Carpooling for the sake of good will and morality
- Community Service Hours?

#### Persona 4:

- Driver (entrepreneur)
- Able to pick up students in their area or on their way to RV.
- Interested in receiving payment. (financial aid, rider to driver direct, alternative such as coffee/ breakfast. Administration decision not ours)
- We want to dissuade someone using this as a business model for major income as this is not supposed to be an Uber or a Lyft. This should be be considered side income.

Persona 5 (fringe):

- Will be a rider or driver
- Does Not need a ride however wants to conserve gas and reduce *-reuse-recycle* emissions by carpooling

## Context Scenarios

Emergency/ Temporary Need (Persona 2):

Luther wakes up at 7AM and has a class that begins at 9AM. He has figured out that he does not have a ride to school and needs to find a way to school in order to attend class on time. He opens up the RVCC CarShare application and begins to request for a ride by inputting his desired pickup time and destination. As Luther is uncomfortable sharing his home address with a stranger, he uses the map function and drops a pin at a nearby intersection as the designated pickup location. As he waits, a driver will agree and a push notification will notify the Luther about it. The driver picks up Luther at the desired time and location.

Scheduled Rider with Consistent Needs (Persona 1/1.5)

Dave is beginning his first semester at RVCC. Due to him living so close to his high school, he never needed a ride as he enjoyed the walk. As RVCC is a journey from his house, he is in need of stable transportation to and from school. He does not have a direct bus route to school nearby. His parents have work and cannot drive him reliably. He inputs his weekly schedule of the entire semester to his user profile. This data will be stored to allow drivers to determine which users they are able to take. Dave is looking for round trip ride, so by having his times in the database, drivers can determine whether or not they can take Dave everyday of the week, or only one or two days. Dave is informed on which days are covered and which days are not. This will allow Dave to get to school and back home reliably and with the ability to plan in advance. Where Dave would not be able to attend RVCC regularly he would not be able be a student without the new transportation option.

Driver Scenario:

Sarah has signed up as a driver. She opens the app and sees two people who are in need of rides on her way to RVCC. She adds them both to her ride and she is shown their desired pick up locations. She contacts both of them using the in-app chat letting them know she is on her way. She picks up the riders and they continue on their way to RVCC. One of her riders mentions that they also need a ride home after their class, which coincidentally, is the same time Sarah finishes her class. They schedule

another ride for when their classes end.

## Style Guide

We did not consider the aesthetics of the application as we were more concerned with the flow of the interface and the design ideas. It would be counter-intuitive to make a pretty mock-up if we had not refined the functionality of the app. The visual assets (logo, images, color scheme) was the last thing on our list when going through the project and we, obviously, did not get to it.

## Our Design Notes

Using Pencil application

Download here: <https://pencil.evolus.vn/>

Pencil Combined v1 download link:

<https://drive.google.com/open?id=1fRXJwPDZcZy2MRUXSw6bkvXTTqOJ0sUD>

Pencil v2.5 download link:

[https://drive.google.com/file/d/11AIALcv6wjZtbhJ9qd\\_2BAn4asZn6pPz/view?usp=sharing](https://drive.google.com/file/d/11AIALcv6wjZtbhJ9qd_2BAn4asZn6pPz/view?usp=sharing)

Restrictions of use:

- Staff- due to pre-existing rules of professors providing transportation for Students
- Non students- those without an active G#

Random Ideas:

- Ability to track gps on both phones to prevent ride fraud. Issue of siblings will need to be addressed separately.
- Include background checks on driver and driver's vehicle.
  - Automatic check against RVCC records for the G# and related info. If red flag, get check from admin/ manual review.
  - Auto run background check and plate check.
  - Must attach picture of proof of insurance
- Both users need to be running the app while the ride is in progress to track.
- Have a way for drivers to report themselves in an accident so that they can be replaced at that moment (Recycles ride request, Alert professor)
- Rates and reviews for drivers.
- One Way or Round Trip
- Chat built-in
- Safety Warnings for each ride
- Prepay in-account so that payment is ensured (students don't have the best credit)
- Measures to prevent rating/review fraud

Presentation of our Version 1 draft ideas:

Recent People for Drivers

Rating System concerns

Distance Limitations off routes for scheduled routes

- Extra miles on route
- Radius based off route path

Rating expiration?

Numbers(-100 to 100) vs slider(average of all slider positions; not based off a master key) vs words(Good, Average, Bad)

Avatar/Profile pic. Preset images. Profile Picture must be approved by admin before account completion/approval (before any services can be used/ rendered)

Need Logout function

“Report” button for profile pictures

Create Menu

Accept Rider notification

To RV / From RV toggle for riders.

CHANGE SPEED TO PUNCTUALITY on rating screen in mock-up

### Screen Flow/ Fields

Register New User Info:

- Tap “Register” on boot screen
- Register
  - As Rider and Driver
    - Combine and remove duplicates of registration for both individual account types
  - As Driver Only
    - Name
    - G#
    - Phone Number
    - Vehicle Make and Model and Year, Color
    - License Plate #
    - Home address
    - Limiting Number of riders
    - Proof of Insurance
  - As Rider Only
    - Name
    - G#
    - Phone Number
    - Home Address
    -

Existing User:

- Tap “Login” (hide account type option for accounts that are only registered as one type)
  - As Driver
  - As Rider

### **Pencil Design:**

[https://drive.google.com/file/d/11AIALcv6wjZtbhJ9qd\\_2BAn4asZn6pPz/view?usp=sharing](https://drive.google.com/file/d/11AIALcv6wjZtbhJ9qd_2BAn4asZn6pPz/view?usp=sharing)