



LOCAWAY

Felicia Chiang - Storyboarder, Project Manager

Yen Lee - Storyboarder, Designer

Rebecca Yuen - Scenario Developer, User Researcher

Grace Chen - Scenario Developer, Editor



Overall Problem

- Countries often have local transportation options that are unknown to tourists.
- People have different priorities when it comes to picking forms of transportation.
- The lack of Wi-Fi and/or cellular data access in foreign countries can make it difficult to find transportation on the spot.

Finding transportation in a foreign country can be tricky!

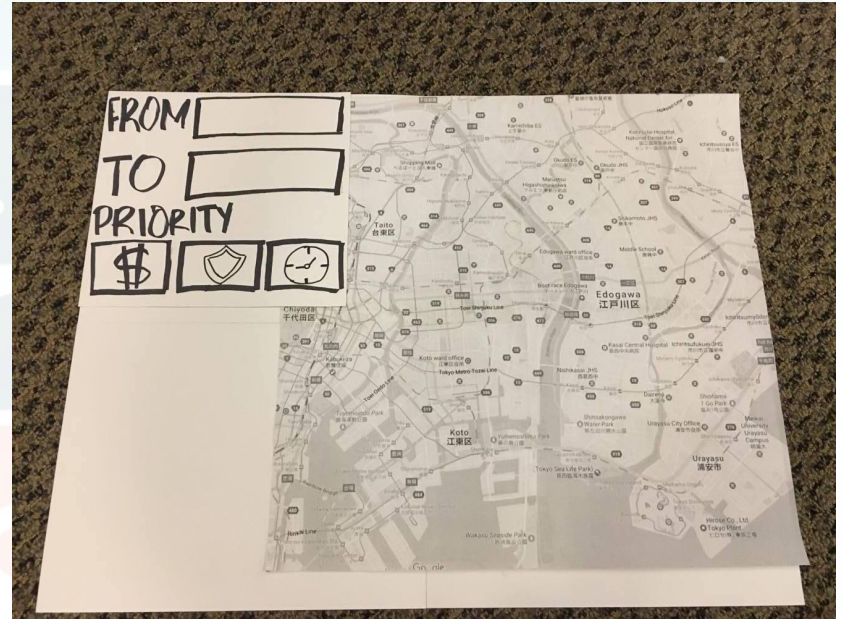
Tasks

- **Task 1:** Find and filter transportation options from one place to another based on priority(i.e. safety, price, etc.)
- **Task 2:** Rate transportation options based on the user's own experiences and provide feedback

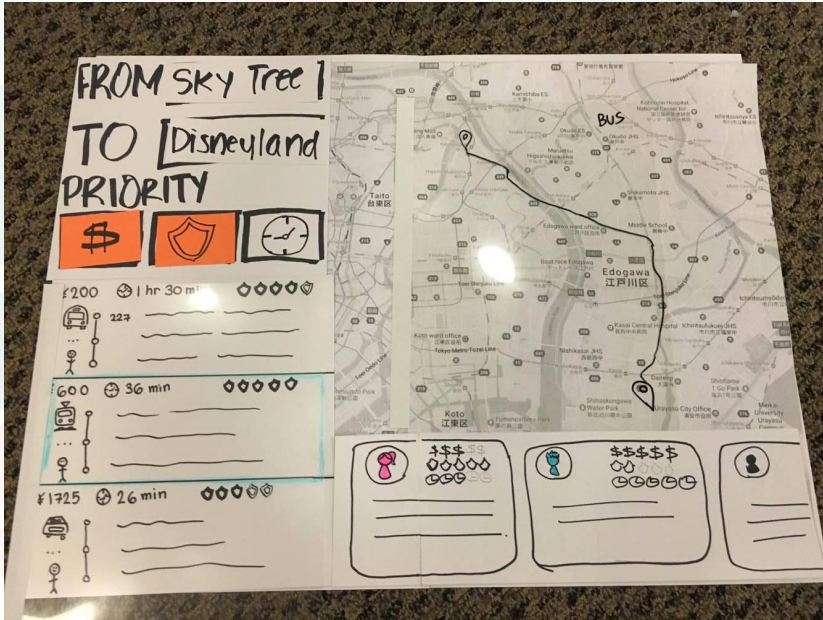
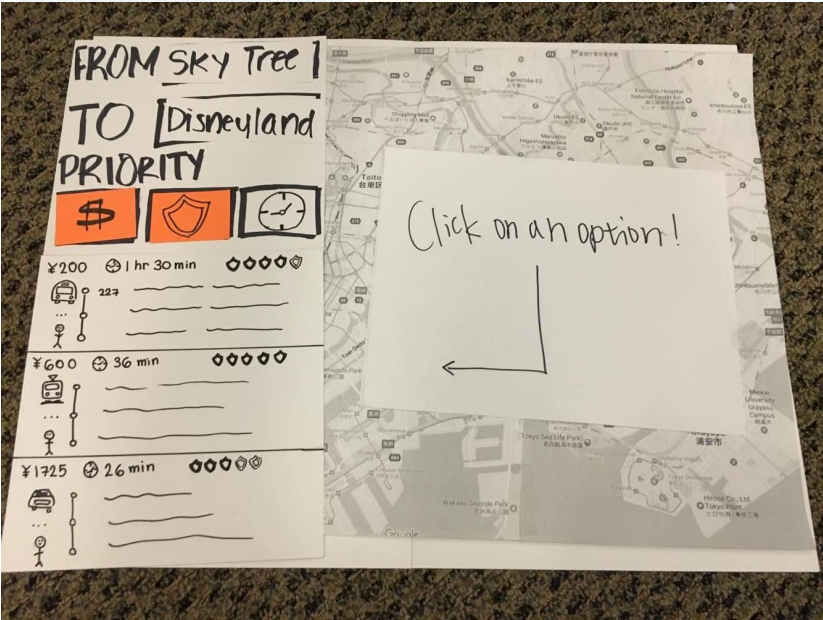
Initial Paper Prototype



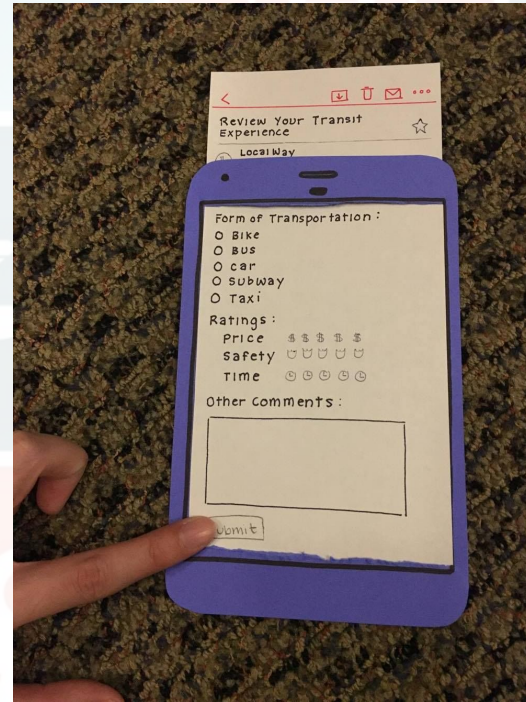
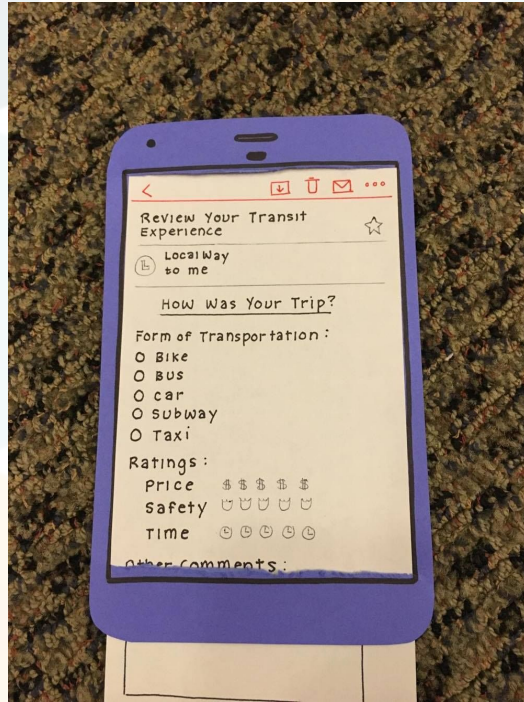
Initial Paper Prototype - Task 1



Initial Paper Prototype - Task 1



Initial Paper Prototype - Task 2



Testing Process

Heuristic
Evaluation



5 Usability
Tests



Heuristic Evaluation

Testing Results - Changes for Task 1

Icon Labels

Before

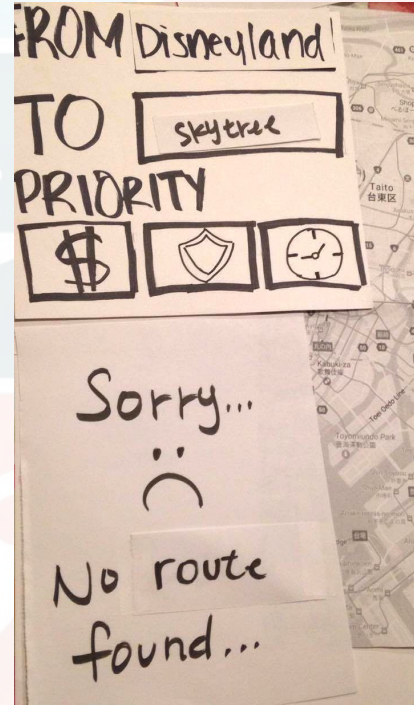
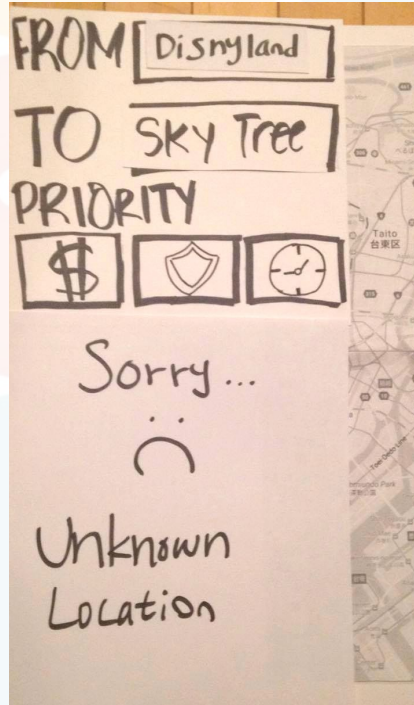


After



Testing Results - Changes for Task 1

Unknown Location & Route Not Found

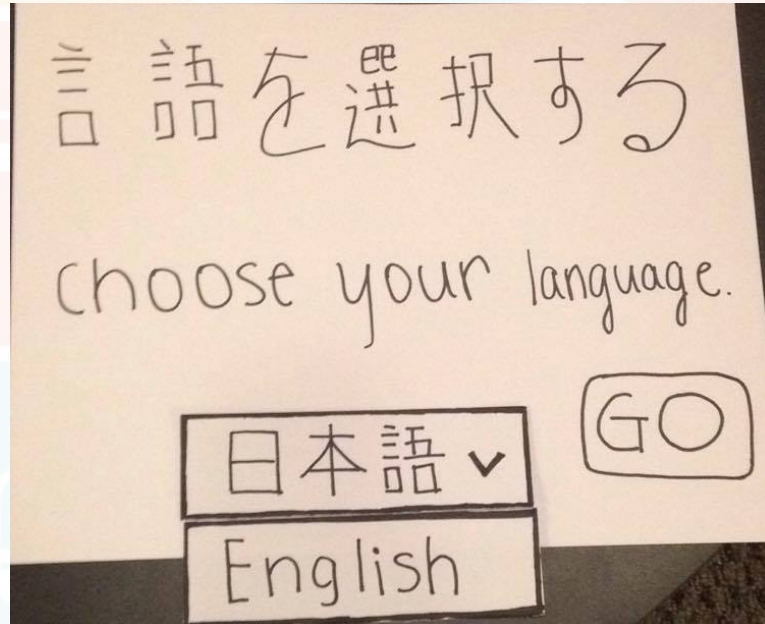


A grid of 12 icons representing various modes of transport: taxi, ship, bus, car, sailboat, truck, train, and motorcycle. The icons are arranged in a 3x4 grid. The central text is enclosed in a blue double-lined circle.

5 Usability Tests

Testing Results - Changes for Task 1

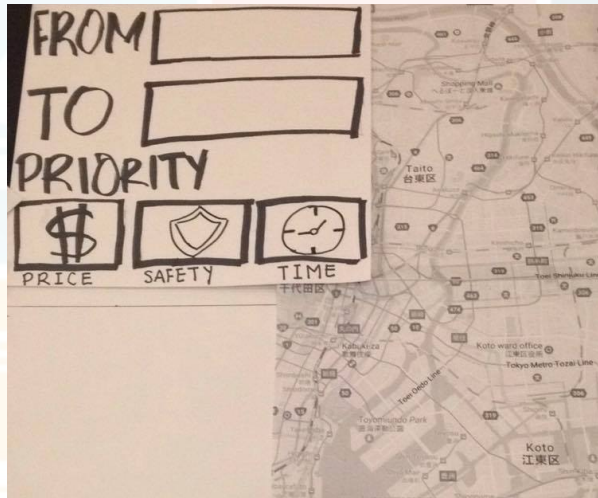
Added Language Option



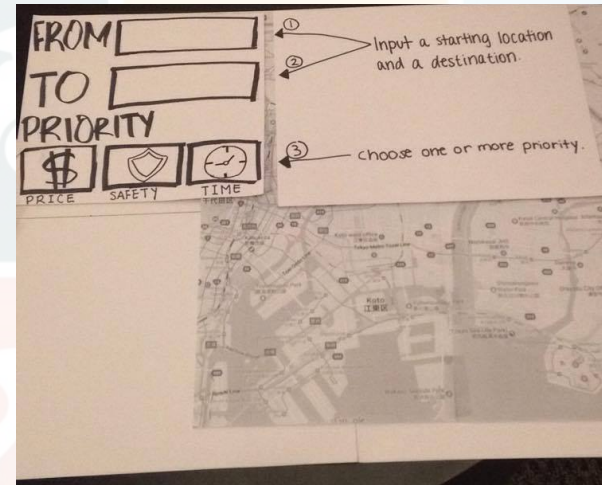
Testing Results - Changes for Task 1

Step-by-Step Initial Instructions

Before



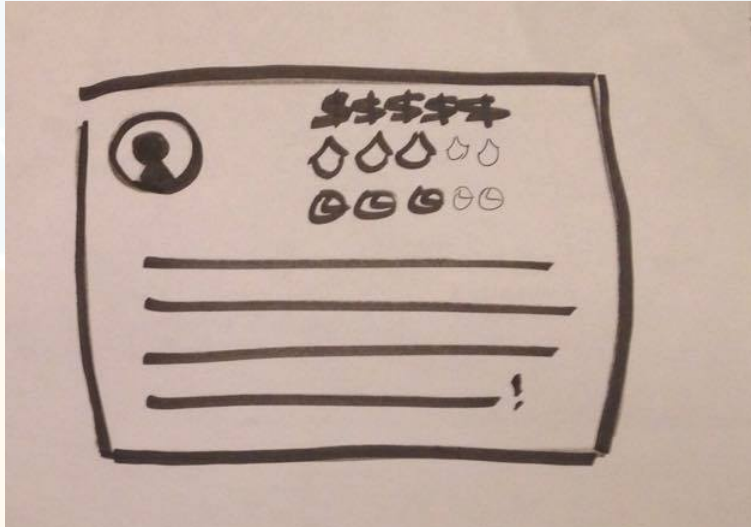
After



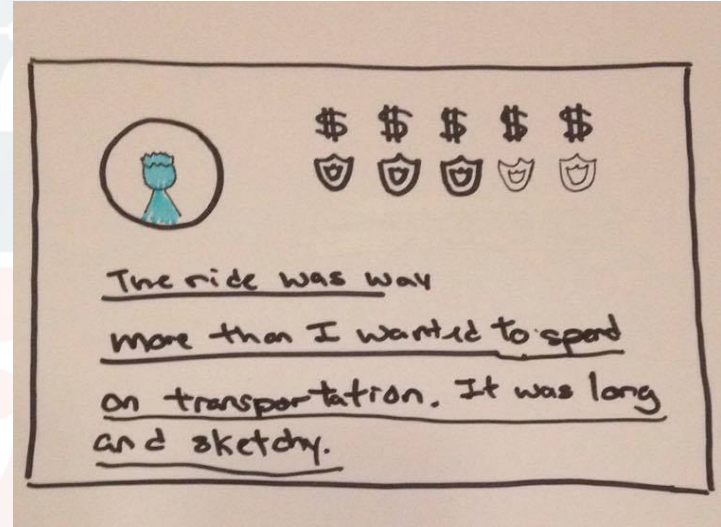
Testing Results - Changes for Task 1

Removed Time Rating

Before



After



Testing Results - Changes for Task 2

Tooltip for Rating System

Before

Form of Transportation :

- Bike
- BUS
- car
- subway
- Taxi

Ratings :

Price \$ \$ \$ \$ \$

safety ☺ ☺ ☺ ☺ ☺

Time ⌚ ⌚ ⌚ ⌚ ⌚

Other comments :

After

Ratings :

Price ☹ \$ \$ \$ \$ \$

safety ☹ ☺ ☺ ☺ ☺ ☺

Other comments :

\$ \$ \$ \$ \$ = cheap

\$ \$ \$ \$ \$ = expensive

Final Paper Prototype



Final Paper Prototype - Task 1

Welcome to Tokyo

言語を選択する

choose your language.

日本語 ▾

English

GO

Welcome to Tokyo

Input your email to begin your transportation search!

lex.amy@email.com

Start.

Final Paper Prototype - Task 1



Final Paper Prototype - Task 2

Review Your Transit Experience ☆

Local Way to me

How Was Your Trip?

Form of Transportation:

- Bus
- subway
- Taxi
- Train
- Other:

Ratings:

Price ? \$\$\$\$

safety ? 🍷🍷🍷🍷

Gender Identity (optional)

- Female
- Male
- other

Submit

Review Your Transit Experience ☆

Local Way to me

How Was Your Trip?

Form of Transportation:

Ratings:

Price ? \$\$\$\$ = cheap

safety ? 🍷🍷🍷🍷 = expensive

Ratings:

Price ? \$\$\$\$

safety ? 🍷🍷🍷🍷

Digital Mockup



Digital Mockup



Digital Mockup - Task 1

Welcome to Tokyo

Input your email to begin your transportation search!

ex. amy@email.com

START

LOCAWAY

Welcome to Tokyo

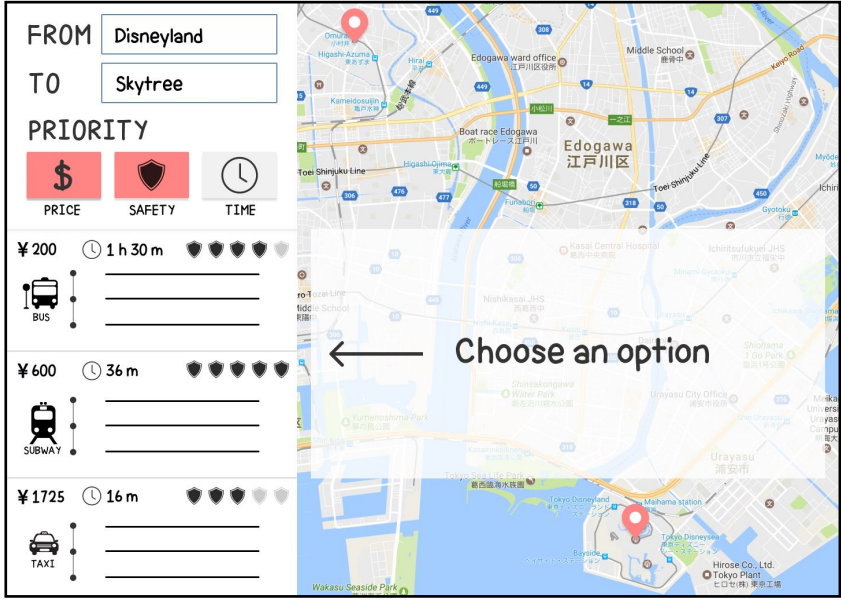
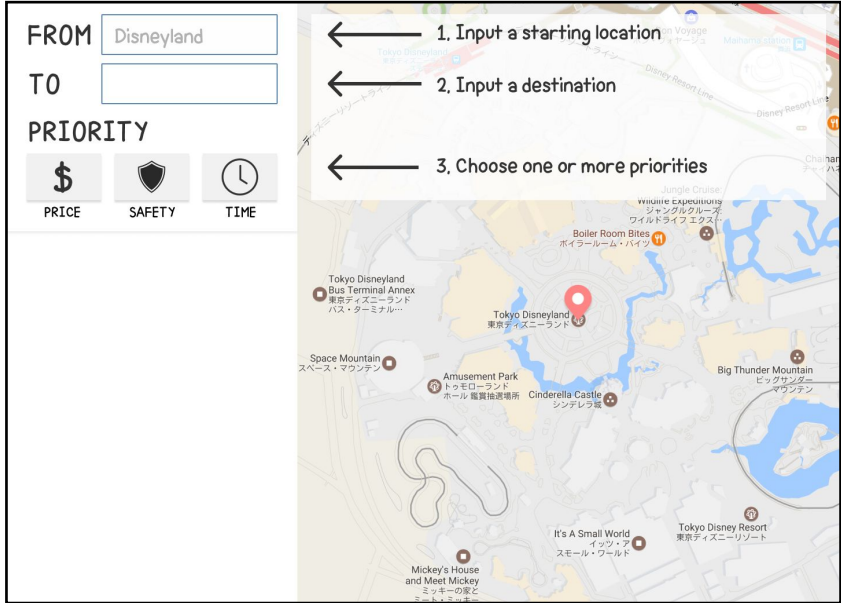
Input your email to begin your transportation search!

janedoe@yahoo.com

START

LOCAWAY

Digital Mockup - Task 1



Digital Mockup - Task 1

FROM

TO

PRIORITY

\$
PRICE

🛡️
SAFETY

🕒
TIME

⏪ 1 h 30 m 🛡️🛡️🛡️🛡️

271/278/279/255 _____

BUS

¥ 200 _____

Tokyo Skytree Bus _____

BUS

¥ 0 _____

Walking _____

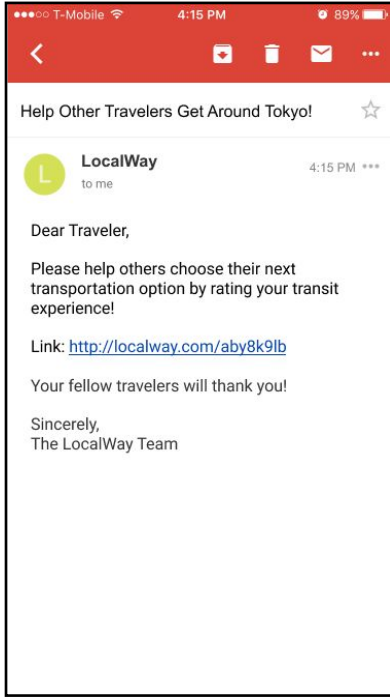
\$\$\$ Cheap
\$\$\$\$ Expensive

🛡️ Unsafe
🛡️🛡️ Safe

👤 The ride was great! It was in a good price range.

👤 The ride was good. As a girl I felt pretty safe.

Digital Mockup - Task 2



localway.com

LOCAWAY

How was your trip?

Form of Transportation:

- Bus
- Subway
- Taxi
- Train
- Other:

Ratings:

Price ⓘ \$ \$ \$ \$ \$ \$

Safety ⓘ

Other Comments (optional):

Gender Identity (optional):

- Male
- Female
- Prefer not to answer

SUBMIT



localway.com

LOCAWAY

How was your trip?

Form of Transportation:

- Bus
- Subway
- Taxi
- Train
- Other:

Ratings:

Price ⓘ \$ \$ \$ \$ \$ \$

Safety ⓘ

Other Comments (optional):

I felt really safe riding the bus in Tokyo!

Gender Identity (optional):

- Male
- Female
- Prefer not to answer

SUBMIT

Summary

- Without user testing, it is hard to find all the details we were lacking in our design.
- Small changes can have a huge impact on a user's experience.
- Iconography can be confusing if not done carefully.



LOCAWAY

