

# POOL'R

A better way to carpool

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# The Problem

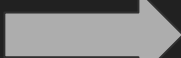
- Parents can't always be there to pick up their children
- Concerns about children walking or taking the bus to school alone



# User Research

## Themes

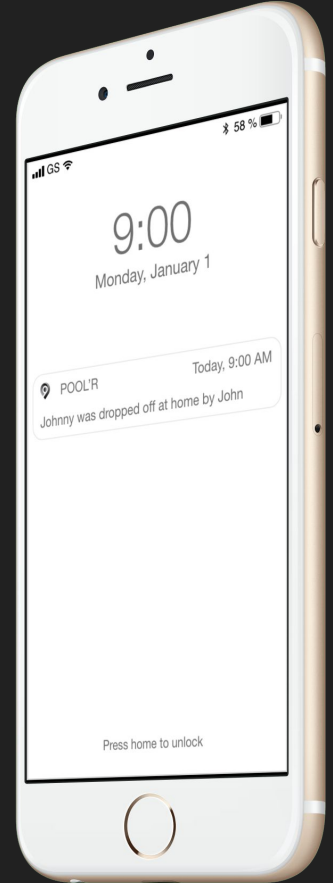
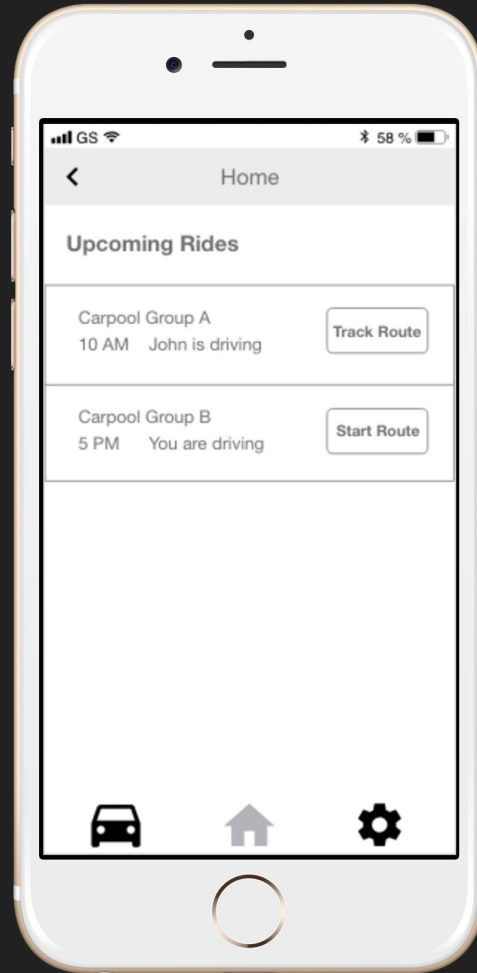
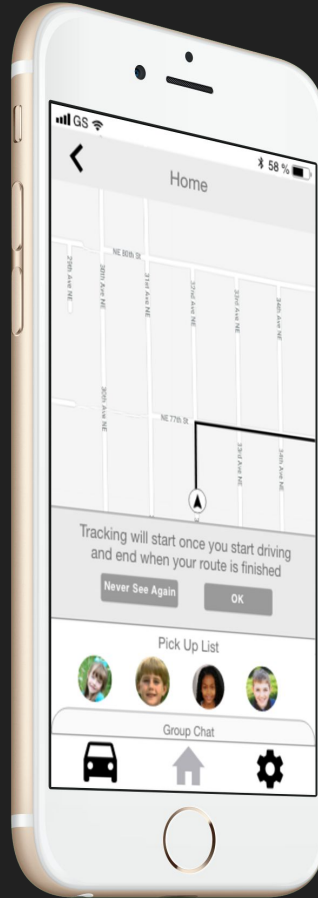
- Concerns about crosswalks, wildlife
- Chaperoning is common

Child Tracking Device  Carpool App



# POOL'R

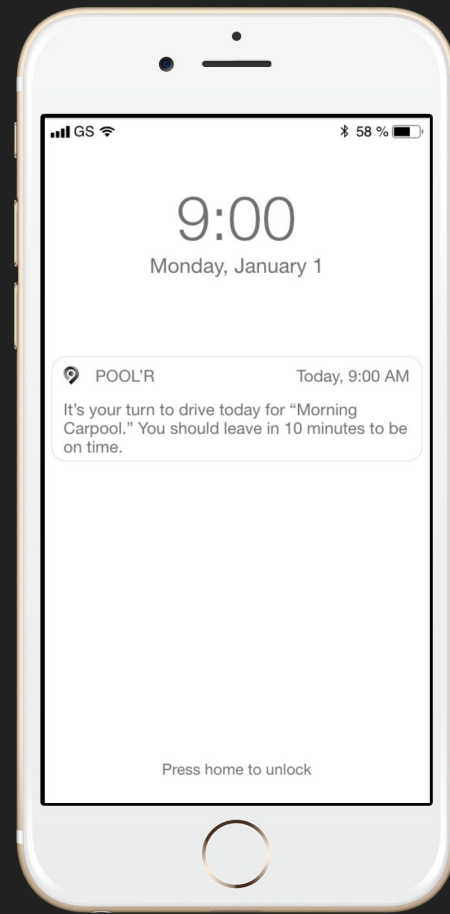
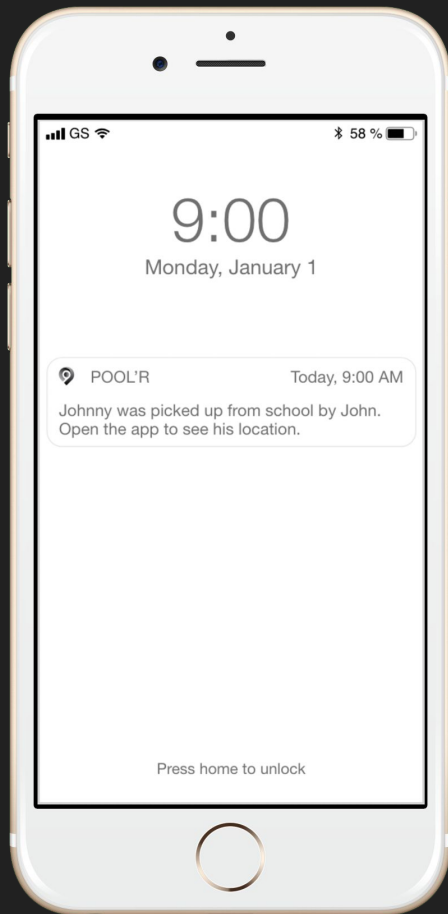
An app for creating and managing carpools



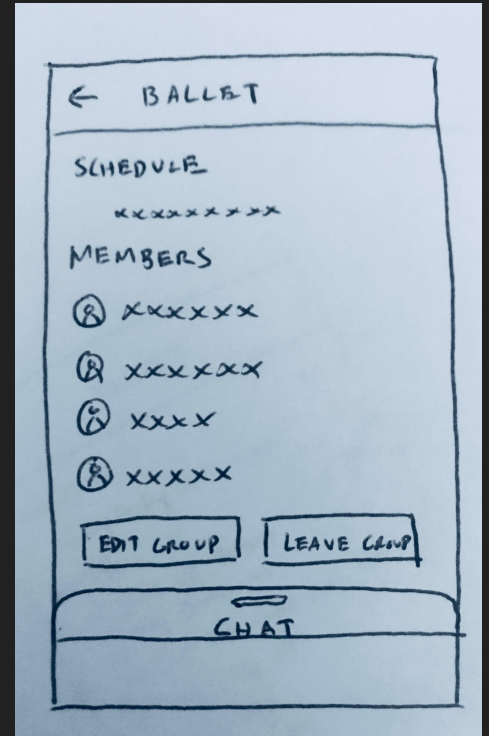
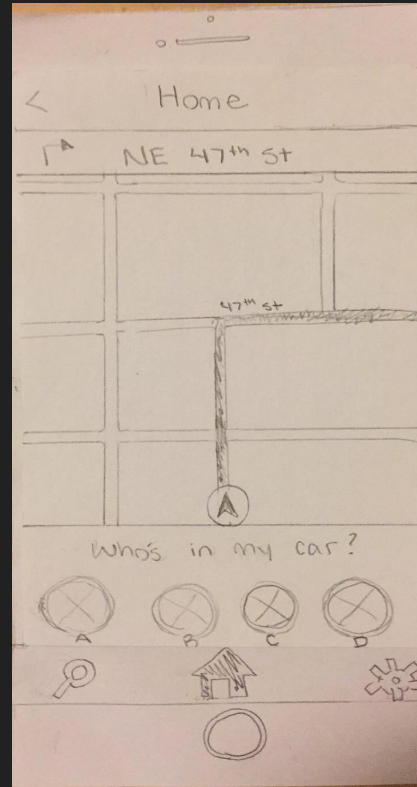
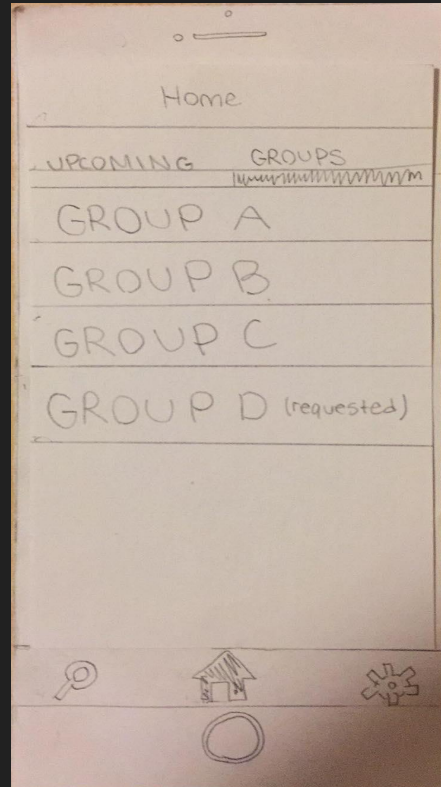
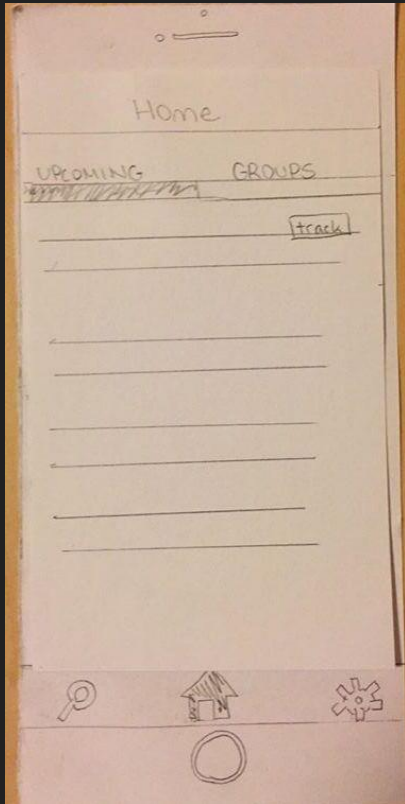
# Two Tasks

Parents need to see if their children were picked up and dropped off

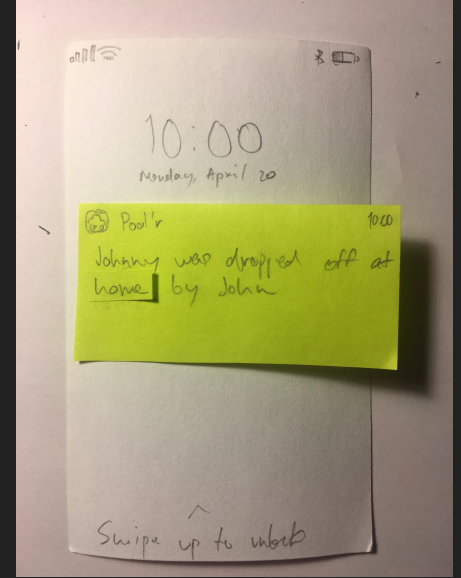
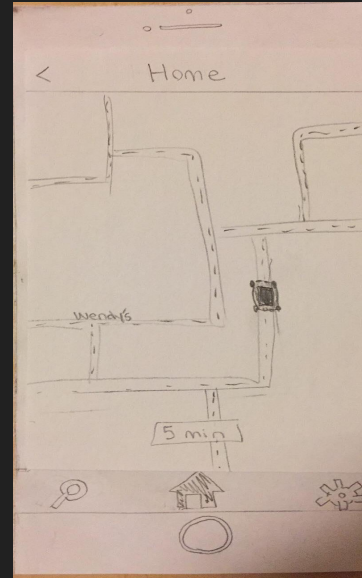
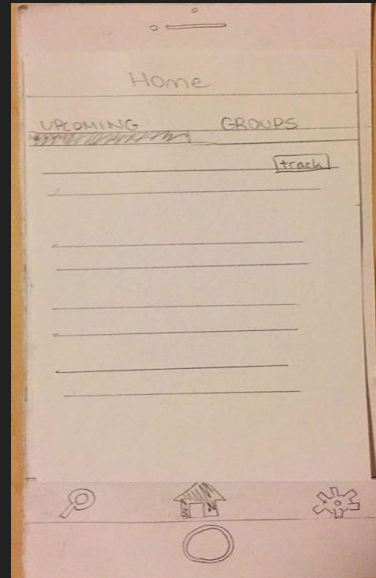
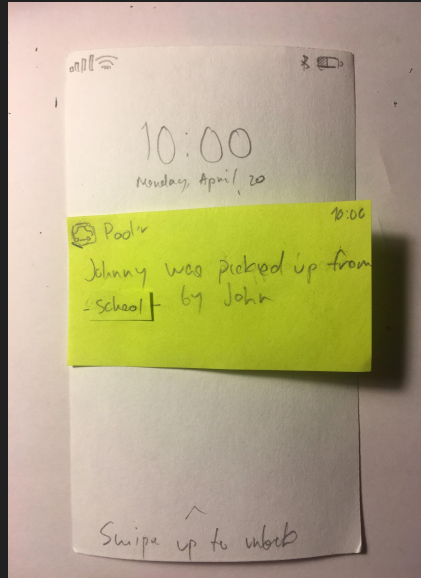
On days they drive, they need to know which route to take, who to pick up, and when to leave



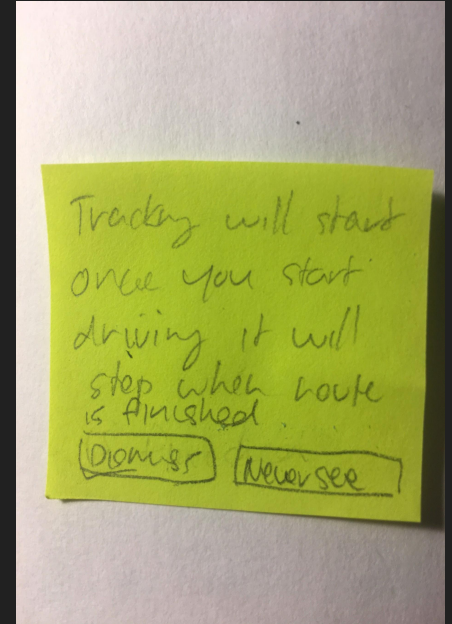
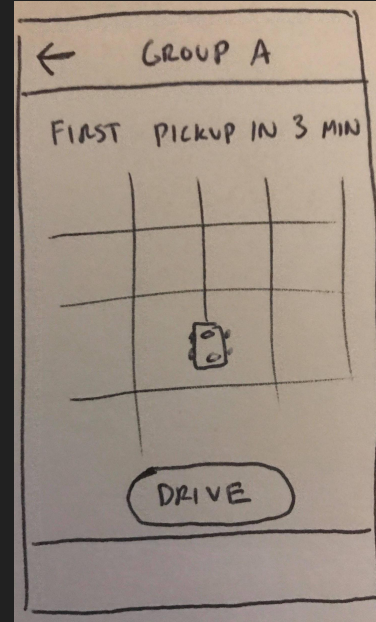
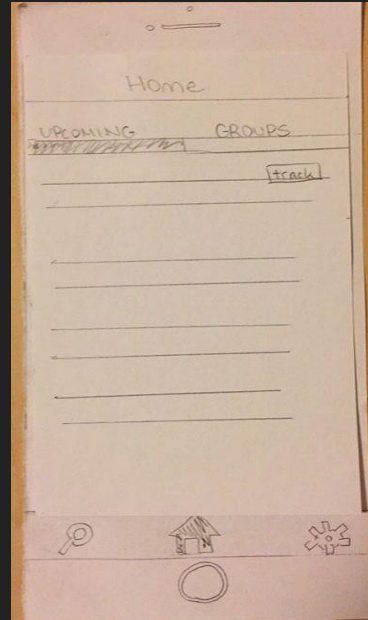
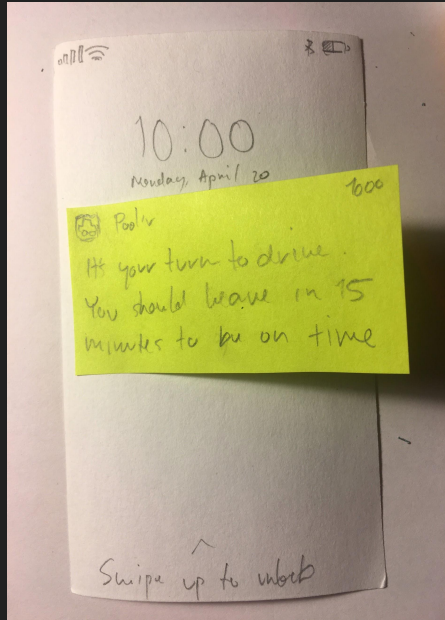
# The Initial Paper Prototype



# Task 1: Tracking

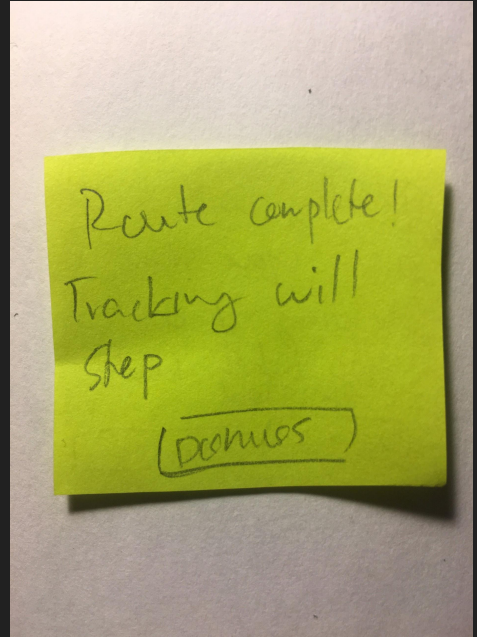
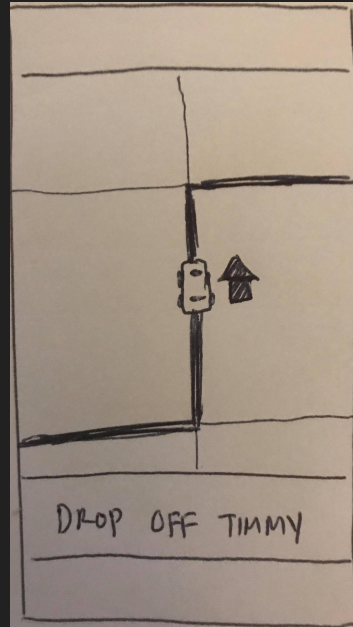
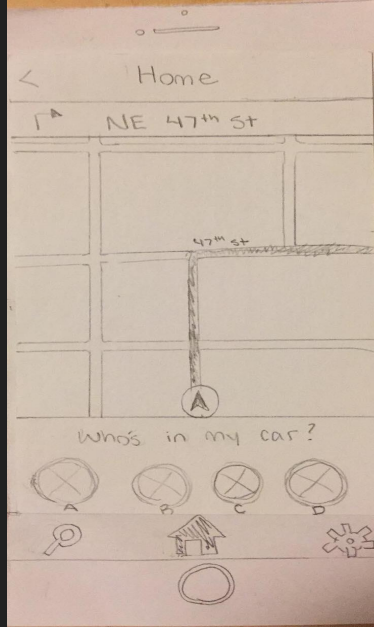
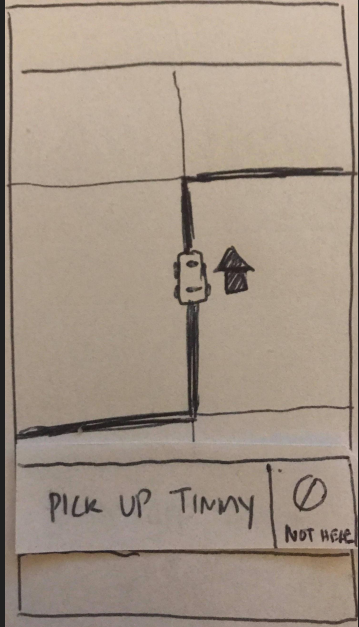


# Task 2: Driving





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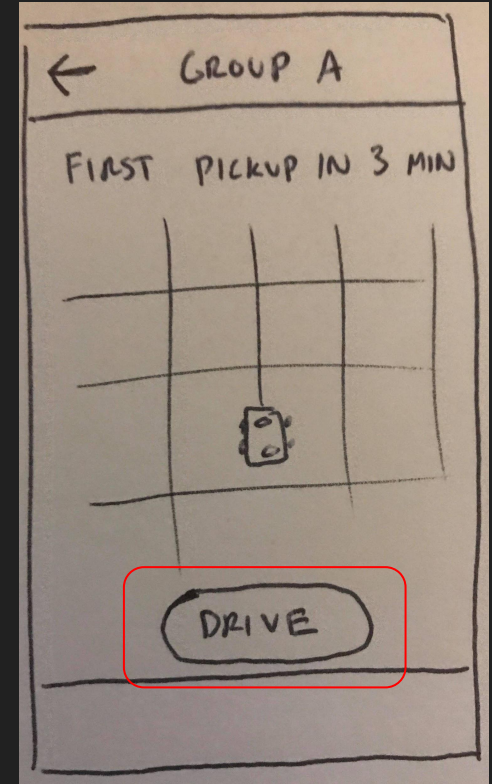
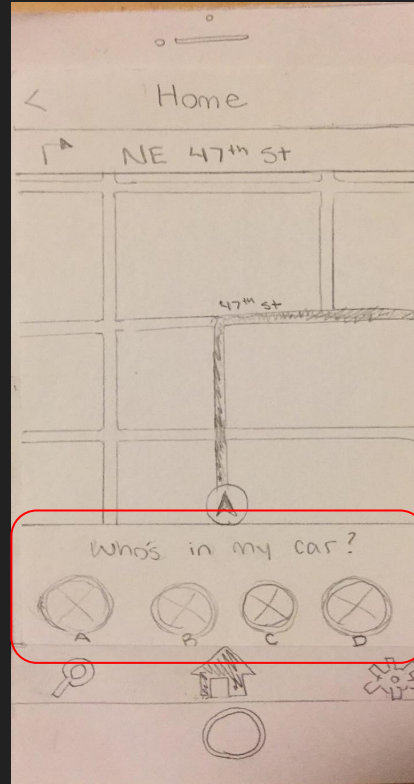
# Testing

- Heuristic Evaluations
  - More descriptive buttons
  - “Groups” vs. “carpools”
- Usability Testing
  - Testers: 59 and 48 year old parents, 22 year old college student
  - Notification when car is close
  - More descriptive route view for drivers

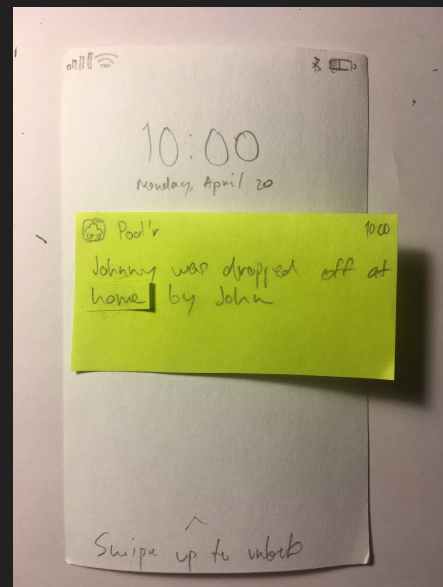
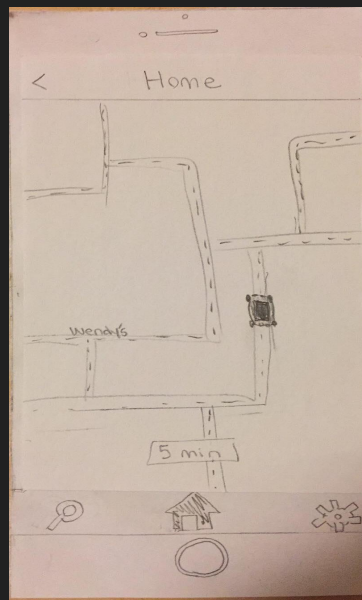
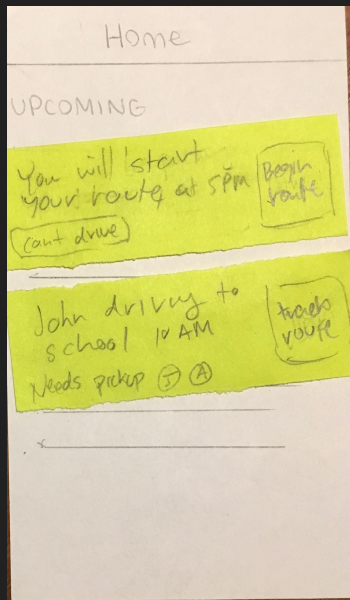
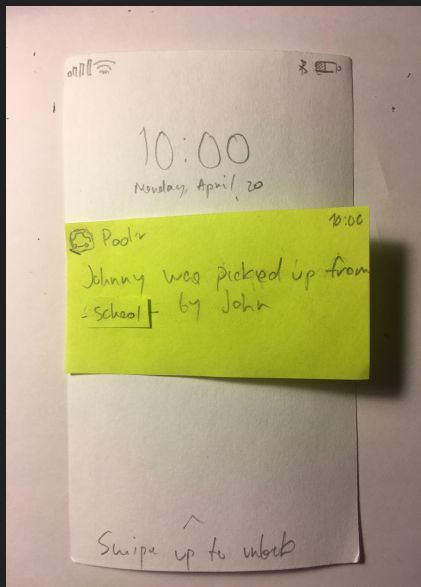
# Design Revisions

Making “Who is in my car?” feature more intuitive.

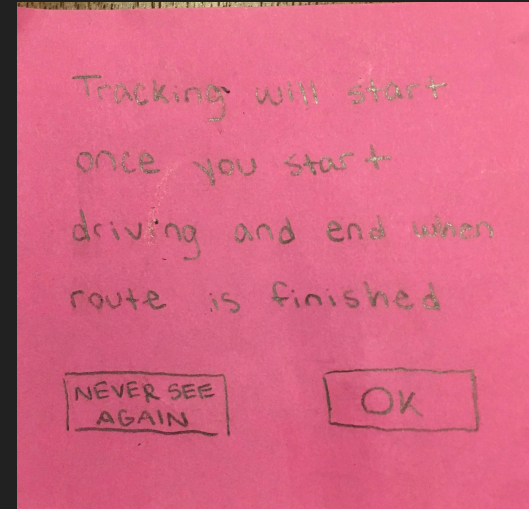
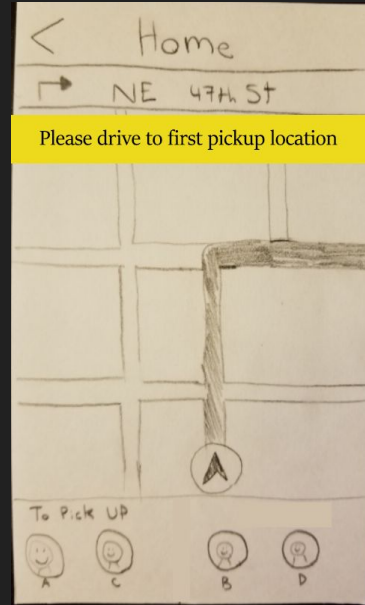
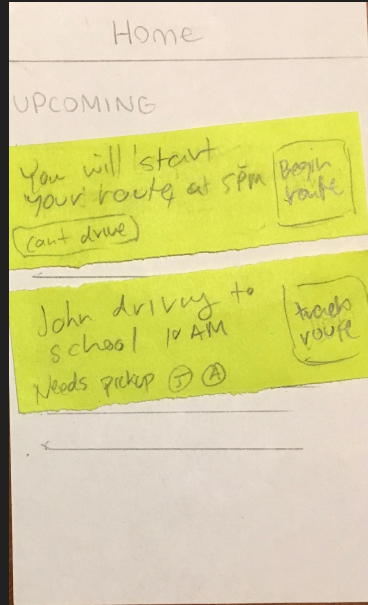
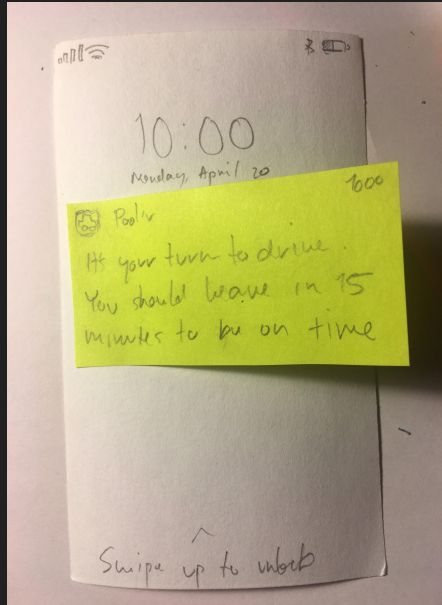
A problem of mapping:  
changing “Drive” button to  
“Start Route”



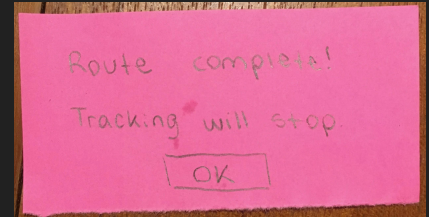
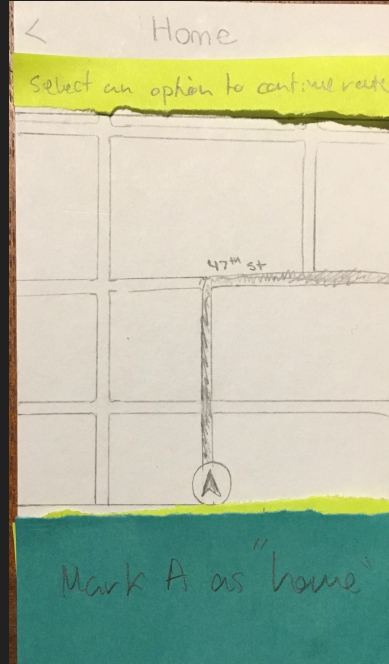
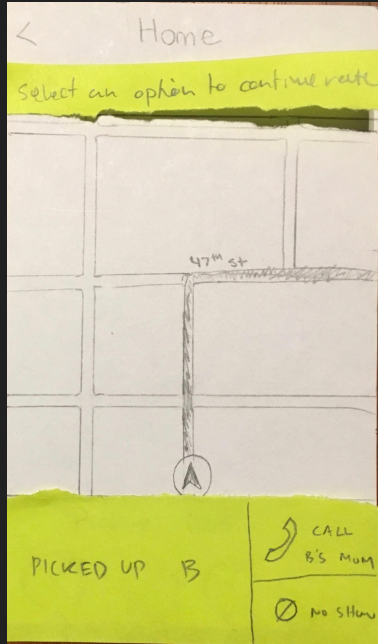
# Task 1: Tracking



# Task 2: Driving



# Task 2: Driving

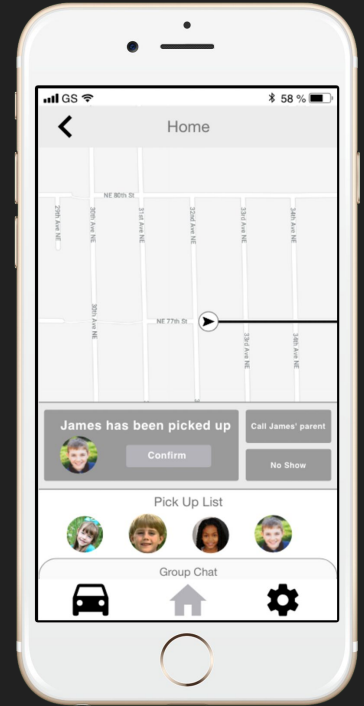
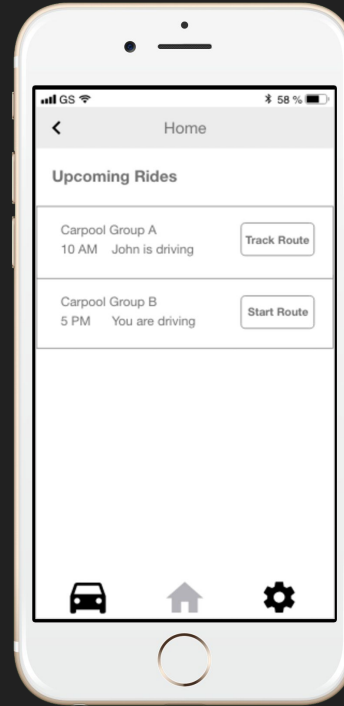
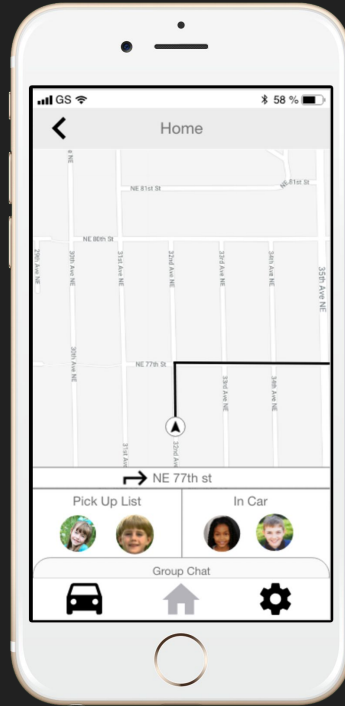


# The Solution

# Small Changes

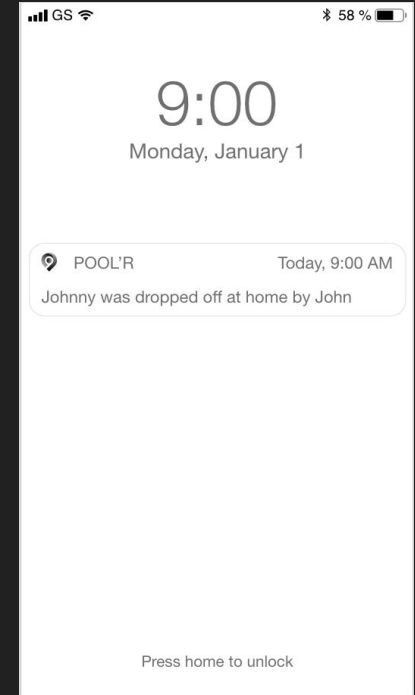
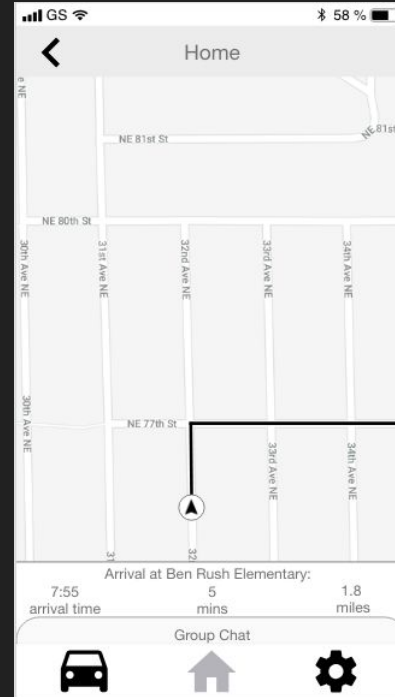
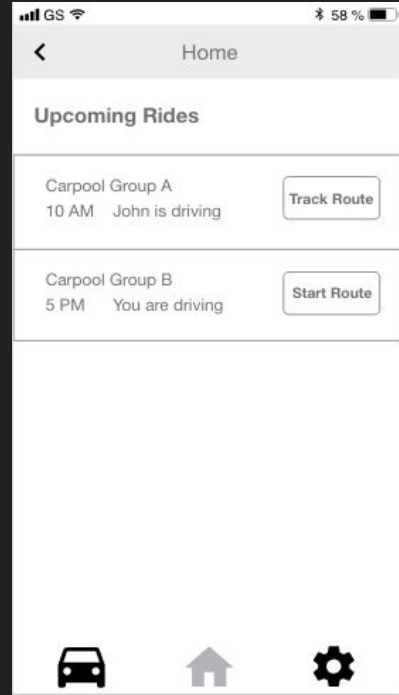
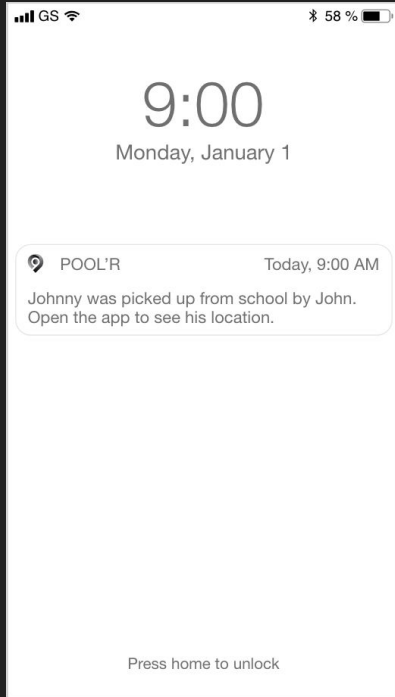
Simplified screens/imposed constraints on actions

Removed functionality and visual clutter

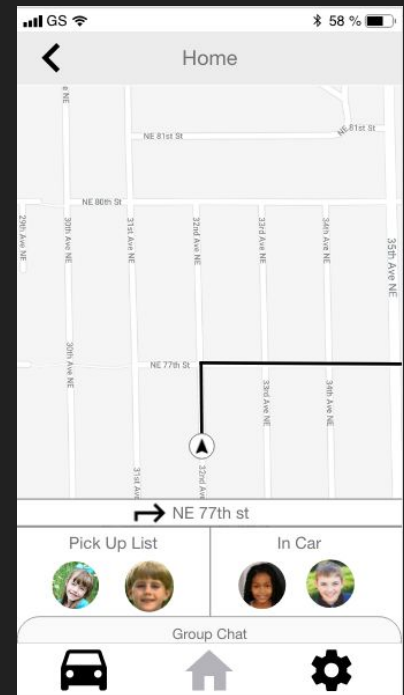
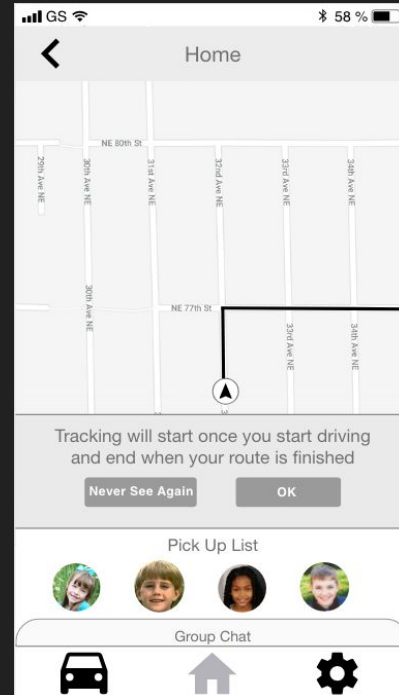
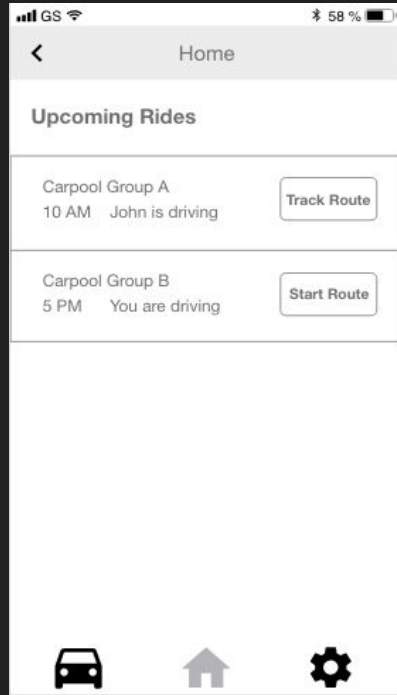
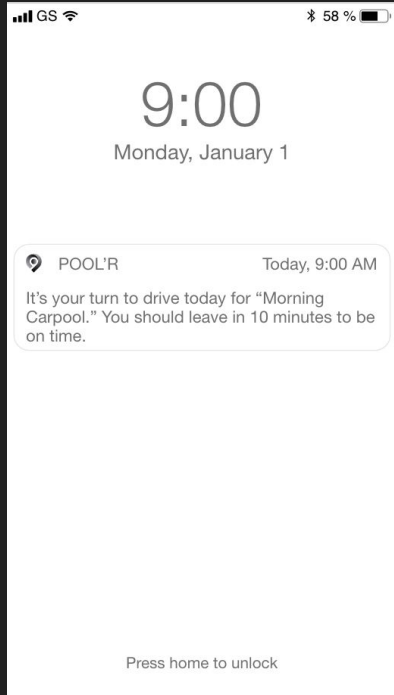




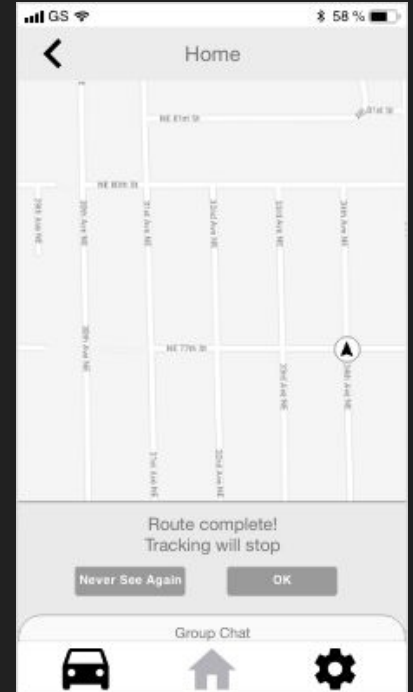
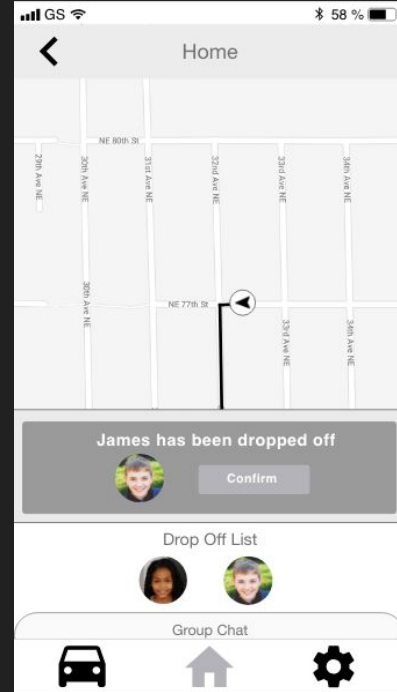
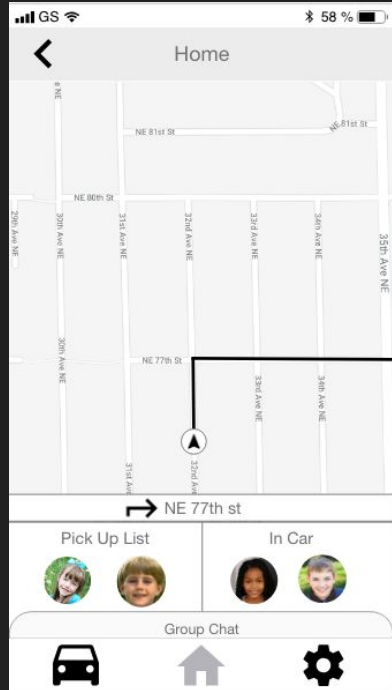
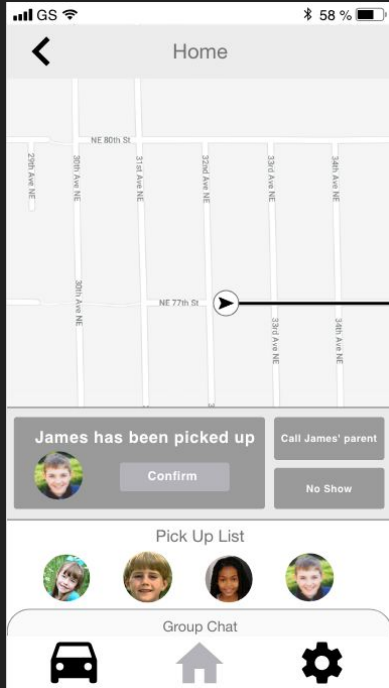
# Task 1: Tracking



# Task 2: Driving



# Task 2: Driving



# Summary

Through our design process, we realized the importance of:

- **Broadening the solution space**
  - Our original idea: a child tracking device
- **Choosing tasks**
  - Impacts value of user testing
- **Phrasing**
  - Impacts users' mental model of what the app does
- **Simplifying**
  - Interfaces with a lot of information/actions are difficult to use

# Thank You!

Any Questions?

POOL'R

A better way to carpool