

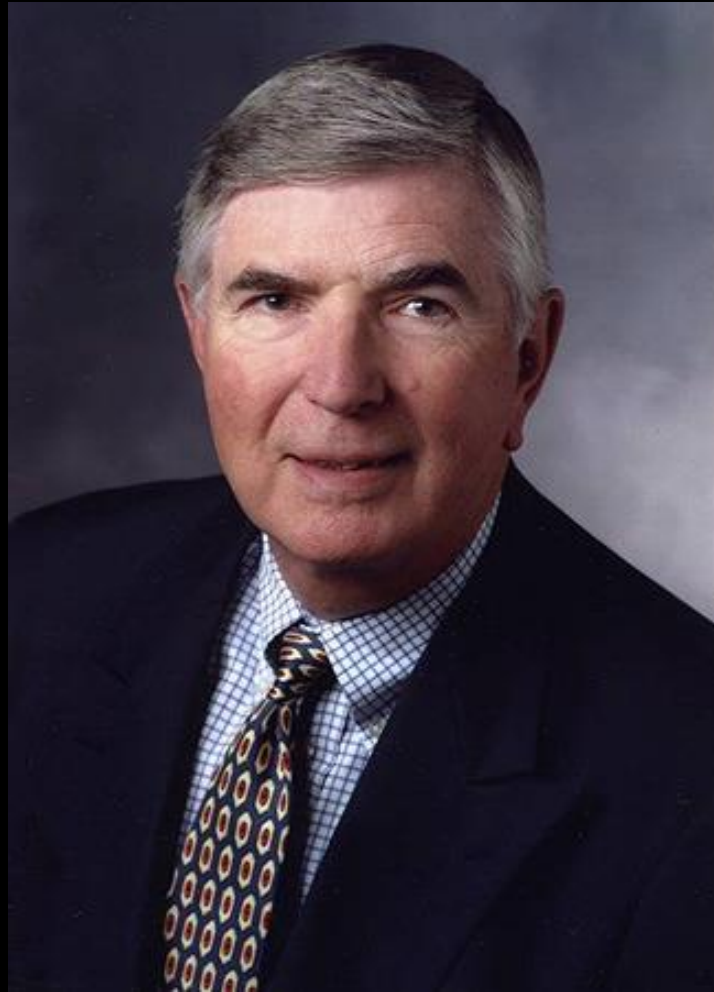
Needfinding

CS 147 - Team Awesome



Domain: Enhancing the mobility of regular commuters.

Interviewing



Joel

72 years old

Philadelphia, PA

Consulting Professor



Marion Lewenstein

88 years old

Cleveland, OH

Retired Professor Emeritus



Aditya

27 years old

Stanford graduate

Engineer at startup



Jackie

21 years old

Stanford student

Student, Actress

Functionality & Convenience



“Working on my laptop is not convenient on a bus.”

Guilty

Convenience

Utilitarian

Health & Caution

“If I’m going somewhere farther away and new ...
the preparation is different.”

“When I’m uncertain about my driving ability I prefer
to go with somebody healthier”

Say

High expectations
from public
transport

Uncertain about
driving ability

Do

Focus solely
on driving.

Find ways to
stay
productive.

Think

Laptops are
inconvenient on
public transport.

Having to bike is
uncomfortable.

Feel

Driving = utilitarian

Obligated to
concentrate on
driving.

Different age group, different commuting needs.

Emotional Reactions

VS

Optimizing the Experience

How do we make public transport more efficient?

Why is there a different sentiment towards commuting between the different age groups?

Looking forward....

