

Tango Med-fi Prototype

It takes two to transit!



Value Proposition, Problem & Solution Overview

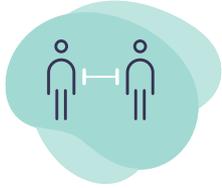
Value Proposition: It takes two to transit!

Problem: Our needfinding results demonstrated that college students feel uncomfortable riding alone on public transportation. But, they struggle on a regular basis to find friends taking public transportation at the same time.

Solution: Match students with other students in their area taking the same public transportation so that they have a **transit buddy** who can be accountable for their safety and vice versa!



Tasks Overview



Simple

A student commuter gets matched to ride with another student commuter on the same public train or bus.



Medium

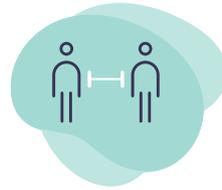
Transit buddies can chat with each other before meeting up to coordinate meet-up details and provide specific location details.



Complex

Student commuters can engage in an interactive game with their travel buddy, creating a positive social experience for both parties and diffusing any awkwardness with meeting a new person.

Simple Task (Revised)



Before: A student commuter gets matched to ride with another student commuter on the same public train or bus.

Revised: A student commuter gets matched to ride with another student commuter on the same public train or bus. *The student commuter can provide feedback on how safe they felt riding with each other, ensuring that the pool of potential travel buddies are safe people.*

Medium Task (Revised)



Before: The student commuters can provide feedback on how safe they felt riding with each other, ensuring that the pool of potential travel buddies are safe people.

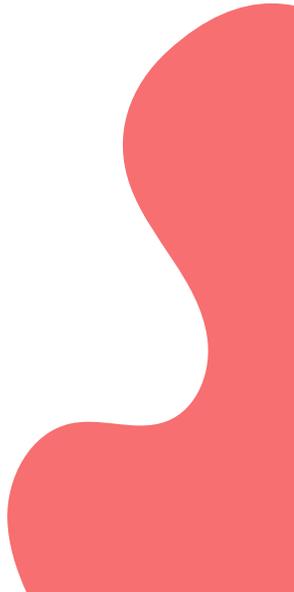
Revised: Transit buddies can chat with each other before meeting up to coordinate meet-up details and provide specific location details.

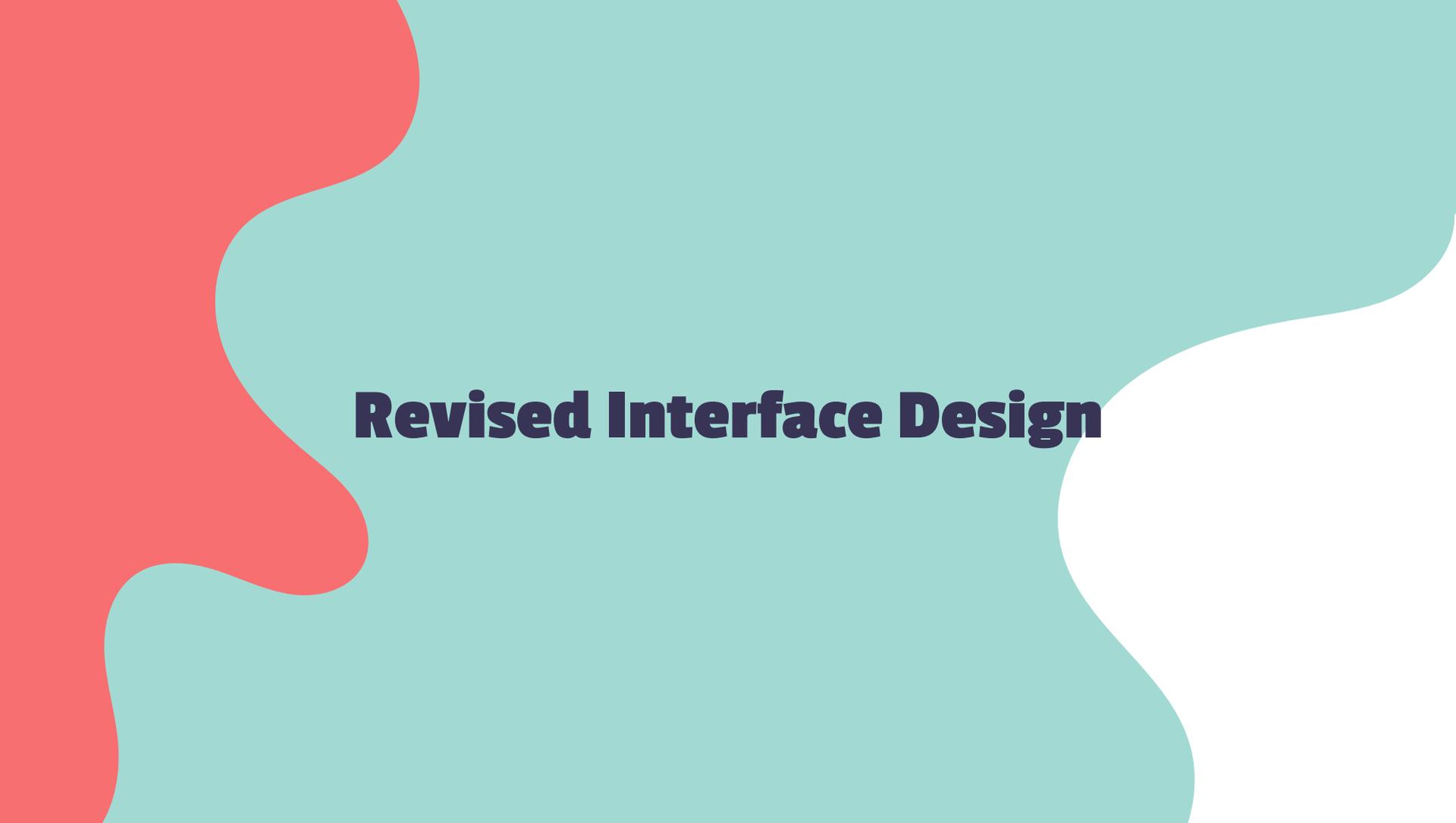
Rationale: We realised that the 'rating' task was a subtask of our simple task of 'matching buddies' and thus added a new task - allowing matched users to communicate with their travel buddy through a **chat system**

Complex Task (No change)



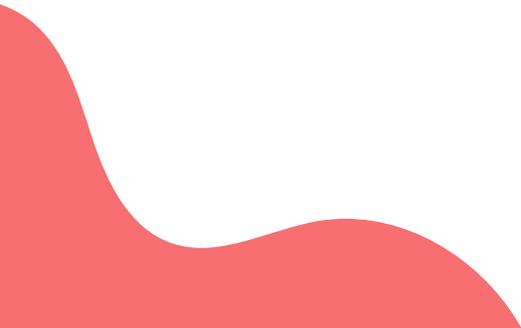
Student commuters can engage in an interactive game with their travel buddy, creating a positive social experience for both parties and diffusing any awkwardness with meeting a new person.



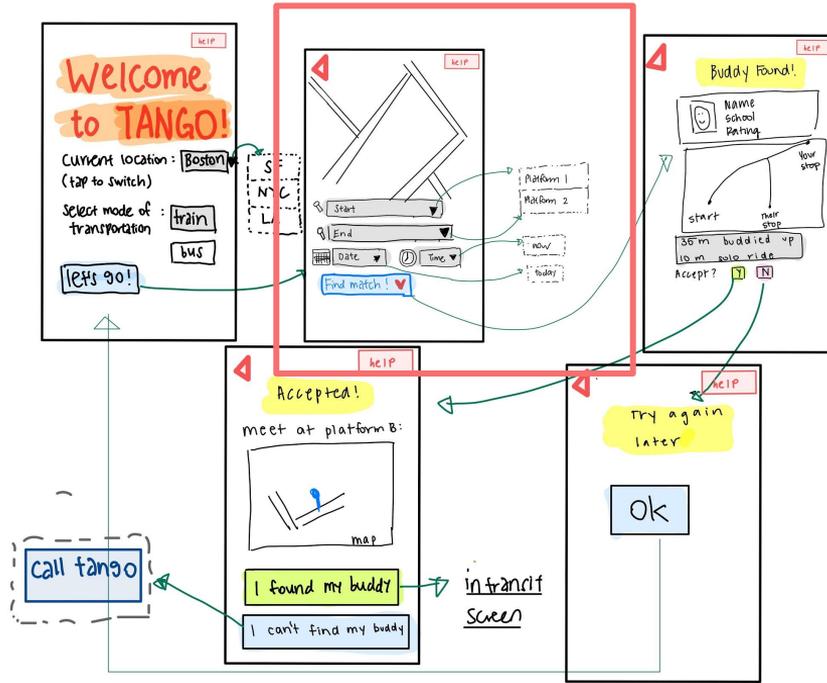
The background features a teal color with organic, wavy shapes in a reddish-pink hue. The text is centered in a dark blue font.

Revised Interface Design

3 Major Design Changes

- 1. Revamping Matching Process**
 - 2. Revamping the In-transit Screen**
 - 3. Separating 'Help' and 'Emergency' functions**
- 

#1 Match Process Revamp - Before



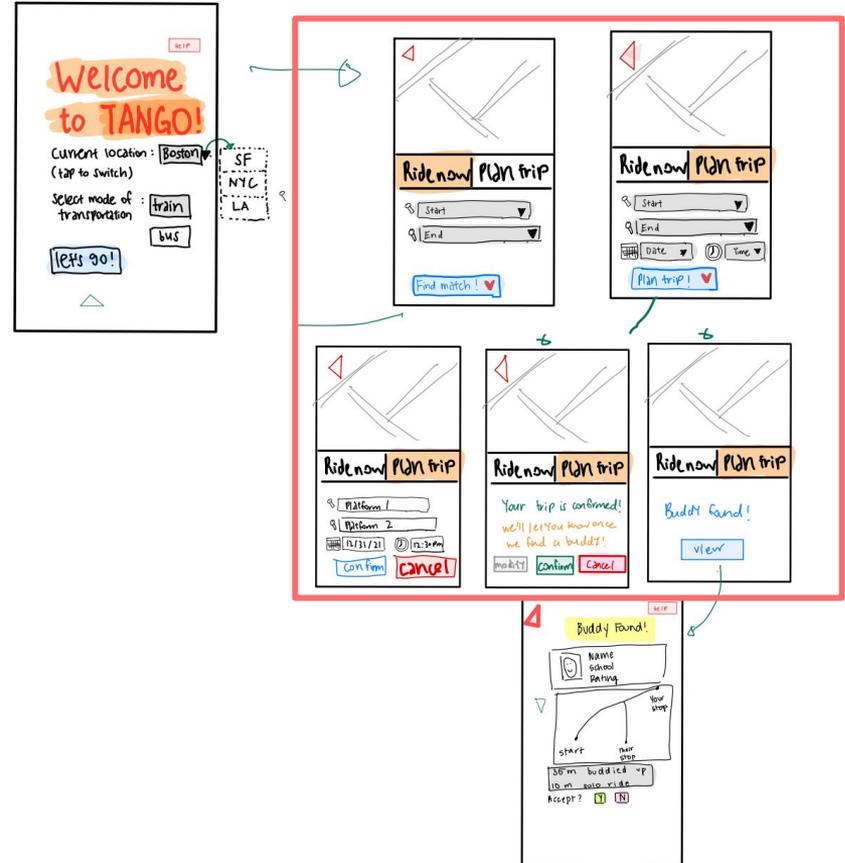
- Did not differentiate between **finding match now** and **planning a trip for later** (boxed in red)
- Did not allow buddies to chat with each other

#1 Match Process Revamp - After

Added feature that allow users to find buddy immediately ("**Ride Now**") or later ("**Plan Trip**")

Rationale:

- Feedback that some users would like the option to plan trips for later
- In immediate trips ("**Ride Now**"), the date and time options are redundant and hence removed

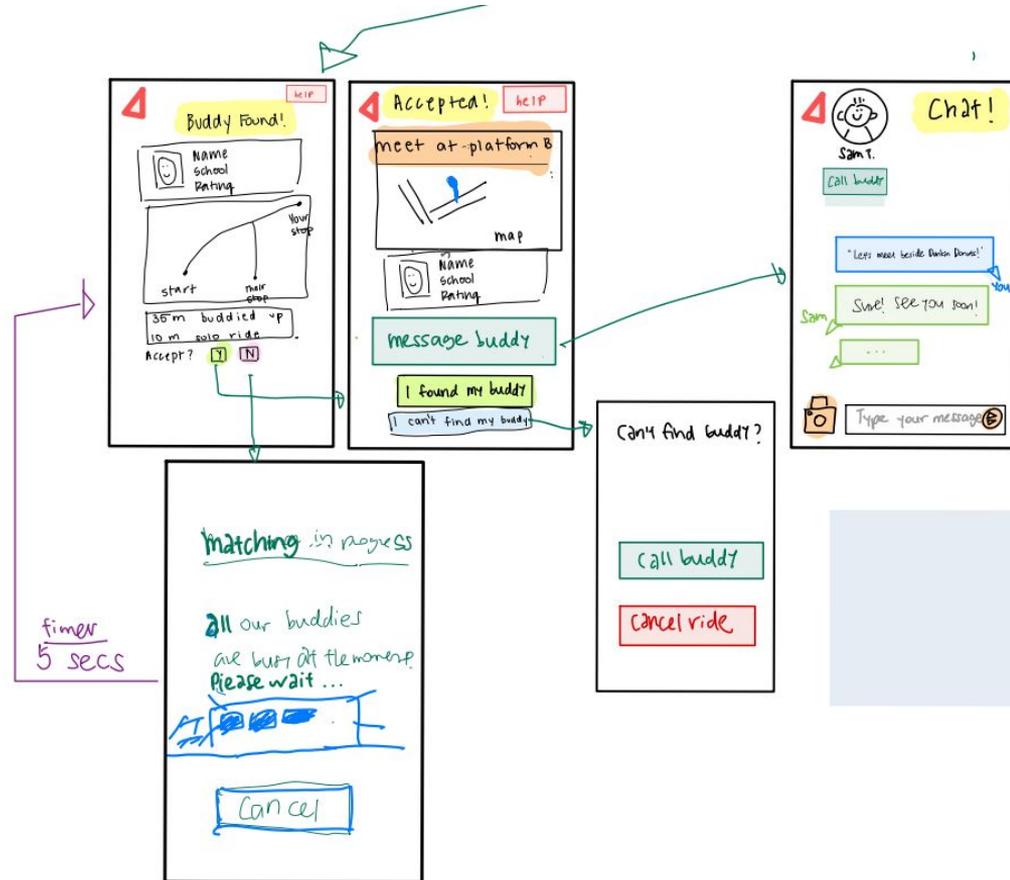


#1 Match Process Revamp - After

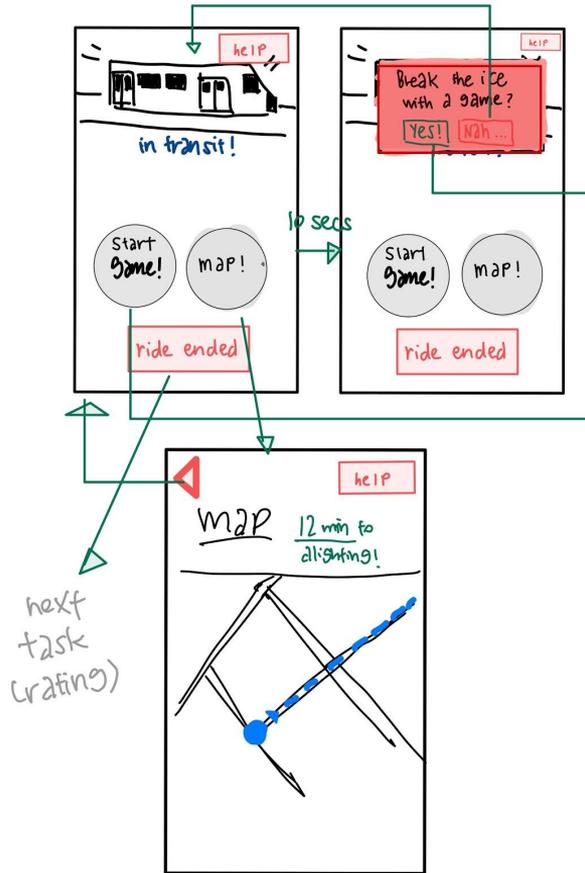
Including **chat feature** between matched transit buddies

Rationale:

- Feedback from testing that this feature would be helpful for **coordinating meet-up**
- Allow buddies to proactively provide **specific location information**



#2: In-Transit Screen Revamp - Before



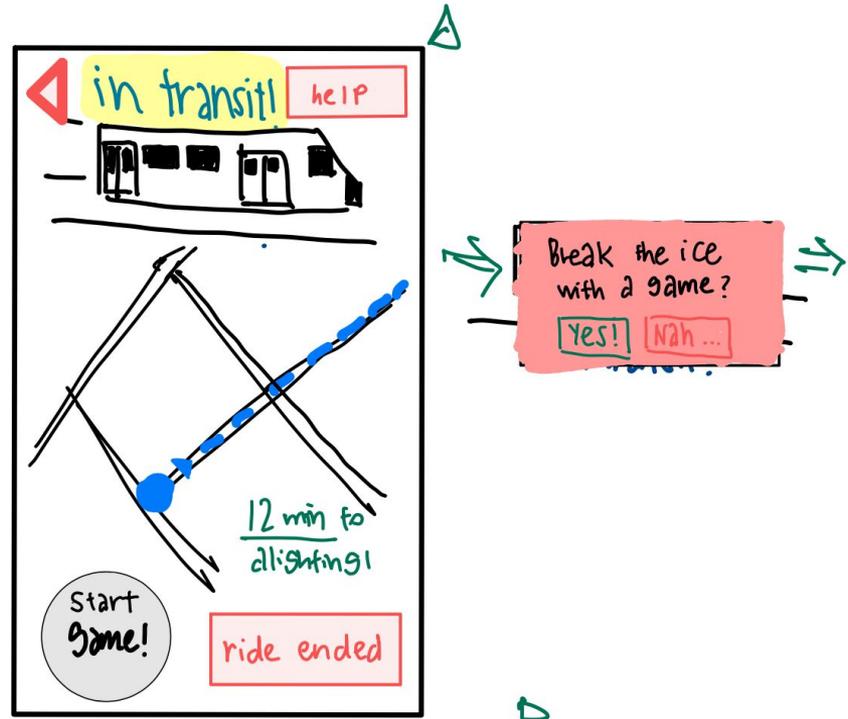
- Users have to click to access a separate tab showing the **Map** which provided details of surrounding location and remaining time on journey
- Tedious and not user-friendly

#2: In-Transit Screen Revamp - After

Included **location map** as **main component** of in-transit screen

Rationale:

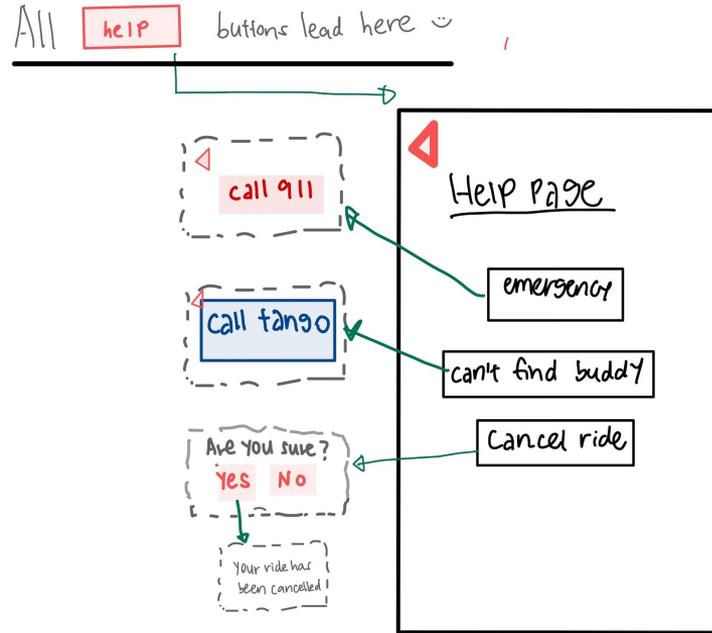
- Feedback that it would be useful to have the **map automatically in view** while users are in transit
- **Remaining time** on journey is easily viewable



#3: Separating `Help` and `Emergency` screens

Before:

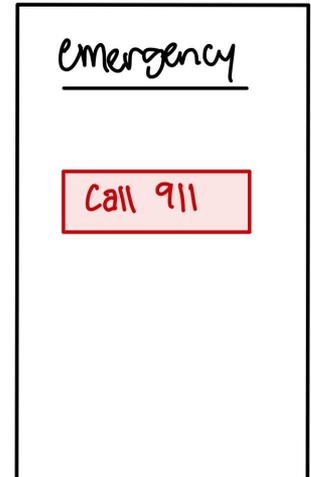
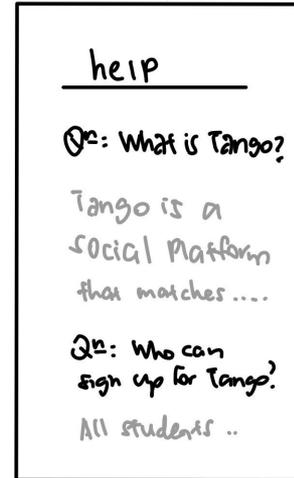
- User feedback that **"Help" button is ambiguous** in its functionality
- Unsure whether it was an FAQ, or used in emergency situations'
- Some testers were even reluctant to explore the functionality



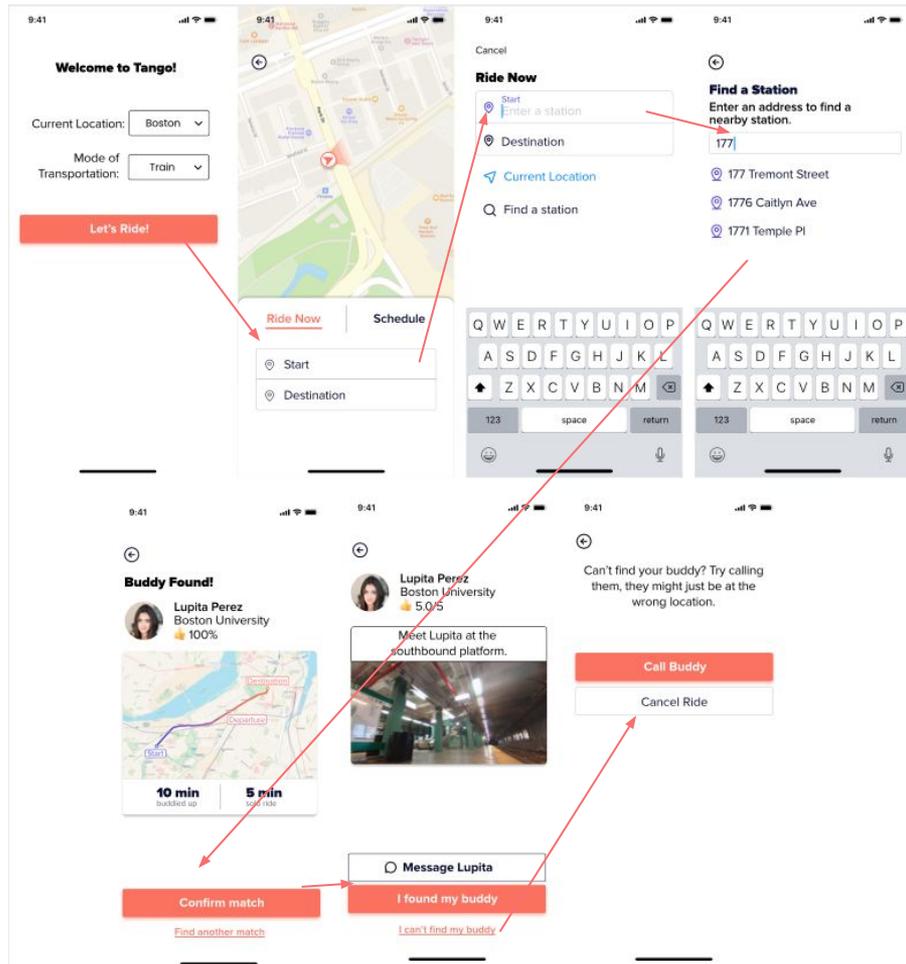
#3: Separating `Help` and `Emergency` screens

After:

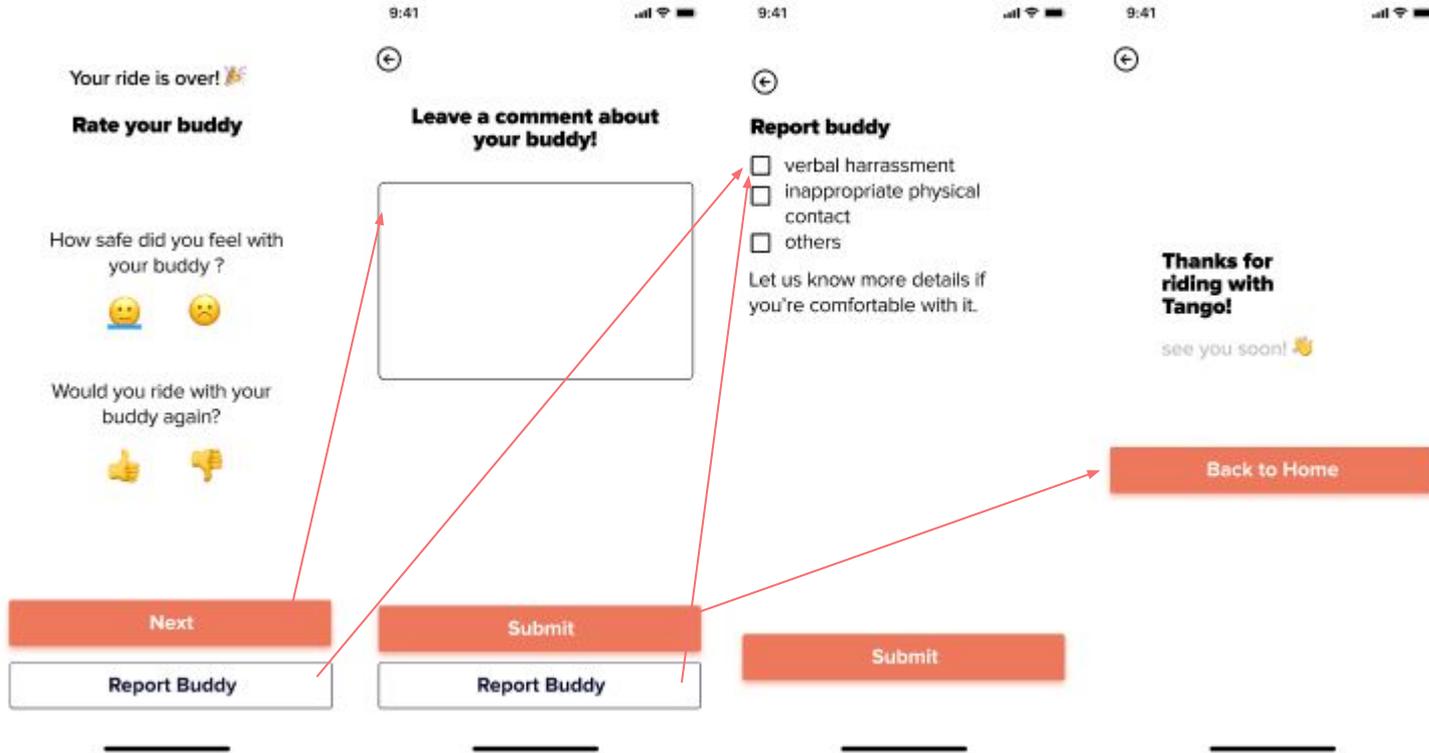
- Placing two additional icons ("FAQs" and "Emergency") on the top of each screen
- Separating Help/FAQs and Emergency functions for better user experience



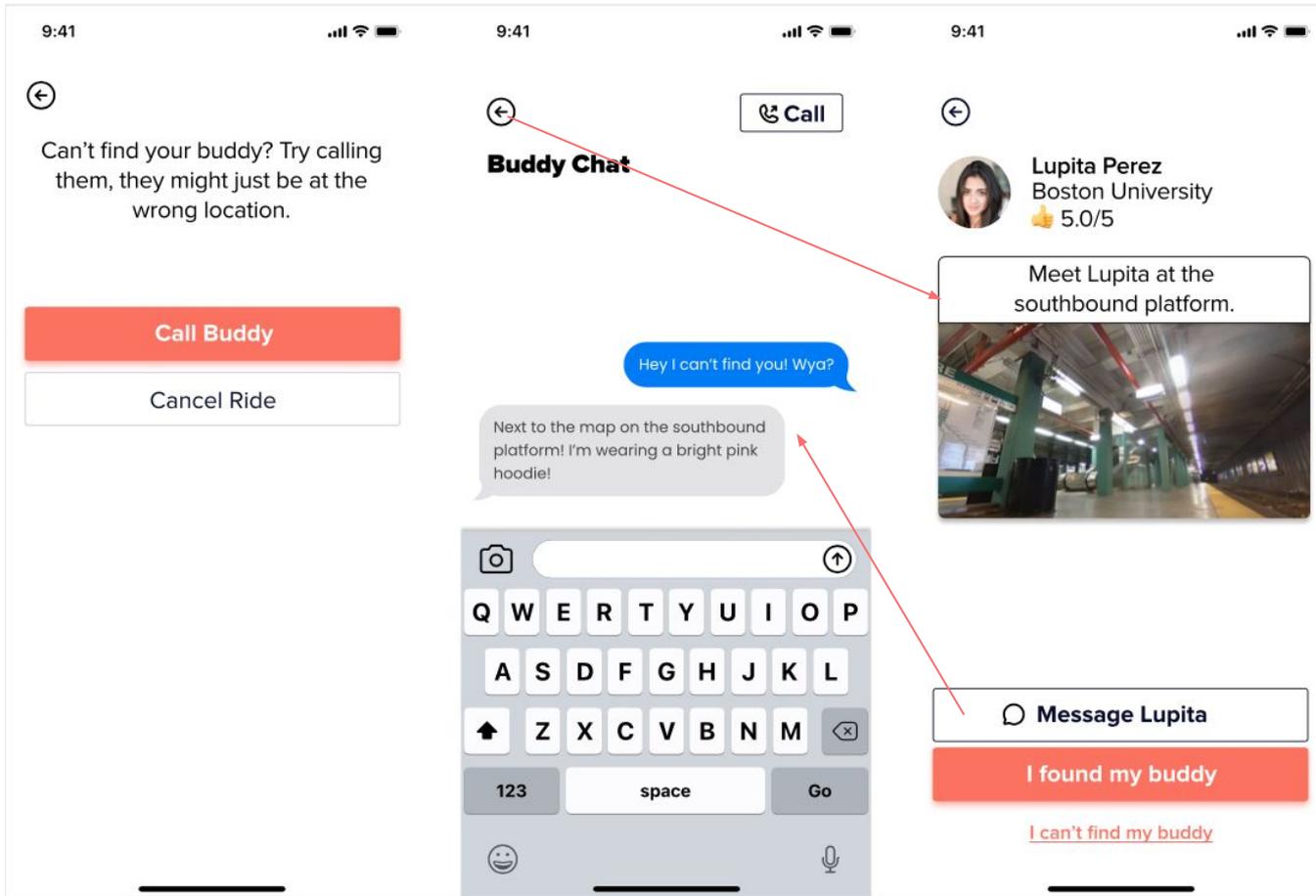
Storyboard for Task #1: Matching with a Travel Buddy



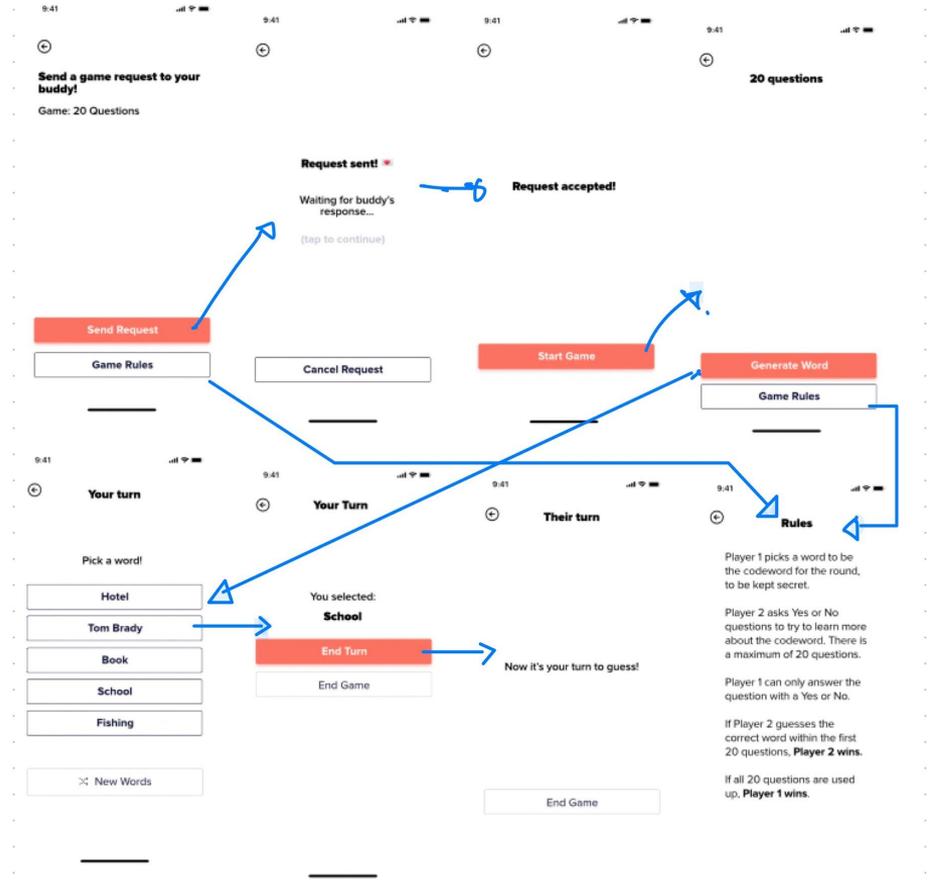
Storyboard for Task #1: Rating Travel Buddy

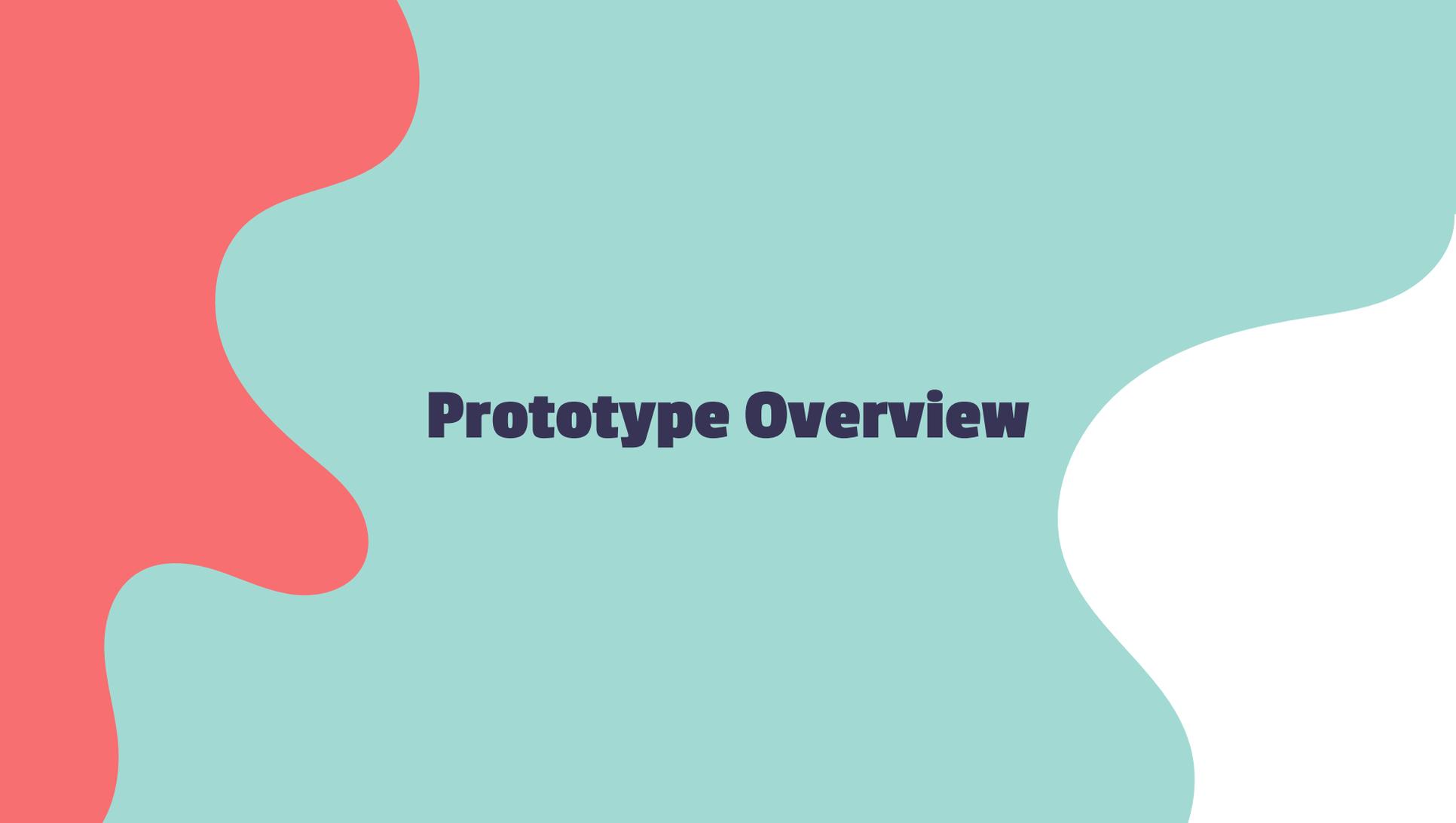


Storyboard for Task #2: Chatting with Travel Buddy



Storyboard for Task #3: Playing Game with Buddy



The background features a teal color with organic, wavy shapes in a reddish-pink hue on the left and bottom right sides. The text is centered in a dark blue, bold font.

Prototype Overview

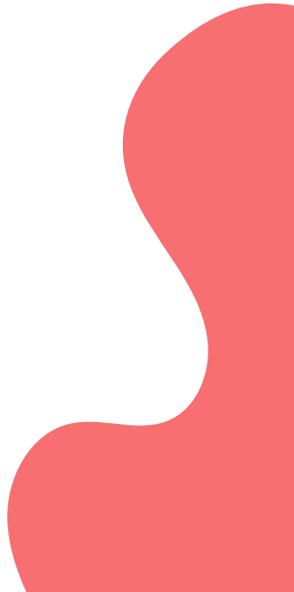
Design / Prototyping Tools

- Design / Sketching: **Goodnotes**
- Prototyping: **Figma**
- Pros:
 - All-in-one tool combining both **design and prototyping**
 - Shared Canvas: allowing for **collaborative editing**
 - User-friendly: intuitive interface with **useful shortcuts**
- Cons:
 - **Limited actions** available in prototyping (eg. did not allow for swiping action)
 - **Screen-based layout** leads to many variations of the same screen with small changes in one element (eg. matching screen)
 - **Slower in processing speed** due to Figma being a browser-based tool



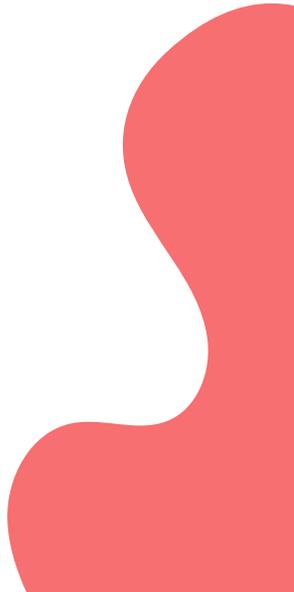
Limitations / Tradeoffs of Current Prototype

- **Limitation:** Since users are unable to type, most keyboard-based input are pre-filled for them (e.g. location selection, chat features, etc.)
- **Limitation:** Due to the lack of connection to a maps API, only a set of static maps is displayed with the preset location being in Boston
- **Trade-off:** User experience is incomplete as the app is supposed to be a social platform with multiple users, and interaction between users is not available to users in the Figma prototype



Wizard of Oz Techniques Used

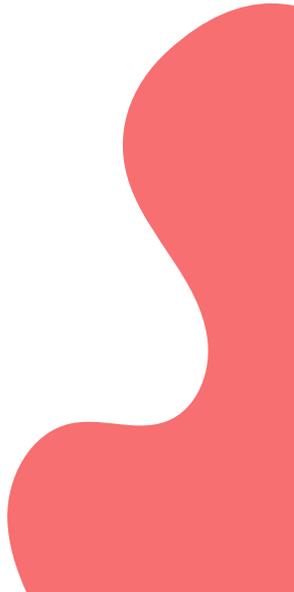
- Instead of having a matching algorithm that pairs actual users based on factors such as location and rating, we instead provide a preset list of possible buddies that user could get matched with.
- In our prototype, user will automatically get matched with a travel buddy. Realistically, this would require a matching algorithm and some time to complete.



Hard-Coded Features

Hard-coded features include:

- Schedule Ride ▷ Date & Time: Our med-fi prototype is static, so the date and time selection is fixed to “Today, 1:05 PM”
- Ride Now/Schedule Ride ▷ Start and Destination: All addresses and train stations are hard-coded, and clicking on any address/station leads to the next page, which already contains predetermined user input.
- Chat responses between user and transit buddy are pre-filled
- Game: 20 Questions - clicking on any option will take user to the next screen, which already contains predetermined user input



Hard-Coded Features

Hard-coded features include:

- Game: 20 Questions - clicking on any option will take user to the next screen, which already contains predetermined user input
- Both users must indicate that they want to play the in-transit game for it to begin. The prototype user indicates by sending a game request to their riding buddy. In the prototype, the request is automatically accepted. A real riding buddy has the choice to decline the game invitation, in which case the game wouldn't begin.

