

The Profile Feature

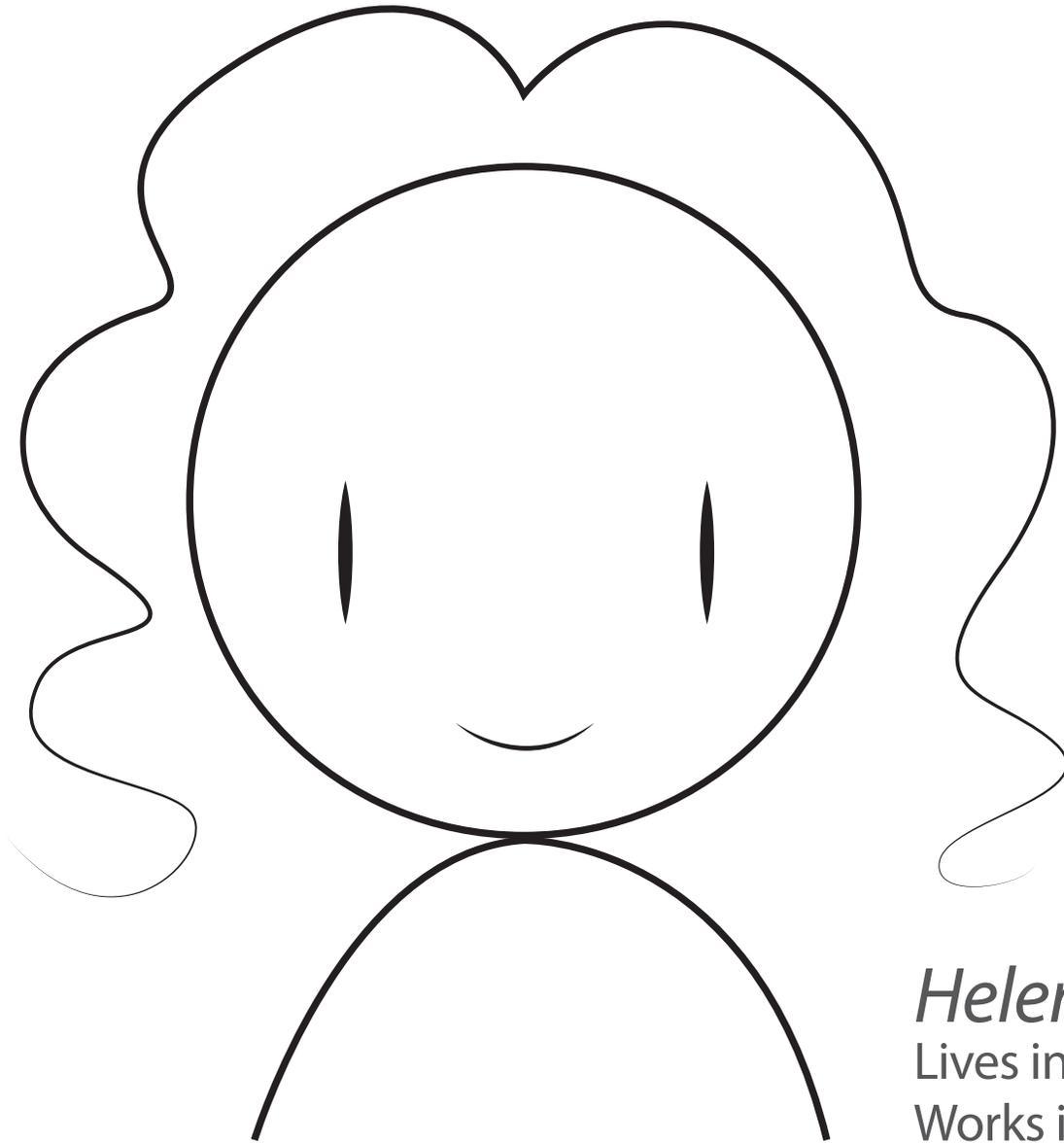
For iGoLadera

Sarang Borude
Tiffany Jen

“I won’t mind giving rides to people in my car, but I will definitely think a lot before carpooling with strangers”

- Primary Research Interview

Most people don't feel safe carpooling
with complete strangers.

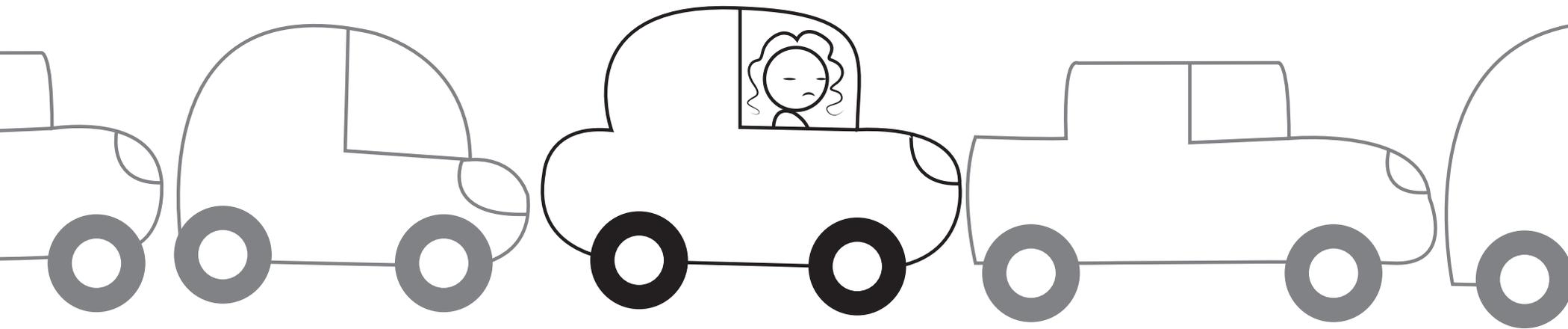


Helen

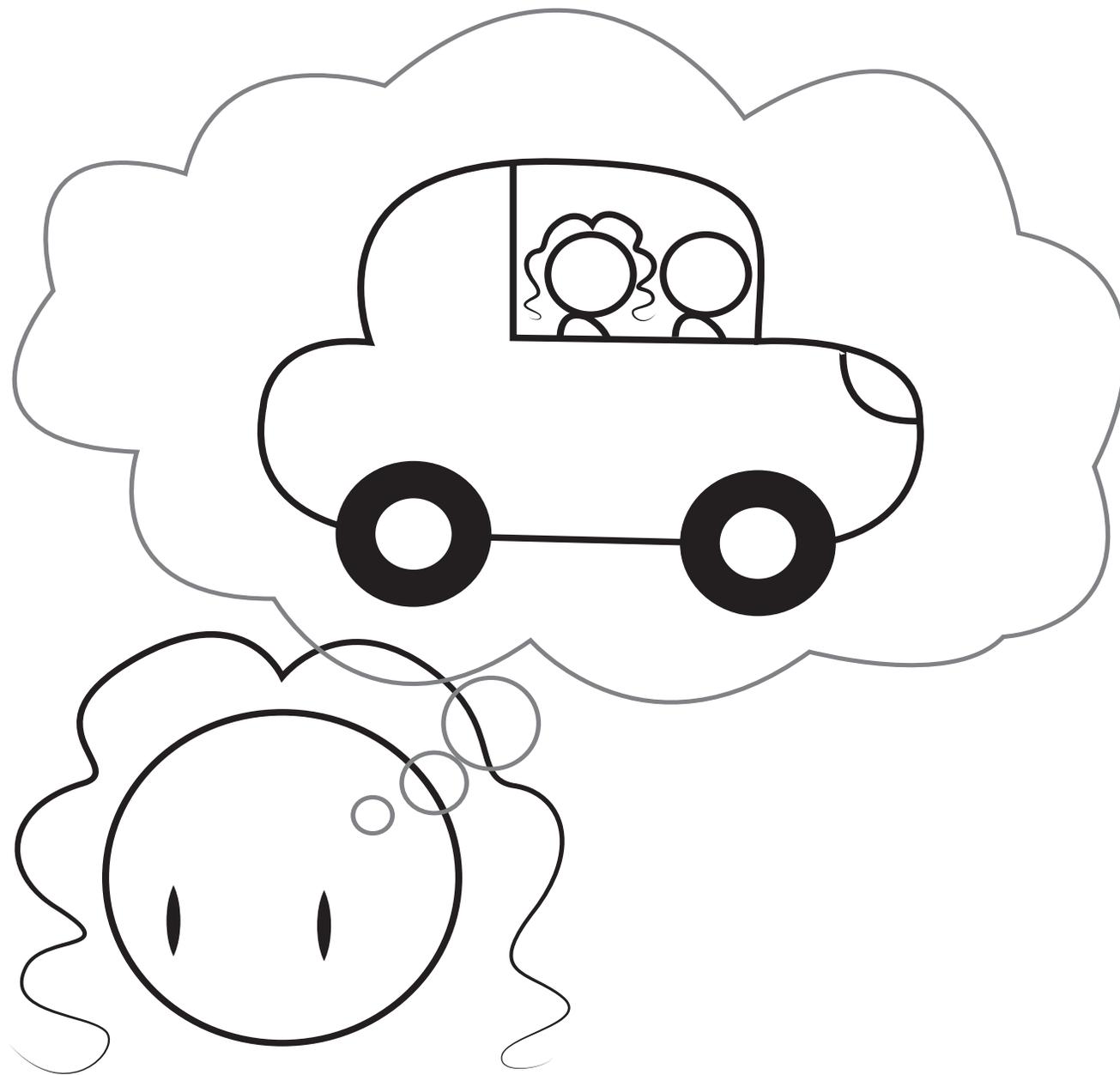
Lives in Ladera Ranch, CA

Works in Irvine, CA

Meet Helen. Helen lives in Ladera Ranch, CA. She works at a tech company in Irvine, CA.



Helen has to commute to work everyday during rush hour traffic and she hates driving in the traffic by herself.



So Helen wants to carpool with someone but since her company is very big, she doesn't know who in her company lives in her area that she can carpool with.

Ridesharing. Public Transit. Walking. Biking.

All your transportation alternatives... in one place!



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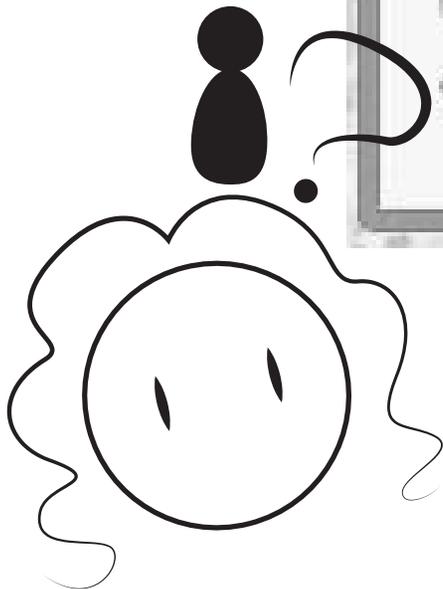
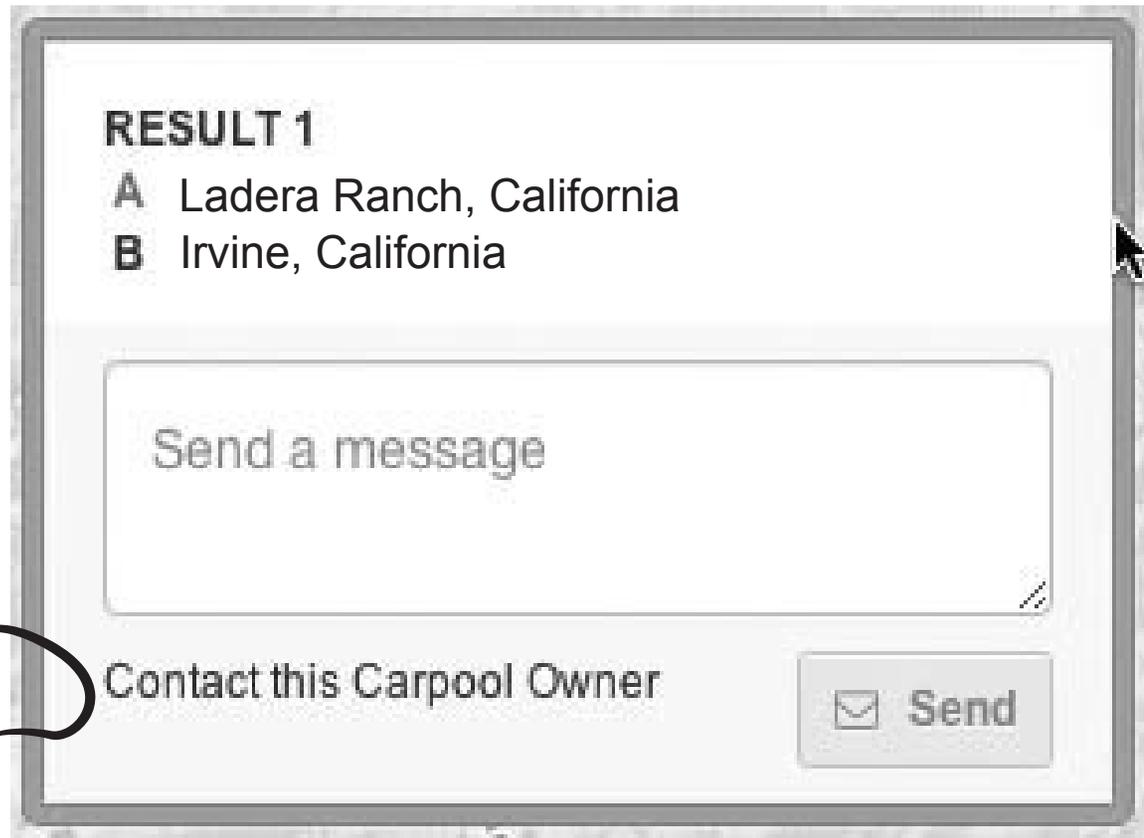
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Since her company is going Green , they did tell their employees about apps that can help them plan their carpooling trips. Helen decides to check out iGoLadera.

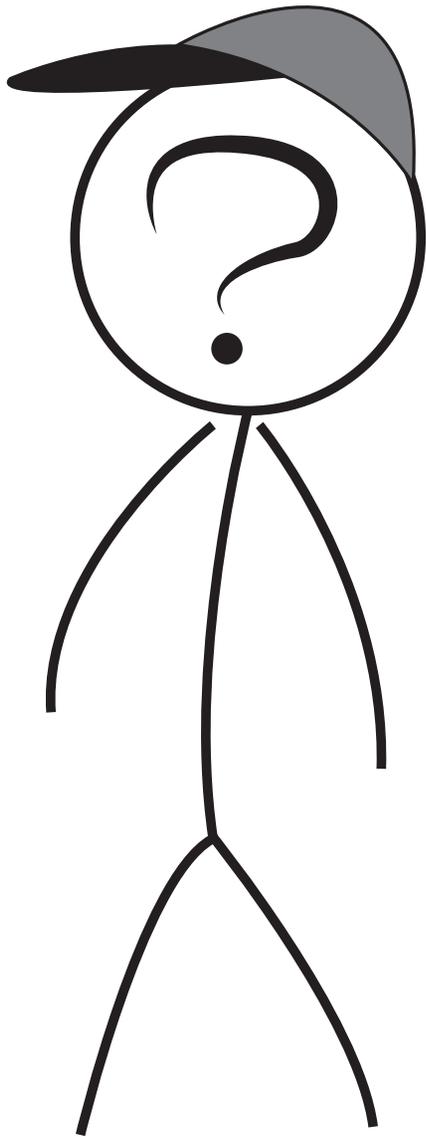


Helen plans her trip and has a look at the many results for carpooling...

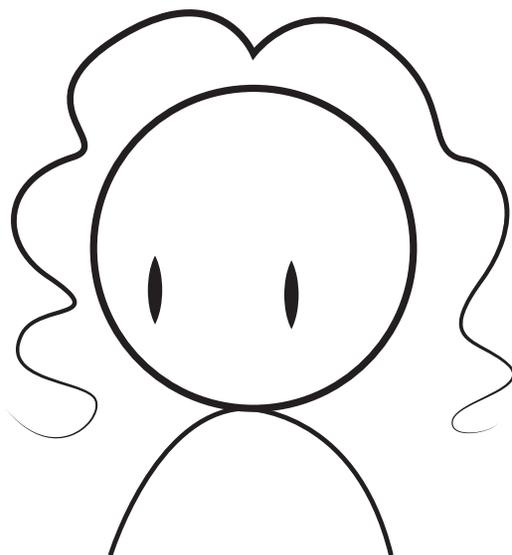
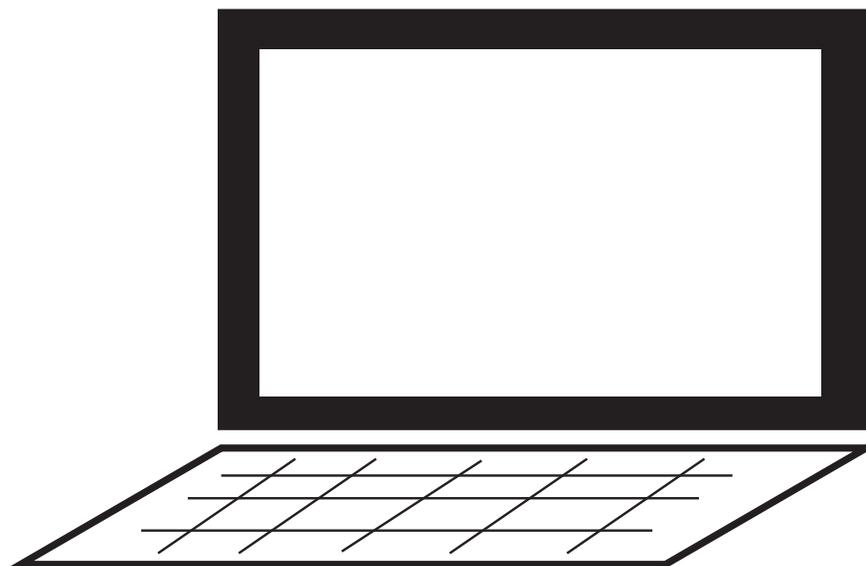


...but she realizes that she doesn't know who she will be carpooling with at all...

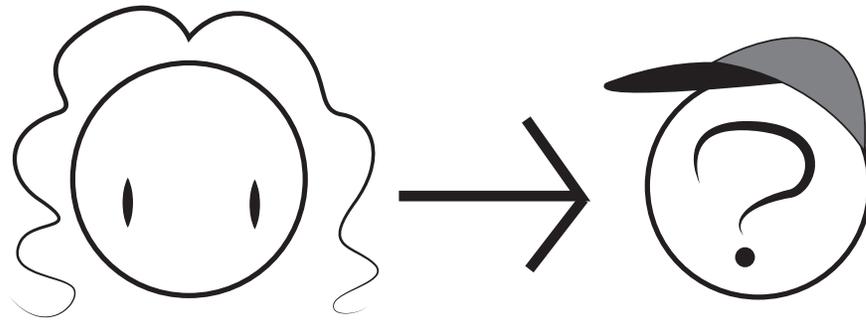
There is no human element to it. Carpooling involves a person to person contact, but when Helen is deciding to do carpooling, she doesn't get to see an actual person at all. It makes her question herself whether to trust that person or not.



...and Helen is very wary of strangers. What if the carpooler kidnaps her or tries to rape her? Where is the safety?????



Since Helen doesn't trust the carpool owner, she decides to not use the app.



People should have an idea of who they are carpooling with.

People should feel comfortable even if just knowing a little bit about the person they are driving with to help establish the initial trust.

We want to allow the users to feel safe by establishing some trust between the user and carpool owner.

Website Registration

On public profile

Name

Photo

Workplace

Hobby

Likes

Dislikes

Links to Facebook/

LinkedIn

Sensitive Info (not public)

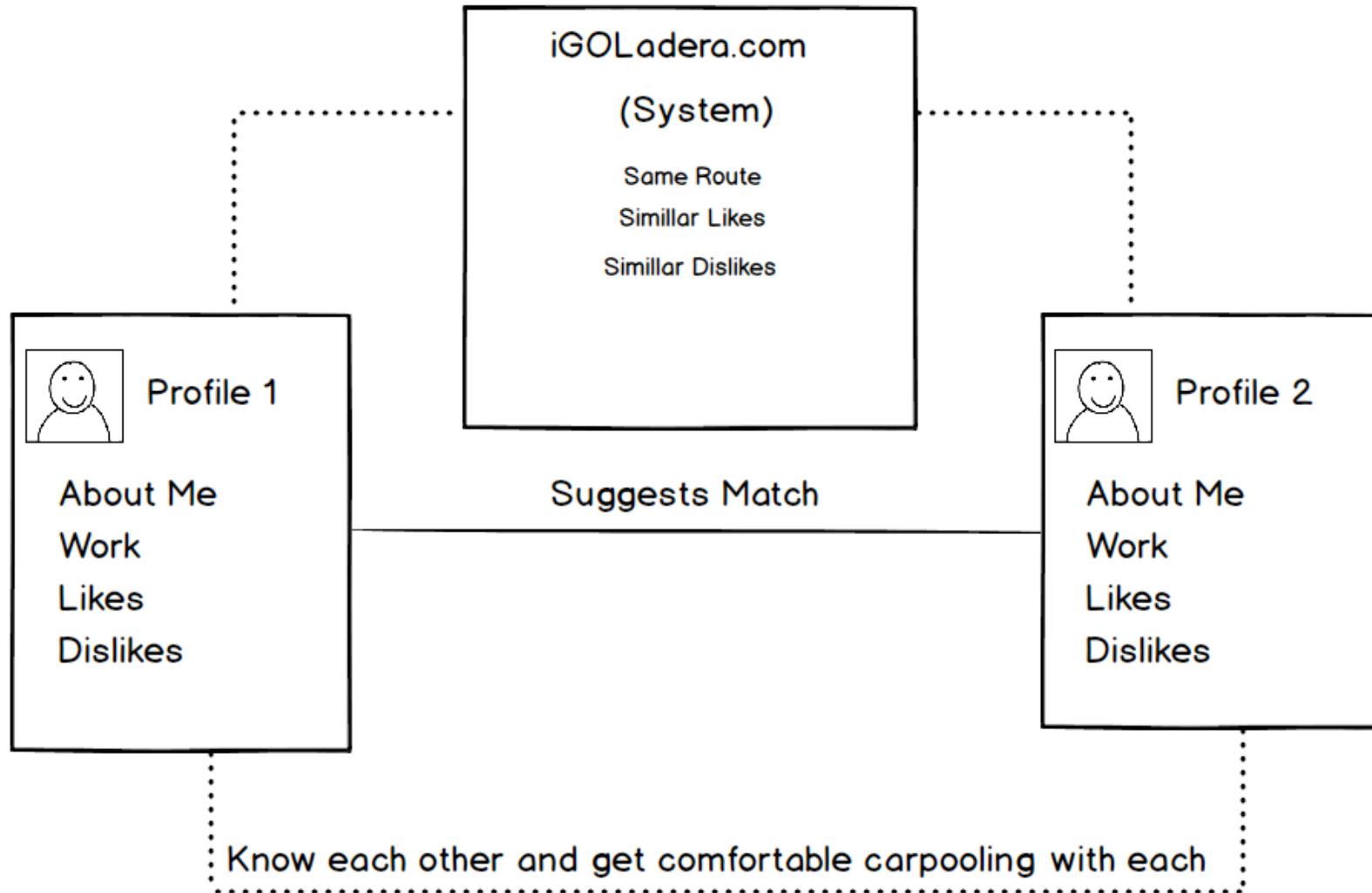
Address

Phone

Email

Photo ID (e.g. driver license)

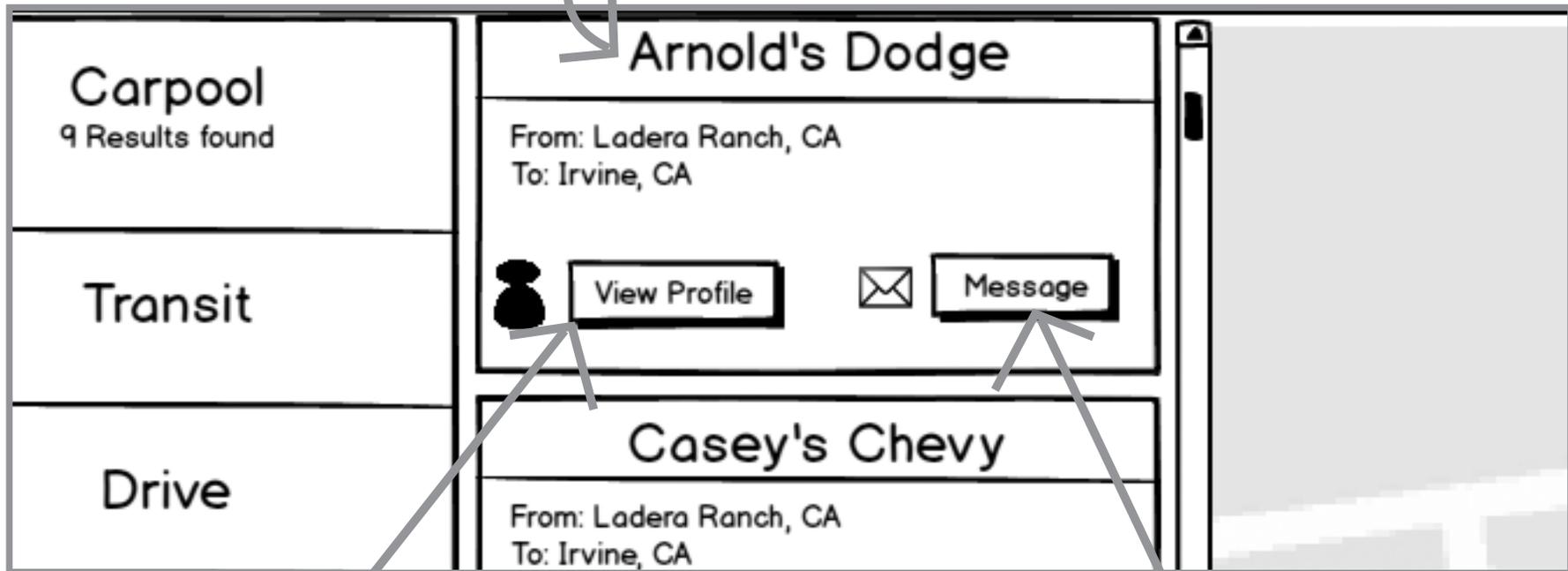
Our concept begins when registering for the app. The user puts in the sensitive info that is in the right column. This will not be shown on the public profile. It is for the website to use for user security. The info in the left column will be shown in the public profile. The user can choose which categories they would like to show on their profile. They can fill in the categories specifically for what kinds of trips they want to make. For the sake our scenario (which focuses on the 9-5 commuter to the same company), we are only using the bolded categories in the left column.



The System looks at the profiles of the users and finds out matching profiles based on Similar day to day routes, work, likes and dislikes, and suggests matches. According to these suggested matches the user can contact and connect with carpoolers . It cannot establish absolute trust, but it will help someone like Helen to be able to find someone who also works at her company to carpool with and she will have an idea of who that person is. This we believe is better than not knowing anything.

Carpool Results

Arnold on top because system made match based on same work place



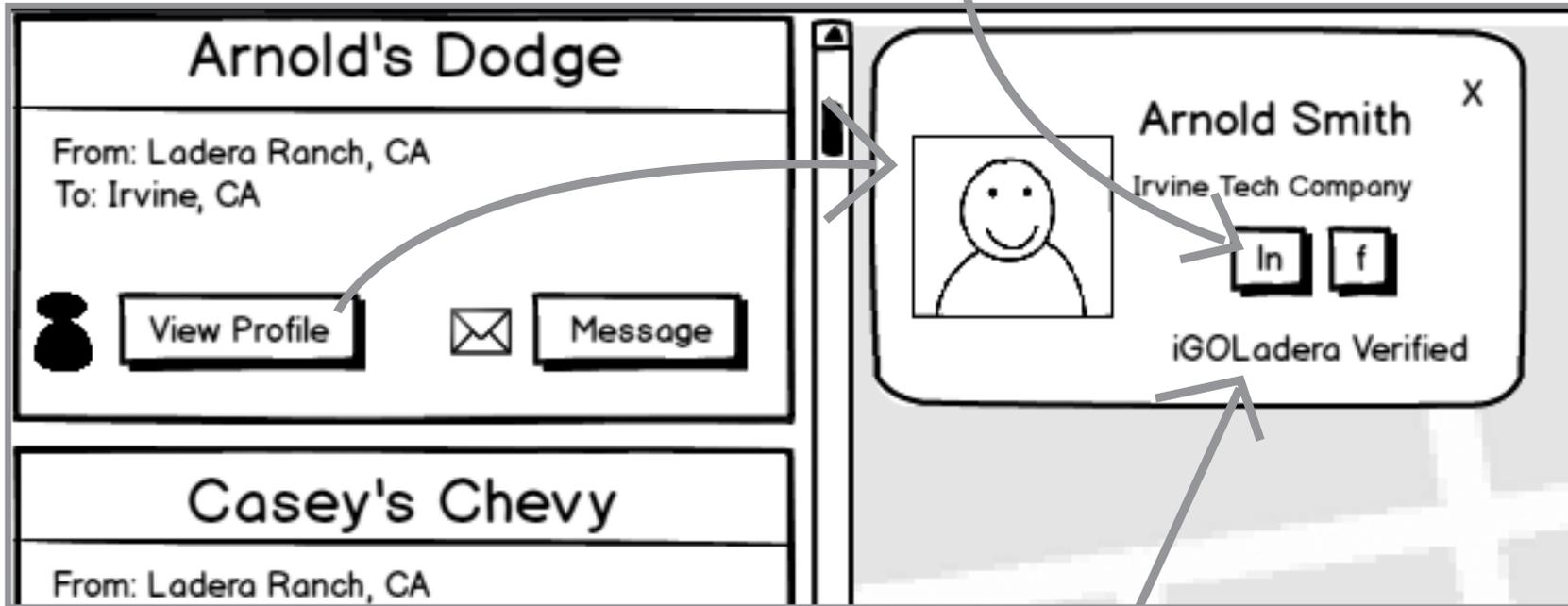
Helen can click on this to view Arnold's public profile

Helen can click on this to message Arnold

The results that appear are people going the same route as Helen but now, the priority choices are people that also work at Helen's company (this is matched through the public profiles). Helen wants to see who the carpool owner is so she clicks on the profile icon.

Arnold's Profile

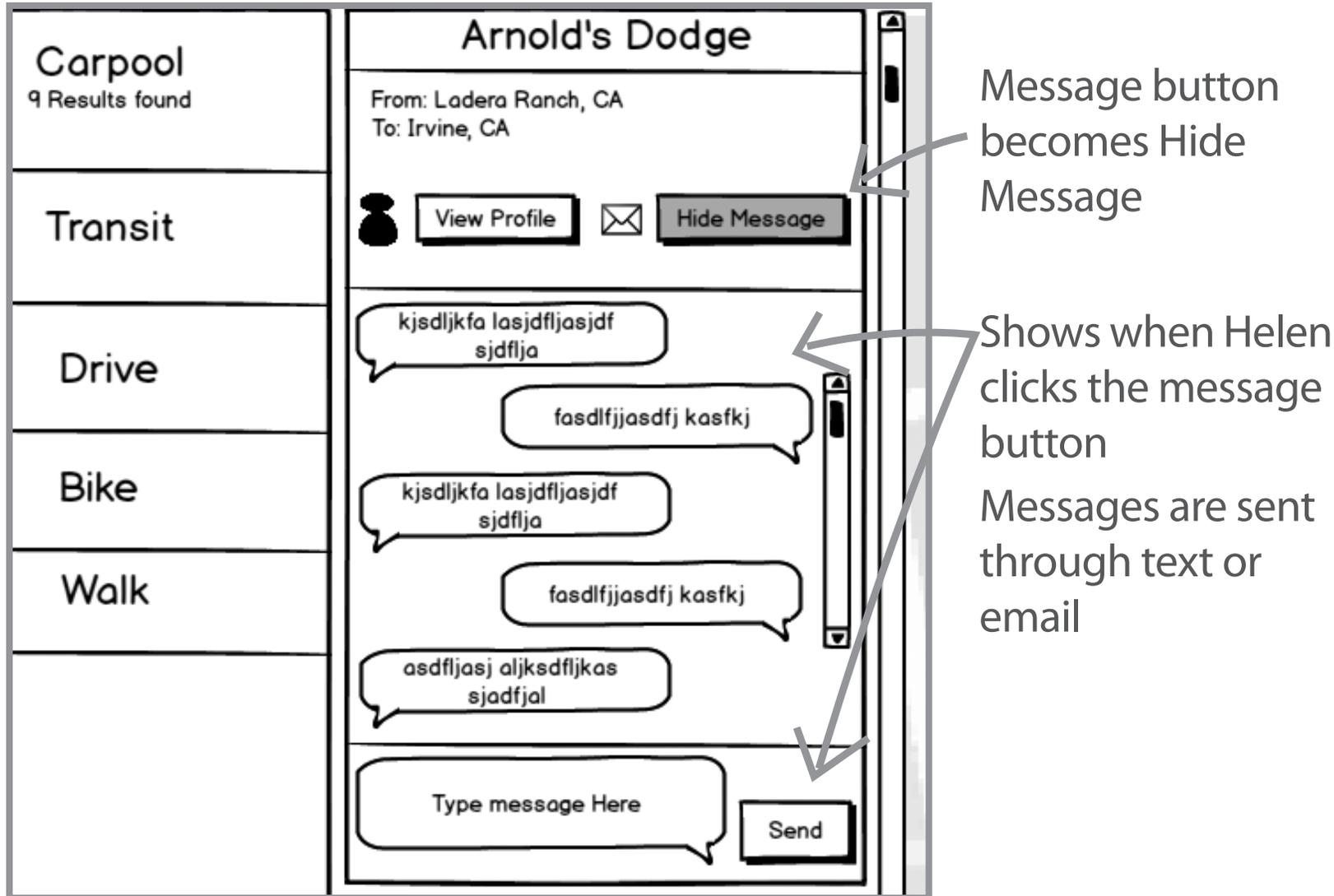
Helen can check Arnold's LinkedIn page to make sure he works at her company



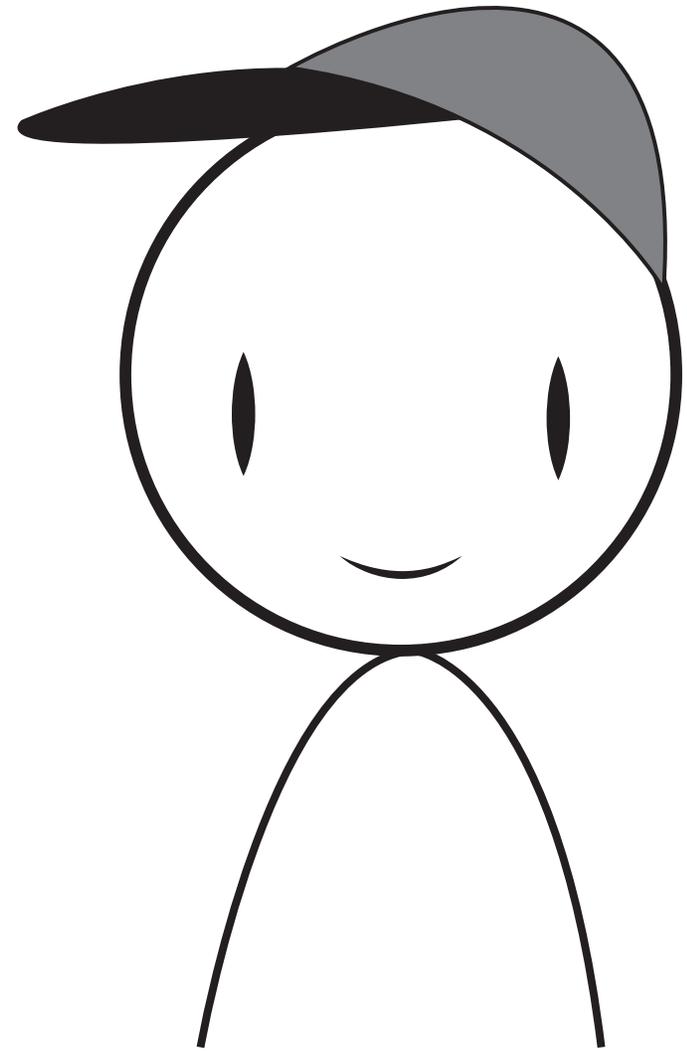
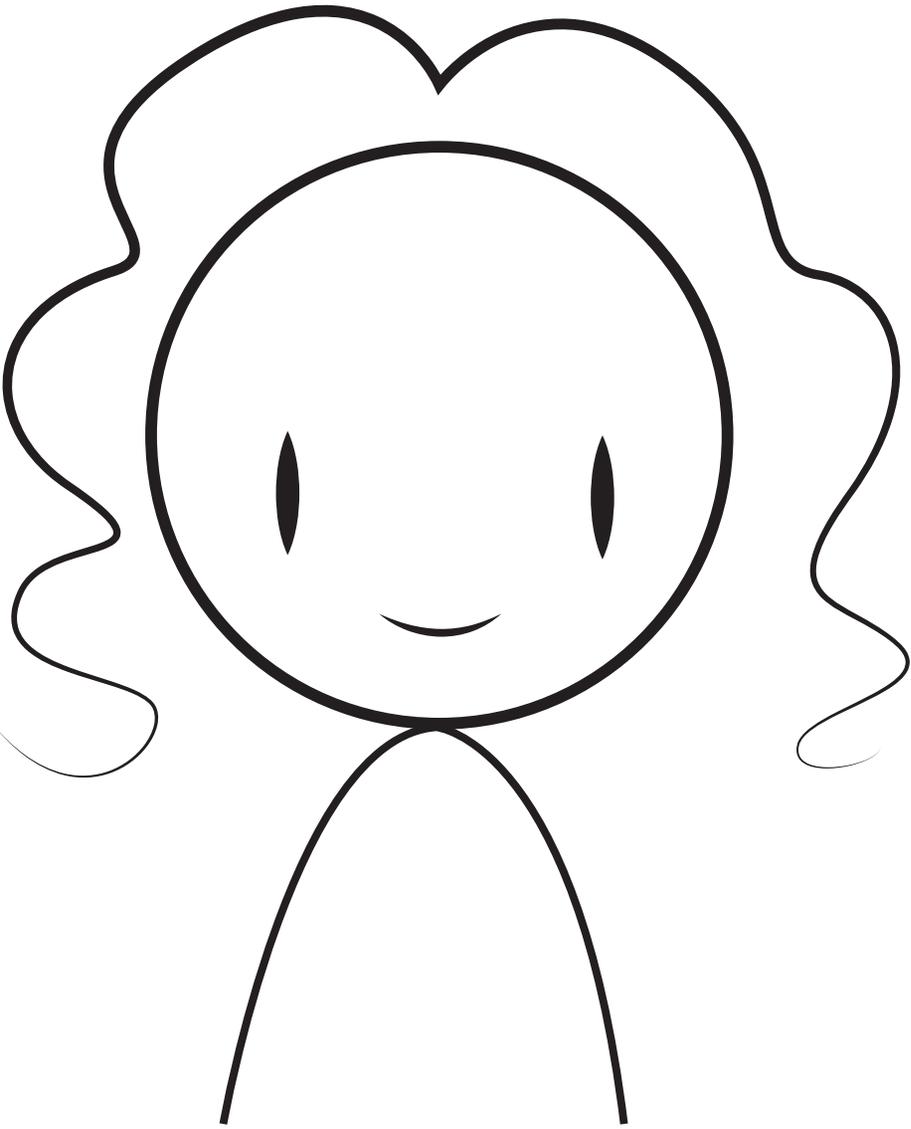
Shows that iGoLadera has verified the information Arnold has registered with

Arnold's profile comes up. Helen wants to make sure Arnold really is who he is so she clicks on his LinkedIn link and sees that he does work at the same tech company but in a different department (why she's never seen him before). We used LinkedIn because it is a credible source when it comes to professional networking.

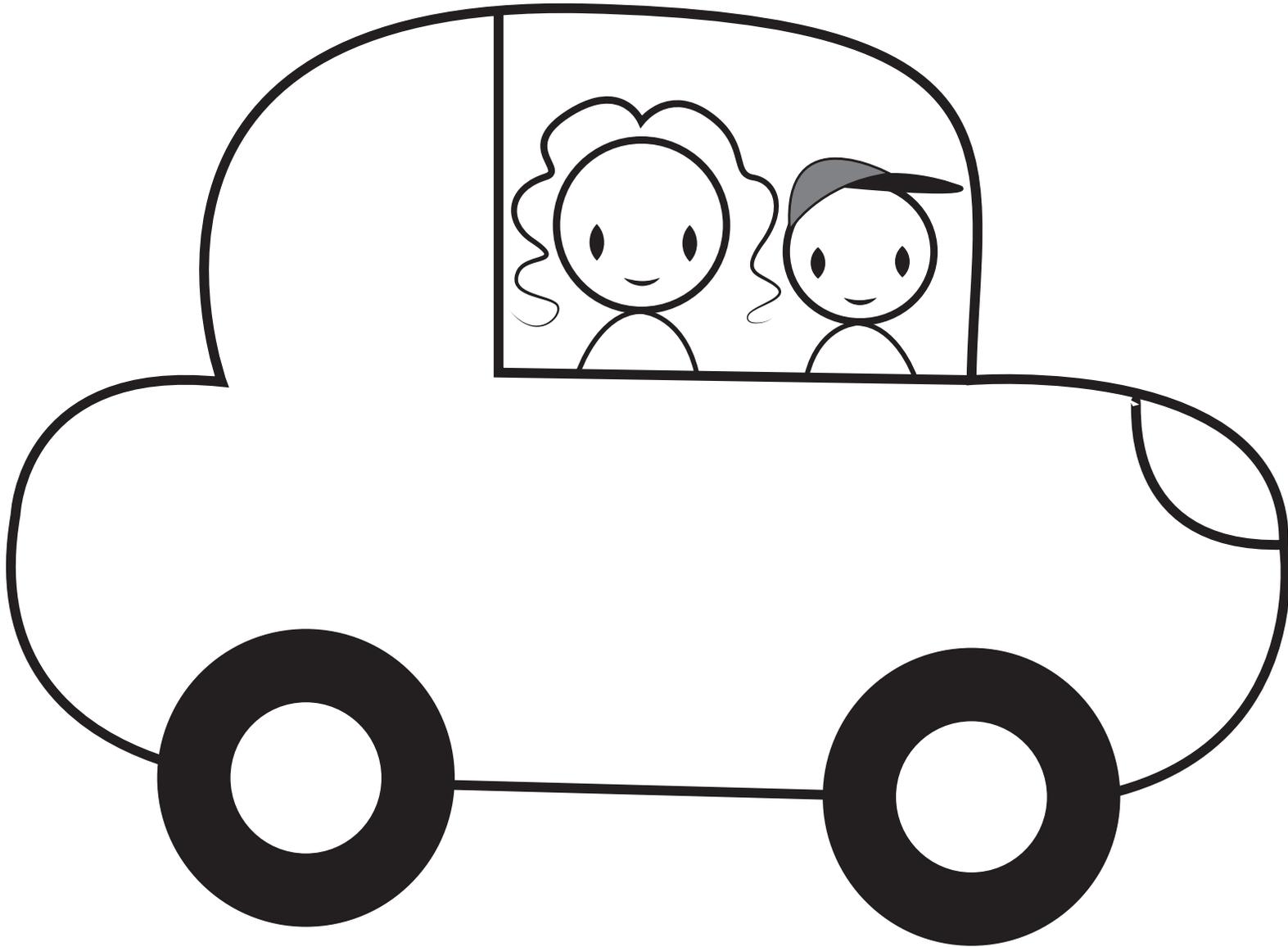
Messaging Arnold



While Helen doesn't completely know who Arnold is, it does alleviate her initial mistrust when she didn't know anything about him. She decides to message Arnold through the system to plan a carpool trip. Arnold will receive Helen's messages either as texts (pulled from the user's sensitive info for a quicker real time experience) and/or email (if Arnold does not wish to get texts). Whatever way Arnold uses to reply to Helen, Helen will receive the reply here and will also be notified using text and/or email so she doesn't miss out on any important conversation.



So Arnold and Helen correspond and they set up the carpool trip.



Thus, they are now carpooling to work together.

Future Strategies

- Establishing/creating a secure profile
- Profile features
- Suggesting matches
- Making the carpool profile, security, and review system more reliable
- On the fly mobile system

Establishing/Creating a Secure Profile: How?? The service will ask the users to upload documents like photo ID, Address Proof, phone numbers and email and will verify those and then put a verification that iGoLadera verified the person.

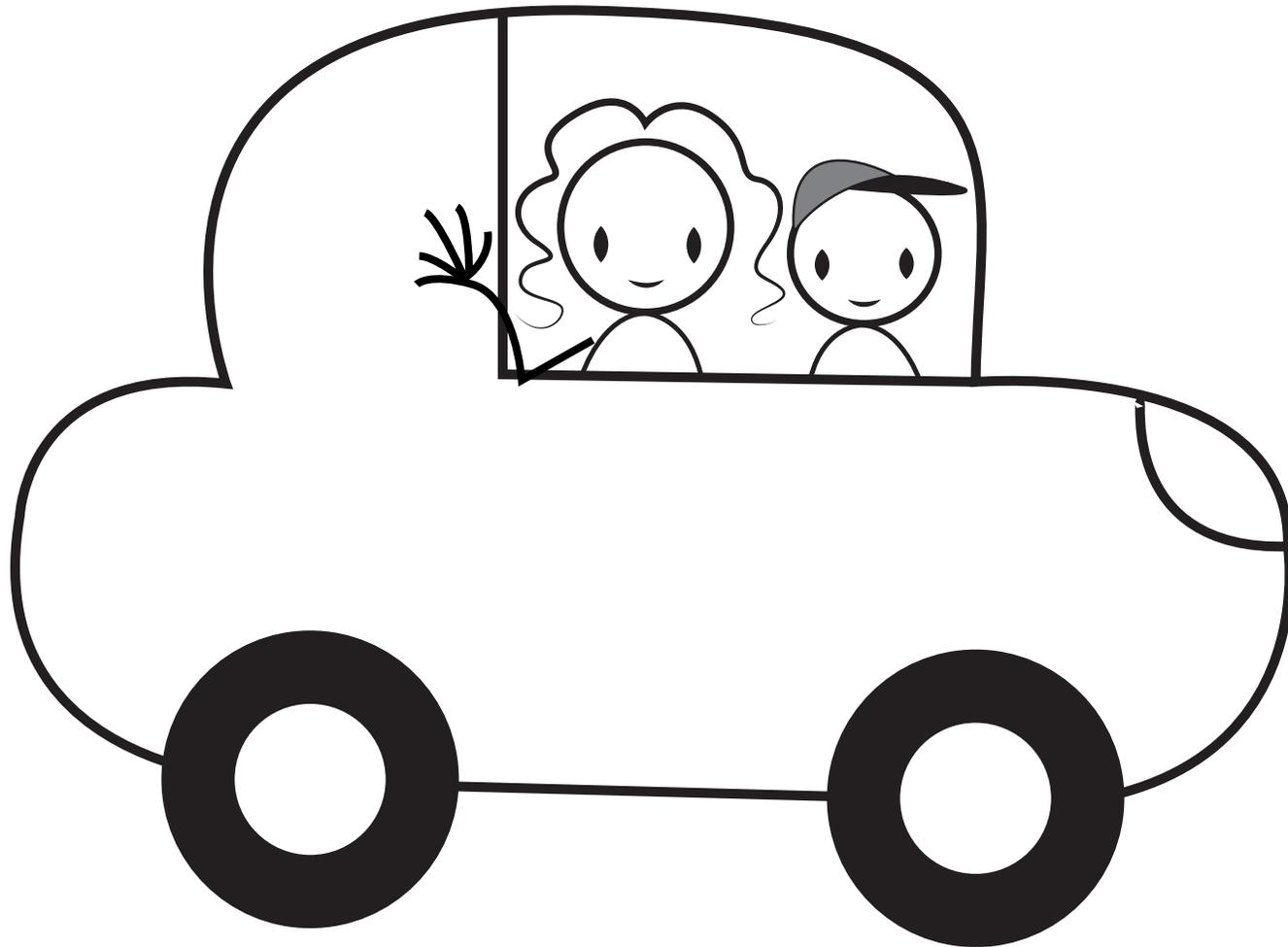
Profiles Features: Profiles will have sections like likes, dislikes, work info, links to social network profiles especially LinkedIn so that people can confirm where that person actually works.

Suggesting Matches: Sharing likes and dislikes is important because in the backend, the system will suggest rides based on matching likes and dislikes and of course routes are the first priority. The site will automatically suggest matches based on people living nearby, having same likes dislikes and sharing the same route.

Carpooling profile and Reviewing system (Making the system more reliable): Information about the carpool becomes more secure. Once there is involvement of a lot of people, there will be a reviewing system where the users can rate and review the carpools and the people who do it, so it establishes more trust. Also there will be a Punctuality score along with the rating where people will know how “Timely” the person is.

On the Fly: When the system will be implemented completely on mobile and the user profiles are fully functional, the users will just take out cellphones from the pockets and start the app, enter the start and ending locations and they will get suggestions for best possible rides available at that moment. Even if you miss a carpool another will be waiting for you...!!!

Thank You!



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- Primary Research: Interview



Image: http://static4.depositphotos.com/1000323/380/i/950/depositphotos_3804328-Middle-age-woman.jpg

Helen, 48

Works as an administrator at a tech company of 3000 people in Irvine, CA

“I do not like being in traffic by myself.”

“I would not mind carpooling if it is with someone from work.”

Relationship with Transportation

- Her car is to get her from point A to point B everyday.
- She does want to help the environment and cut down on her carbon footprint but doesn't really know how because she doesn't want to give up on the luxury of her life like oversea vacations, not having to walk everywhere, etc.
- Hates being in traffic by herself and there is always traffic to and from work.
- She is the kind of person who will keep on driving around a parking lot until she gets the closest parking spot to the store entrance.
- She would not mind carpooling with people from the same company if they lived in the same neighborhood but she doesn't know how to find these people in a company of 3000 people.

Background

- Lives in Ladera Ranch with her husband of 20 years.
- Her husband is an artist who works from home.
- Her kids are all out of the house.
- She really loves the “love nest” that she has with her husband even with the hour commute to work in traffic everyday.
- She is more proficient with a computer because of her job than her husband

Personality

- She loves having someone to talk to. It helps pass time when things are going slowly.
- She gets frustrated if she has to spend more than a minute to figure out how something works.
- She likes it when her husband figures things out for her but it doesn't work when it comes to computers.



Image: <http://s1.favim.com/orig/25/alone-boy-guy-nature-three-Favim.com-222462.jpg>

Arnold, 27

Works as a designer at a tech company in Irvine, CA

“We need to take better care of our environment.”

“More people should be walking and biking like me.”

Relationship with Transportation

- He lives 3 miles from his office so he always bike to work.
- When going around town he will try to bike or walk.
- If he can't walk or bike, he will use the public transportation.
- He does own a car but it is his last choice for transportation. He will use it when he drives to visit his parents who live in Arizona.
- He knows that there are a few people at the company who live a mile or even less from the company but still drive in every morning.
- He wants to get them to walk, bike, carpool, or use public transportation so they aren't just individually driving in every day.

Background

- He really cares about the environment.
- He lives in Irvine, CA with his girlfriend who is a conservationist for a non-profit group.
- They plant some of their own food and love to go to the farmers market.
- They have gone completely organic since they began to live together 2 years ago.
- They are rigorous when it comes to recycling.

Personality

- He wishes more people would make a bigger effort to help the environment like him.
- He does have a bit of an ego that thinks that everyone should be like him in order to have a better life but his girlfriend has soften him up since he met her 4 years ago.

Usability Test and Results (1)

Scenario

You live in Ladera Ranch, CA and you have to commute everyday to Irvine, CA. You hate driving in the rush hour traffic by yourself everyday. You would not mind carpooling with someone from work but you don't know who in your company lives in your area and is willing to give rides.

Your company has told you about the app called iGoLadera that can help you plan carpool trips.

When you create a profile on iGOLadera you are giving your name address, picture ID, email, contact numbers.

Your email, phone, address, and Picture ID will be verified by iGOLadera to examine if you are a genuine person. Then the app will certify you as a iGOLadera Verified user.

Your email, phone, address and Picture ID will not be revealed.

Task 1

You have entered the information for your commute and the carpool trip planning shows you its results. You want to see the carpool owner's profile.

Subject 1: No problem

Subject 2: Click "message" button. Subject says that profile icon is iconic but didn't think it was clickable so clicked on what clearly looks like the button (which was message button). Didn't really read the button text. Just saw the word "owner" so assumed that button takes her to the profile.

Subject 3 (after iteration): No problem

Usability Test and Results (2)

Task 2

You've looked over the carpool owner's basic profile but you want to make sure that he really does work at your company. How will you know that your user is Verified and what does that tell you?

Subject 1: No problem

Subject 2: Click "message" button

Subject 3 (after iteration): No problem but only looked at company name on profile. Afterwards mention can use the LinkedIn link.

Task 3

Now you want to contact the carpool owner.

Subject 1: No problem

Subject 2: Look for phone number and then click "message" button to send text to carpool owner.

Subject 3 (after iteration): No problem

Iterations

- Make Profile also a button with icon next to it.
- Also put icon next to message.