How can we design a focused, personalized, and trustworthy tool for people to create and find carpools?

**Onboarding**
Engages employees to join their company’s carpool community by informing them of available carpools and incentives.

**Finding Your Match**
Finds carpools that match people’s individual commuting needs, such as location, work schedule, and personality.

**Tracking Progress**
Visualizes commuting goals and encourages good commuting habits through company-sponsored incentives.

**Our Process**

**Initial User Research**
We created an online survey and interviewed eight commuters in person, asking about their commuting habits. We also performed a competitive analysis on existing carpool sites.

**Ideation**
We came up with a set of four tasks and designed a workflow for users looking for a matching carpool. Based on this, we sketched out our initial UI designs.

**Paper Prototyping**
From our initial designs, we created a set of prototypes on paper to solidify our information architecture and workflow. We tested this on several people.

**Interactive Prototyping**
We created a high-fidelity interaction and visual design mockup based on the paper prototypes and their usability tests. We tested this on four transportation employees at Seattle Children’s.