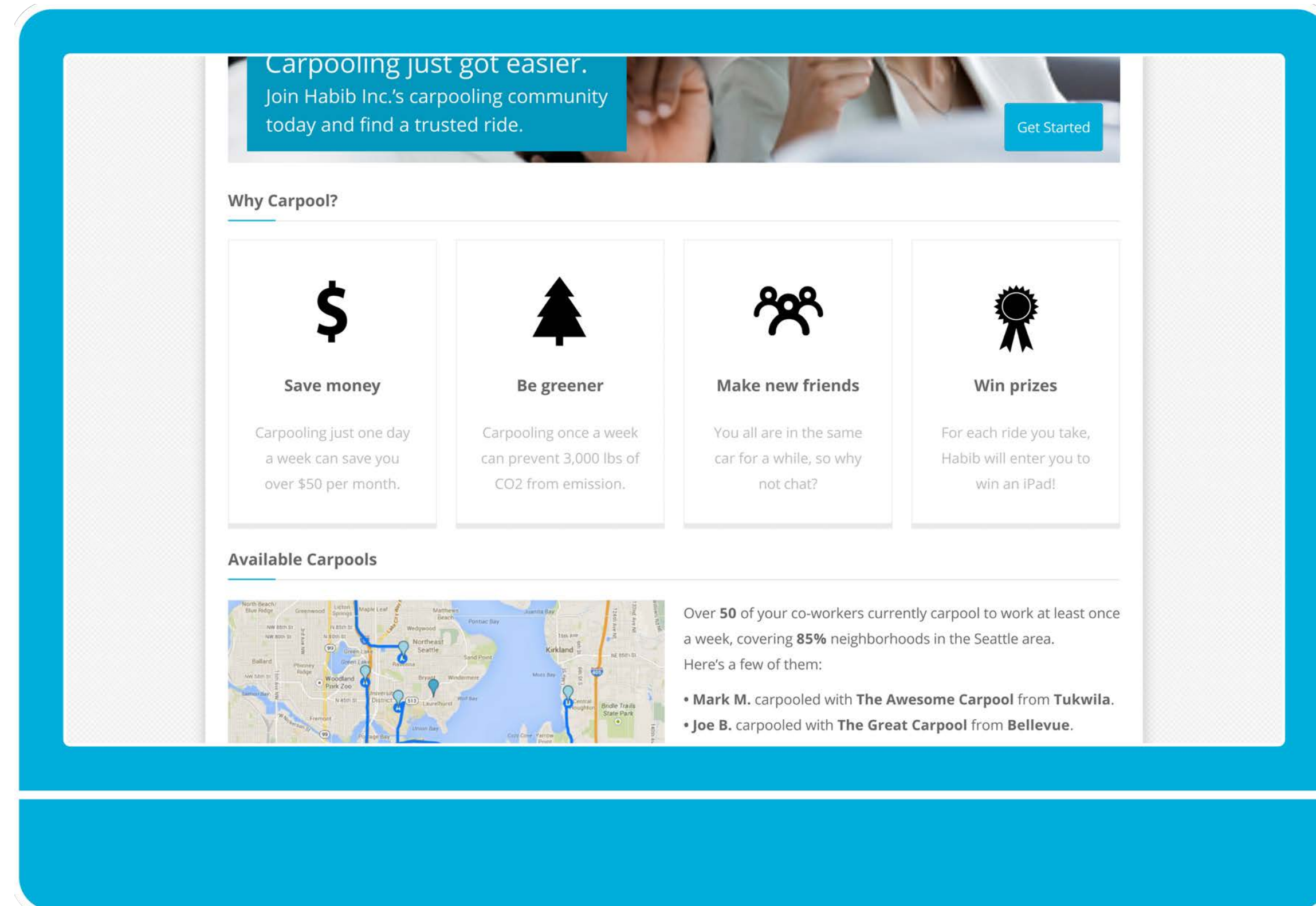




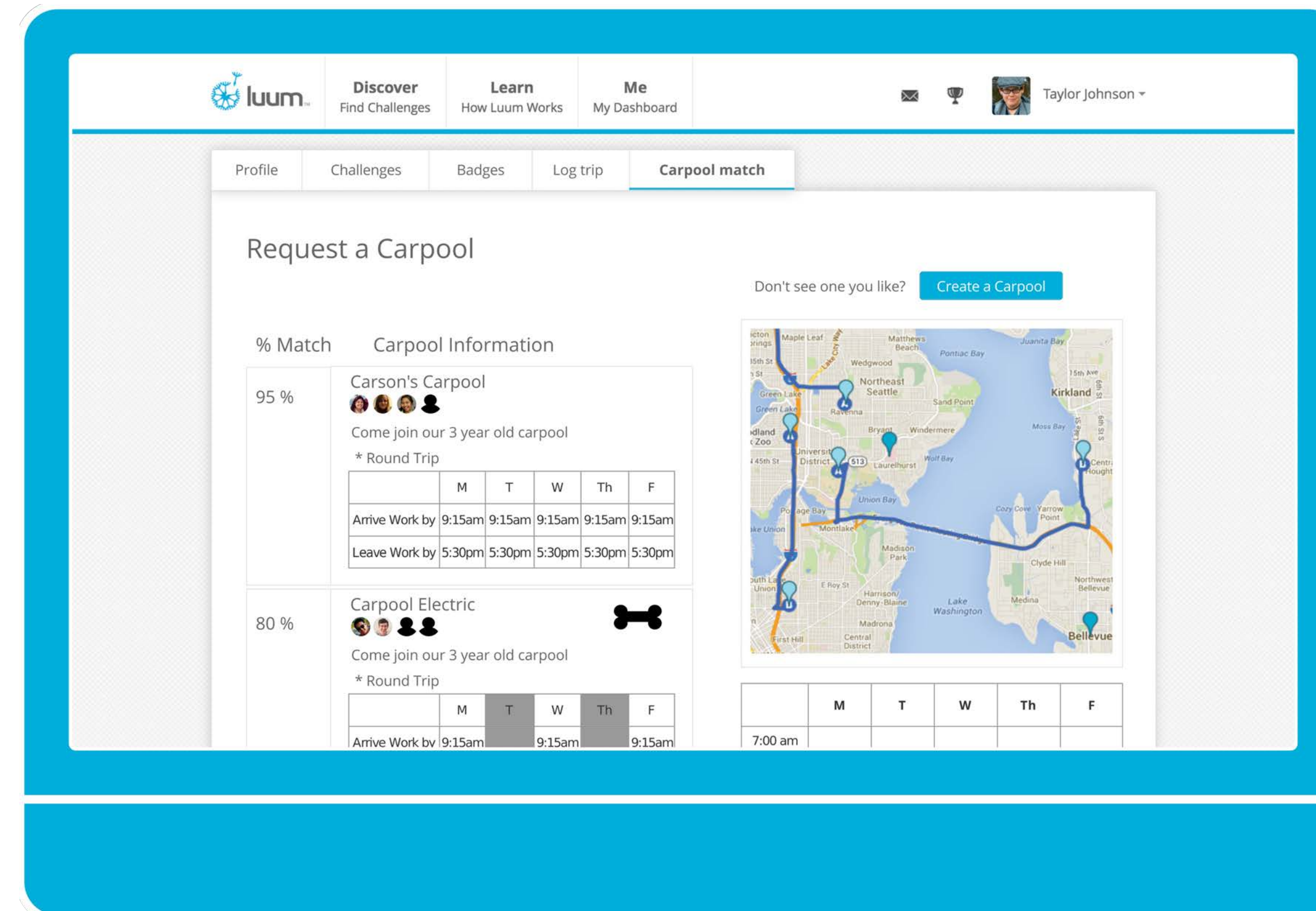
Carpooling: A Team Sport

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



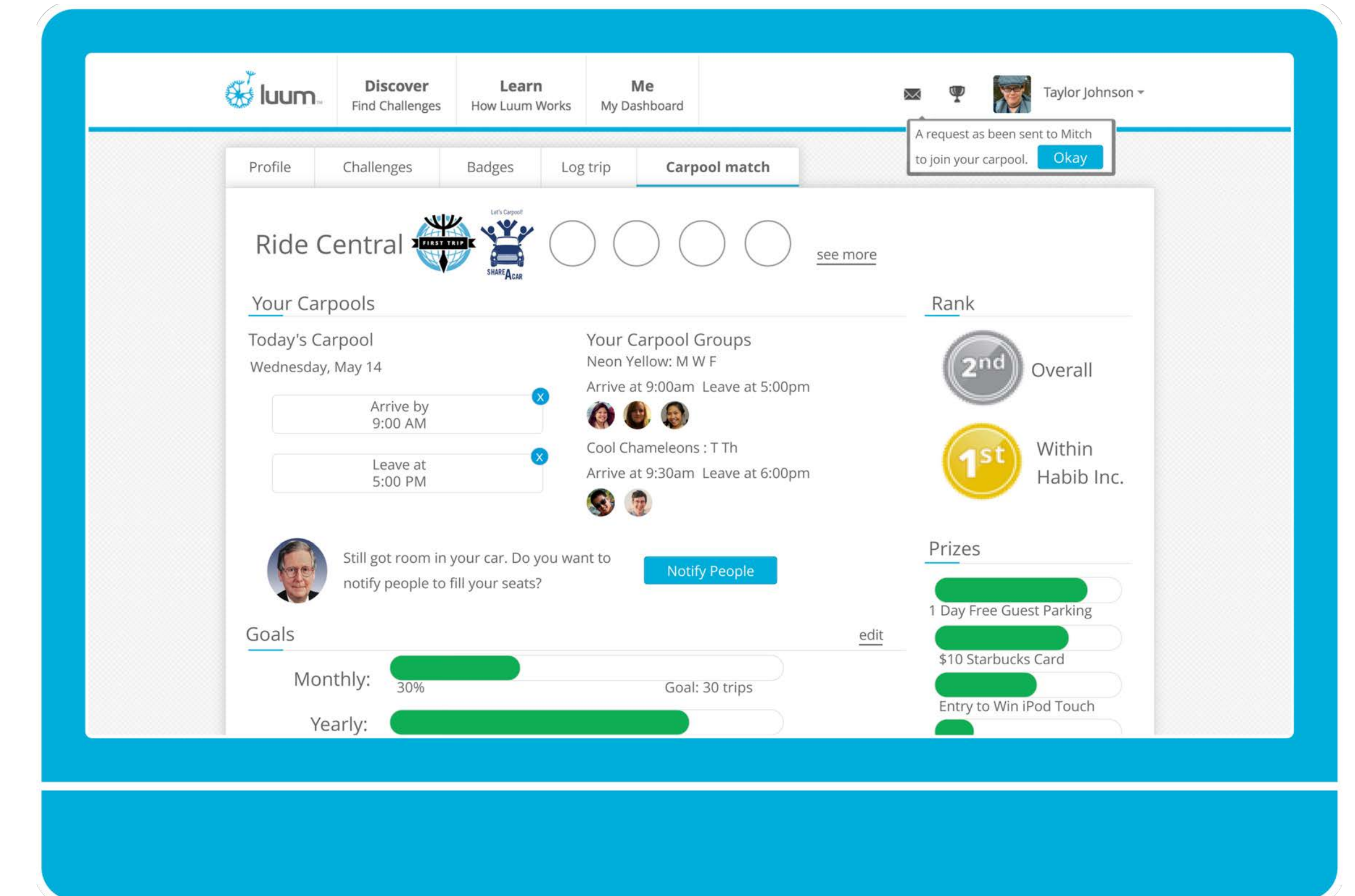
Onboarding

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

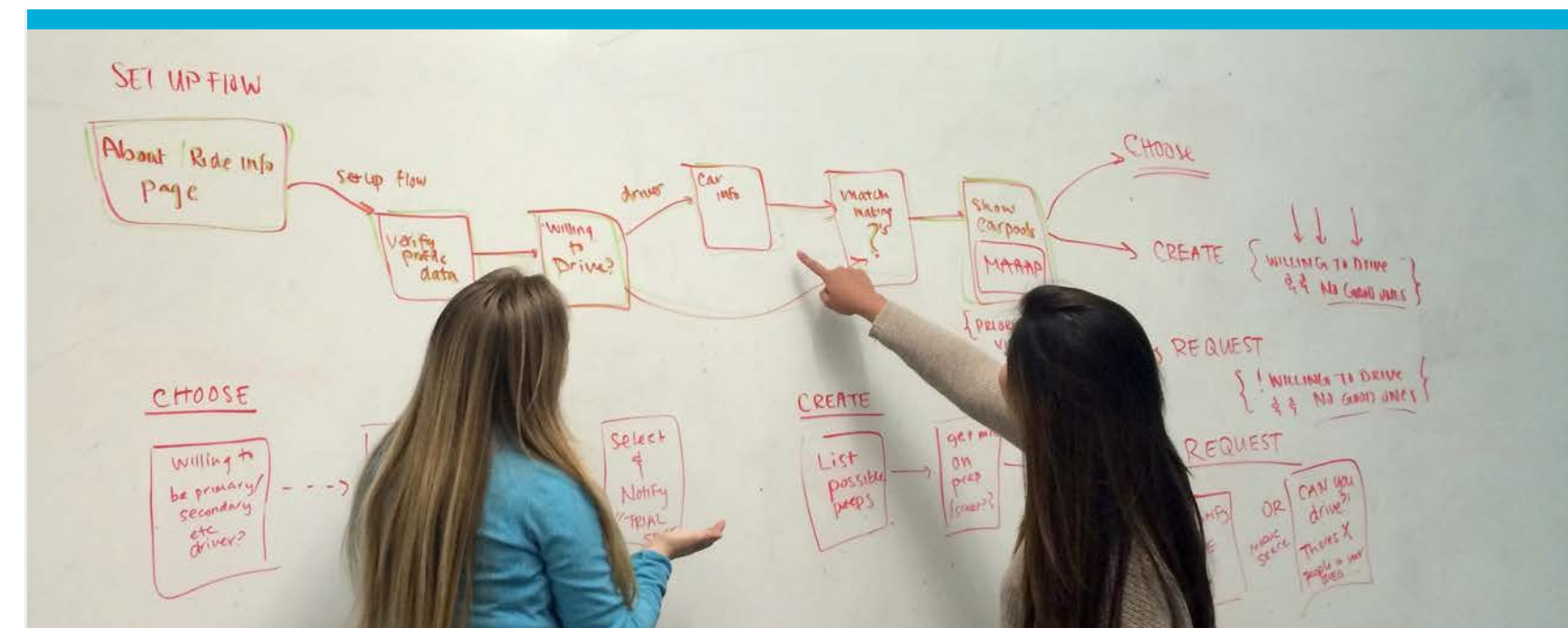
Visualizes commuting goals and encourages good commuting habits through company-sponsored incentives.

Our Process



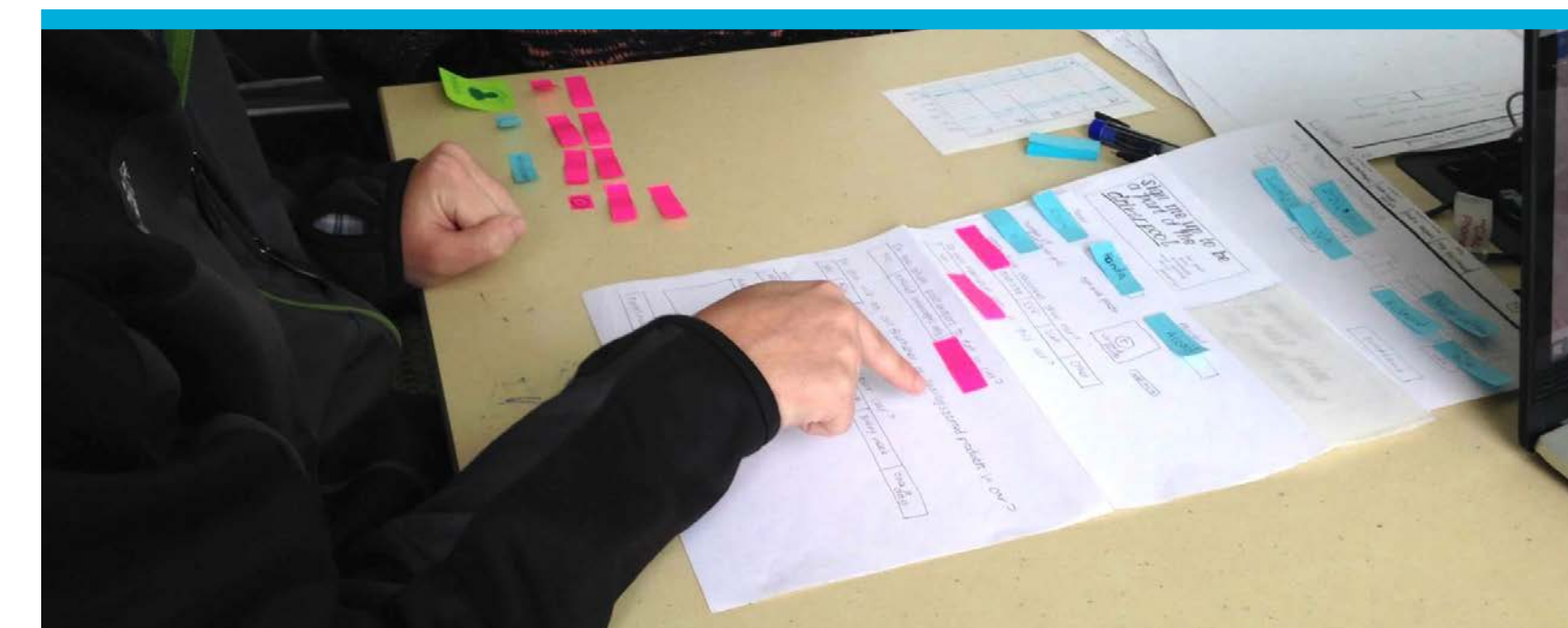
Initial User Research

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.



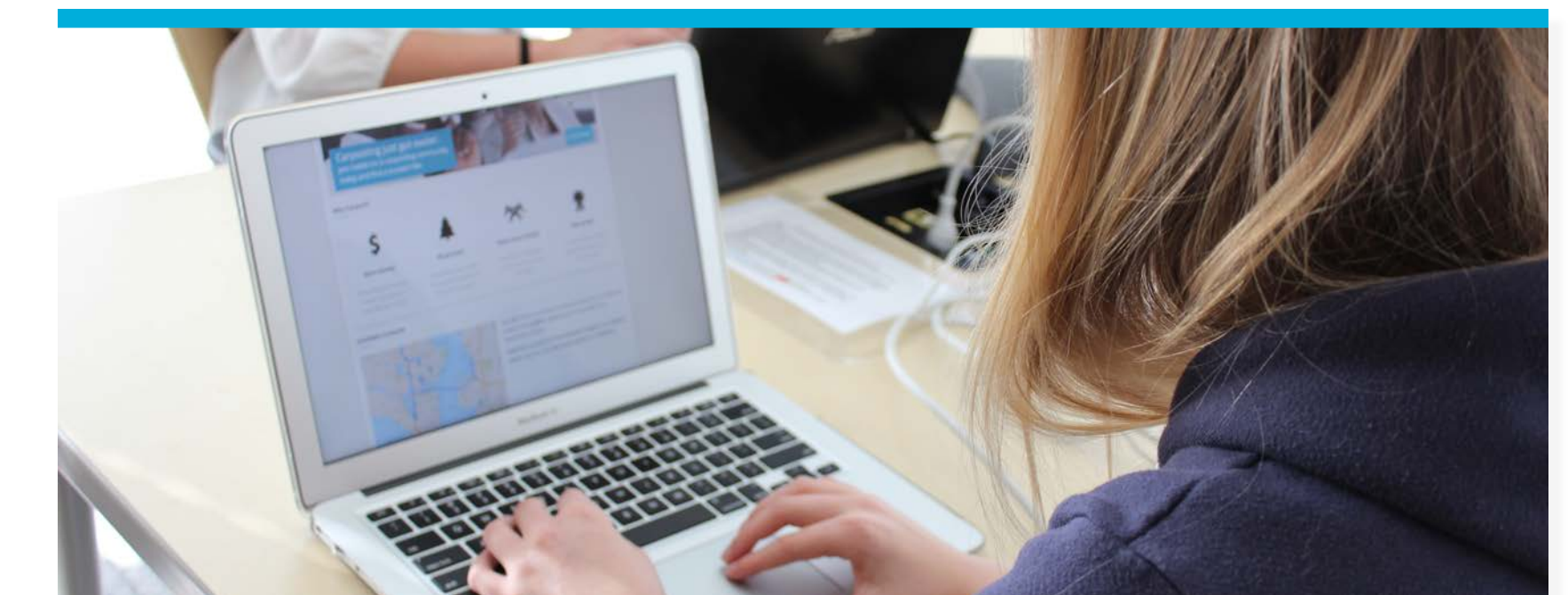
Ideation

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.