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The future mobility

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Client: Local Ministry of Transportation

Goals: Personalised Mobility solution
based on Machine Learning Data

wh
at?

**carpooling service via mobile
App.**

autonomous driving cars
**calculated by AI-based
navigation/ride matching service.**

connect multiple routes and rides
for **optimum transportation.**



functional requirements



Requirements

Mobile Access

Manage past and future bookings

Alert system (arrival, delay etc.)

Favourit places (synchronizable)

“add on” for other public transport apps

Recommendations from AI

alarm-like trip planning (f.E. every weekday)

Goal

Easiest way from A to B with **minimal effort in times of booking, scheduling and traveling.**

All provided through **minimal and user friendly design** and an **intelligent AI.**

#02

context of use

- persona snapshot
- scenario overview



"There are so many ways to get from A to B, but no simple one yet"

AGE 24
JOB TITLE Mobile Media Student
STATUS Single
LOCATION Stuttgart, DE

PASSIONATE

CREATIVE

CURIOUS

ADVENTUROUS

FAVORITE BRANDS



USER PERSONA

Monica Dyson

Monica is a student so she **isn't the typical planner**. Because of that she plans her trips at the night before. So **after she wakes up** in the morning she **get's a reminder when her car will arrive**. After her morning routine Monica gets a **push notification** on her phone, so **that she knows when the car is almost there**.

When she got in the car **she confirms that she got in the car**. Because she forgot to do some exercises for App Development she flips down the table and connect to the cars free wifi and start working on it.

After arriving at the campus the car **drops her off in front of the entrance**.

She already booked the trip back home yesterday, but she has to **postpone it spontaneously** because of some group projekt. After arriving at home she remembers that she wanted to buy some groceries. So she gets into **google maps** and search the next grocerie store. After **choosing the public transportation option** she can **book the arrive car from there**. Before booking she can **see the price and travel time**.

Later in the evening she decides that she want to skip the first lesson on the next day because her friends invited her to a party. So she quickly books a car and **after a few drinks she decides to get home**. Because everybody is drunk they arent allowed to drive so they **order a group car and get home safe**.



"I love all children and take care of them!"

AGE 34
JOB TITLE Kindergarten Teacher
STATUS Single
LOCATION Stuttgart, DE

LOVING SOCIAL
 COMMUNICATIVE ADVENTUROUS

FAVORITE BRANDS



USER PERSONA

Katrina Rees

Katrina **wakes up and checks her phone like everybody else these days**. She realizes the notification reminder for her trip to work. The car should arrive in 30 minutes, so she starts to get ready and eat breakfast. **The final arrival notification pops up**, that means that the autonomous car is waiting right in front of her house and is ready to go.

Katrina **gets into the car, confirms that she's inside via app** and takes the ride. Her ride to work takes about 20 minutes, so she thinks of activities for the children today. Katrina noted some ideas and even **had a few conversations with other passengers** going her way and sharing the car.

She arrives at her workplace and gets out of the car. Later that day **at the kindergarten she books rides to a playground** in the afternoon. Again she gets notifications for the rides and the arrival times. She gets the children ready for the trip while the car is waiting outside. Katrina **saves up time because she doesn't need to walk to the busstop** etc. She is able to **put on some child music**, because she **booked the whole 8 seated car**. They arrive at the playground and the car immediately leaves the location.

As the children get slowly tired, she books the next ride back to the kindergarten. After her work is done, she gets a notification for her ride home. Katrina **stops her ride by app near the grocery store** and leaves the car. She collect her groceries and books another ride back home. At the end of the day **she is relieved, because she doesnt need to ride by herself and gets safely from a to b.**



content¹
/kən'tɛnt/

content

#03

content

information made available by a website
or other electronic medium.

-Oxford Languages

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¹ Keep your eyes on the important stuff ;)

table 1.0

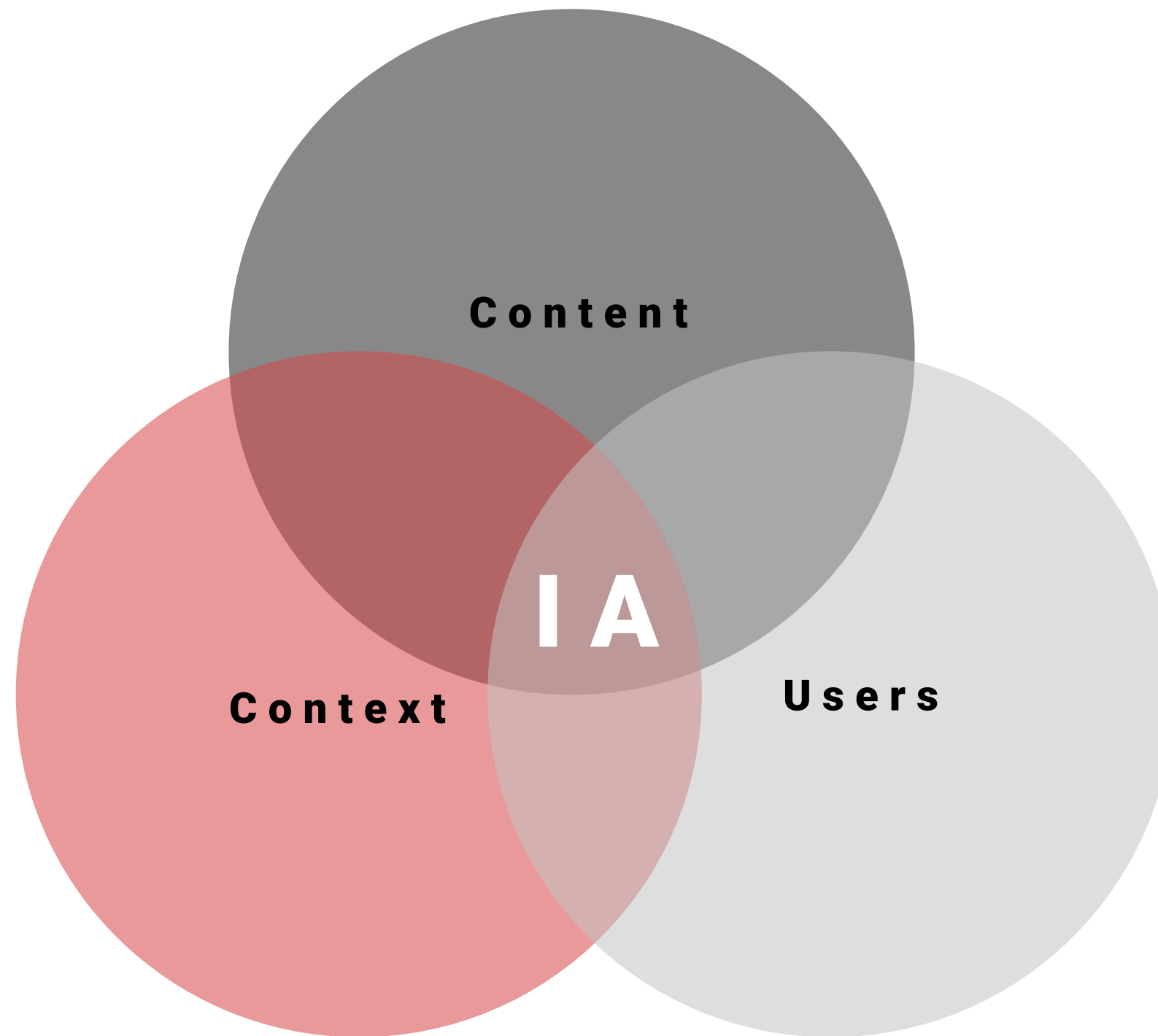
login	register	home	ride overview	ride detailview	nav bar
sign in button	sign in button	destination field - favourits - last inputs	destination field	destination field	home
register button	register button		start field	start field	settings
password field	logo	start field	start time	start time	bookings
username field	username field	search button	end time	end time	
logo	logo	time picker	price	price	
	agb/data privacy	number of passengers	booking button	booking button	
		upcoming rides		travel time	
				car seats	
				map	

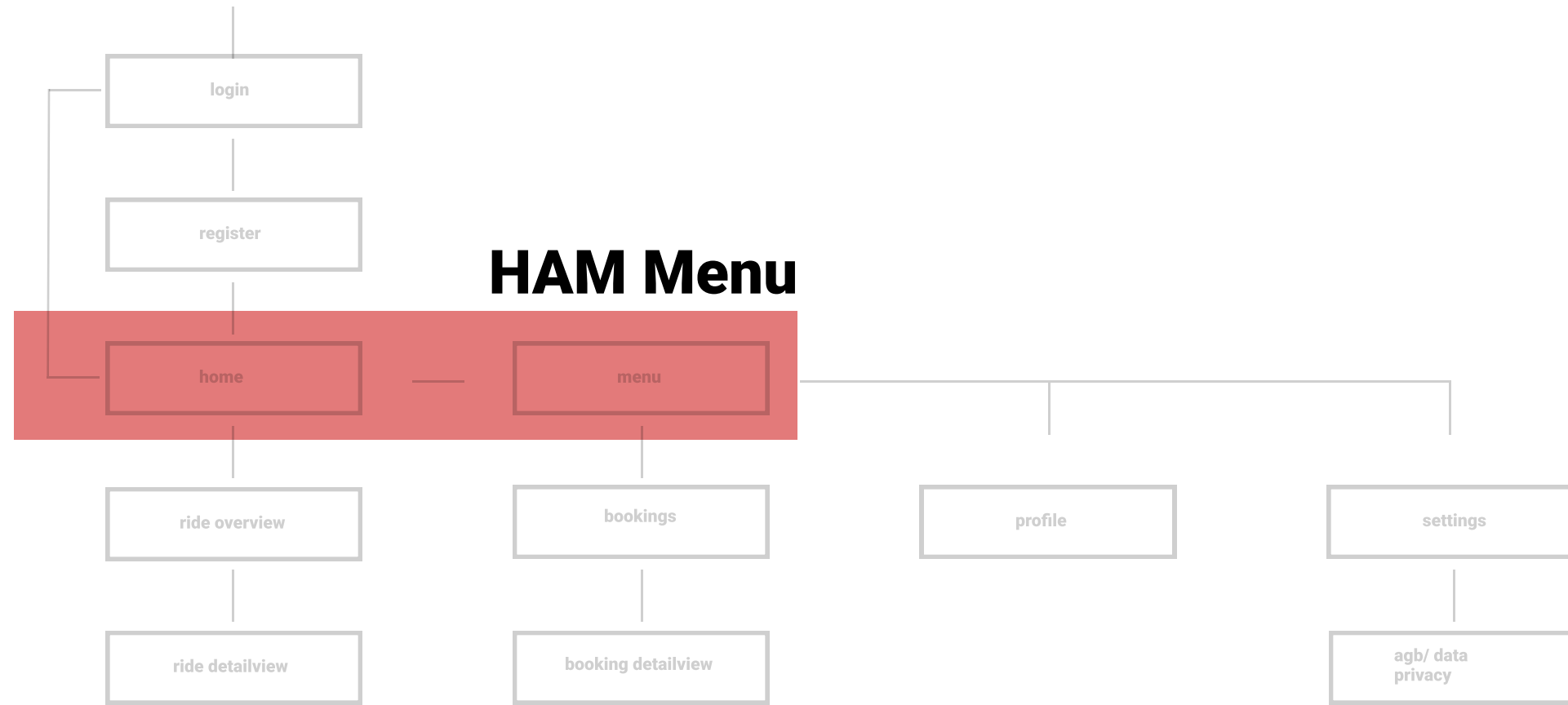
table 1.1

bookings	booking detailview	profile	settings	agb/data privacy
timeline (past and future)	start field	profile picture	notifications	agb
price	destination field	name field	language	data privacy
date	start time	E-Mail field	agb/data privacy	
start time	end time	password field		
	travel time	phone number field		
	rebook button	payment edit		
		adress edit		
		settings		

Information Architecture

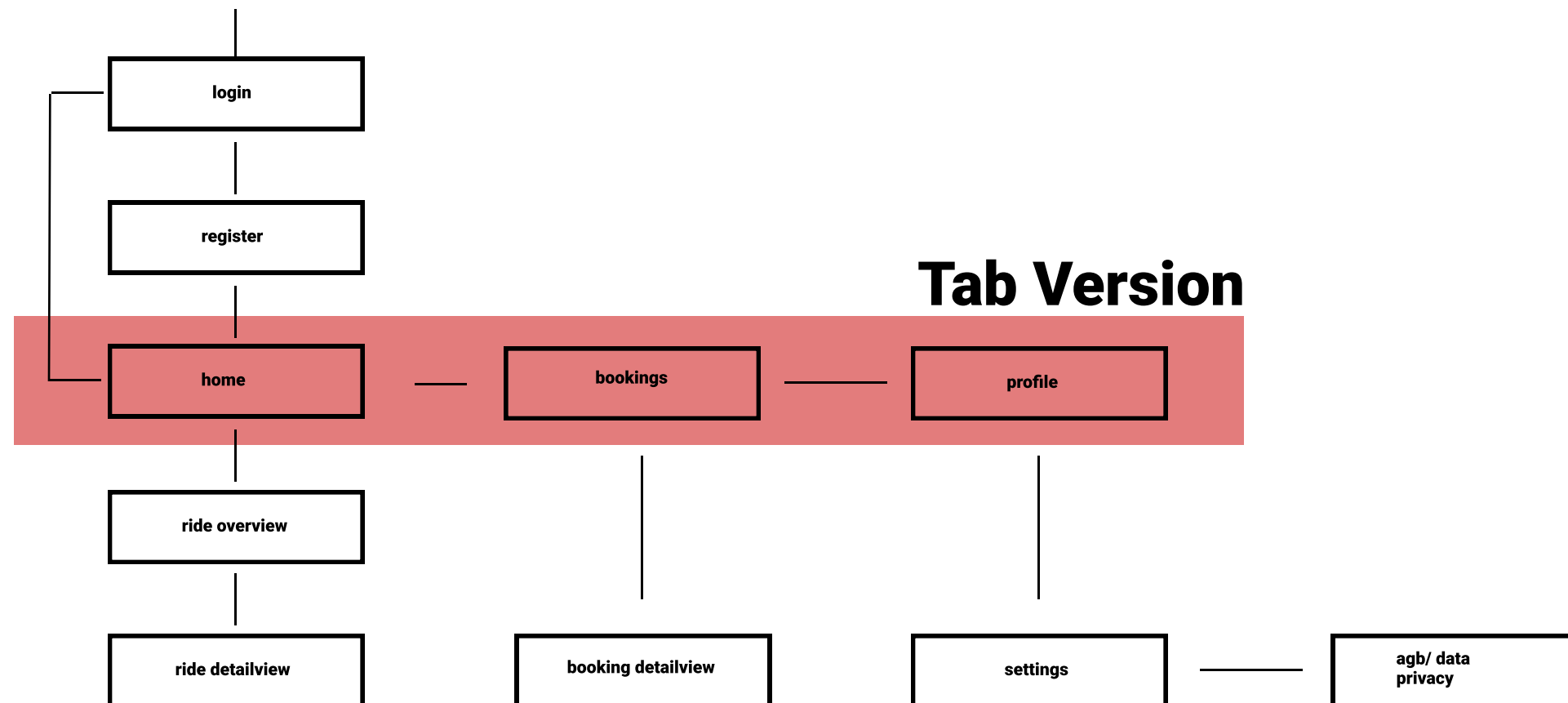
#04





First approach

- + good for many navigation endpoints
- low discoverability
- less efficient
- more steps needed



Result

- + faster navigation
- + instant accessible
- + indicator for current screen
- not scaleable max 5 items



#05

scribbles

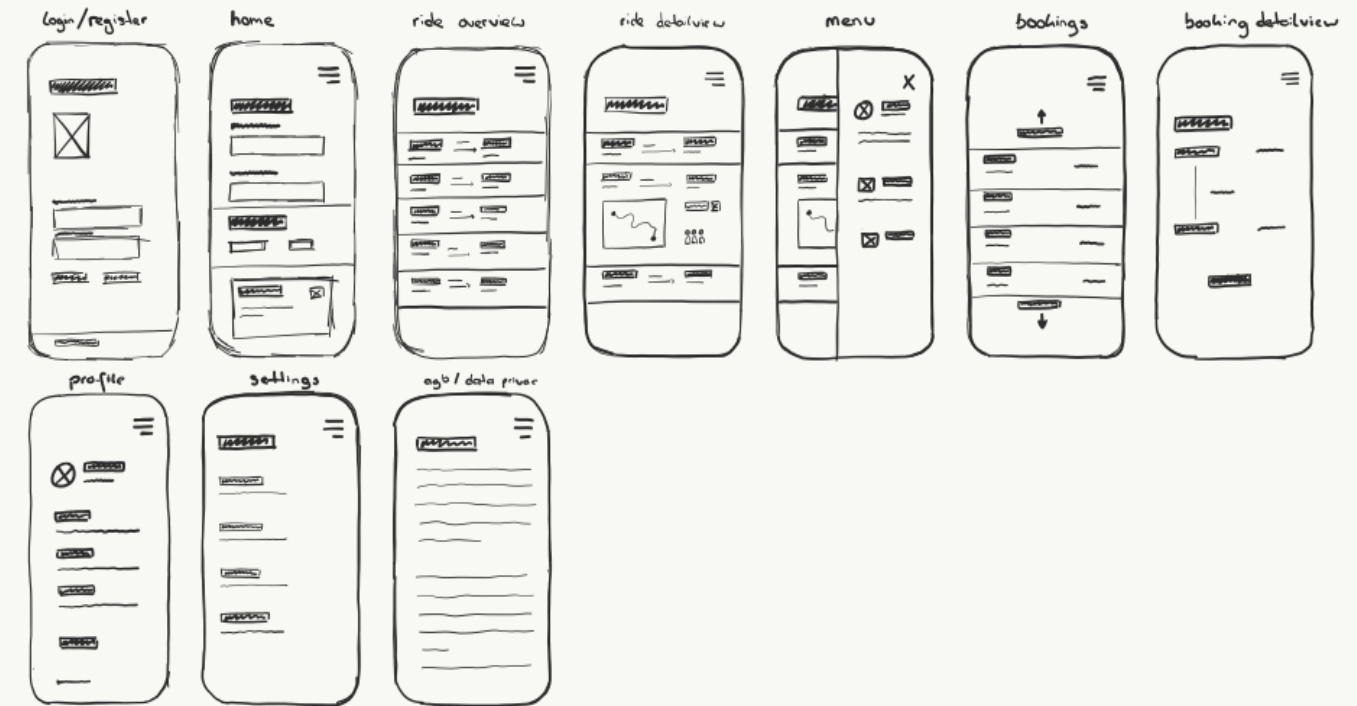


Dont think just black or white

Tab Version



HAM Menu



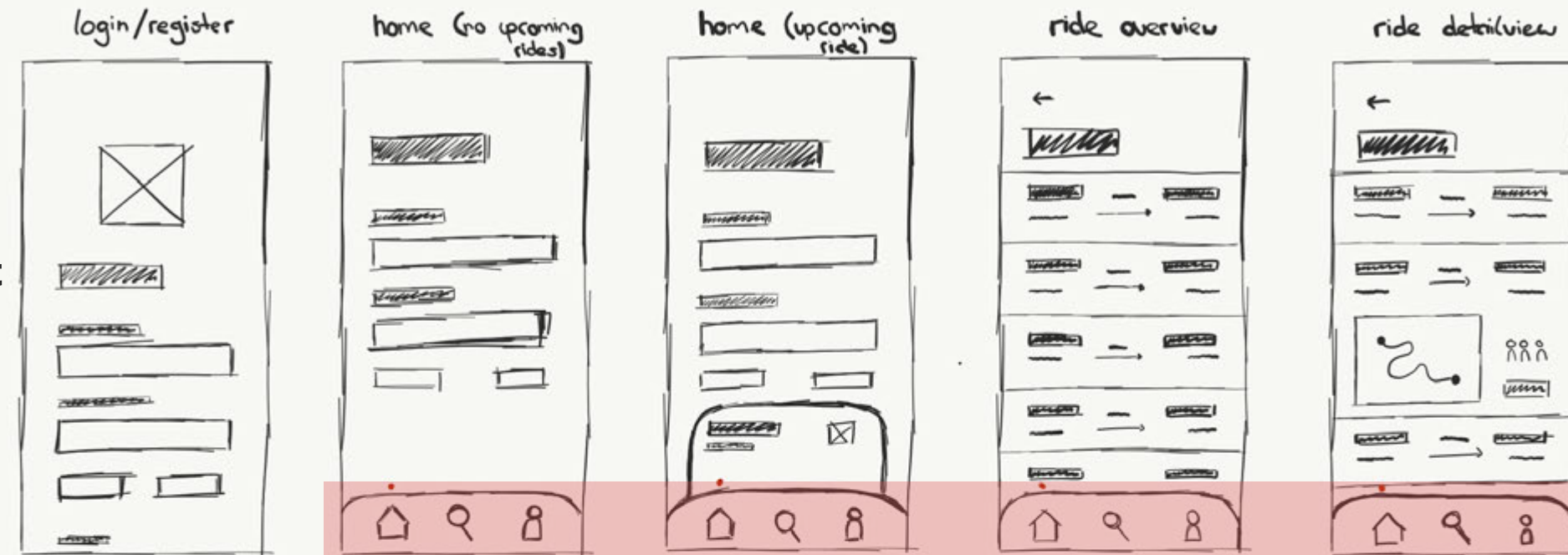
Final Result

upcoming rides
as pop up

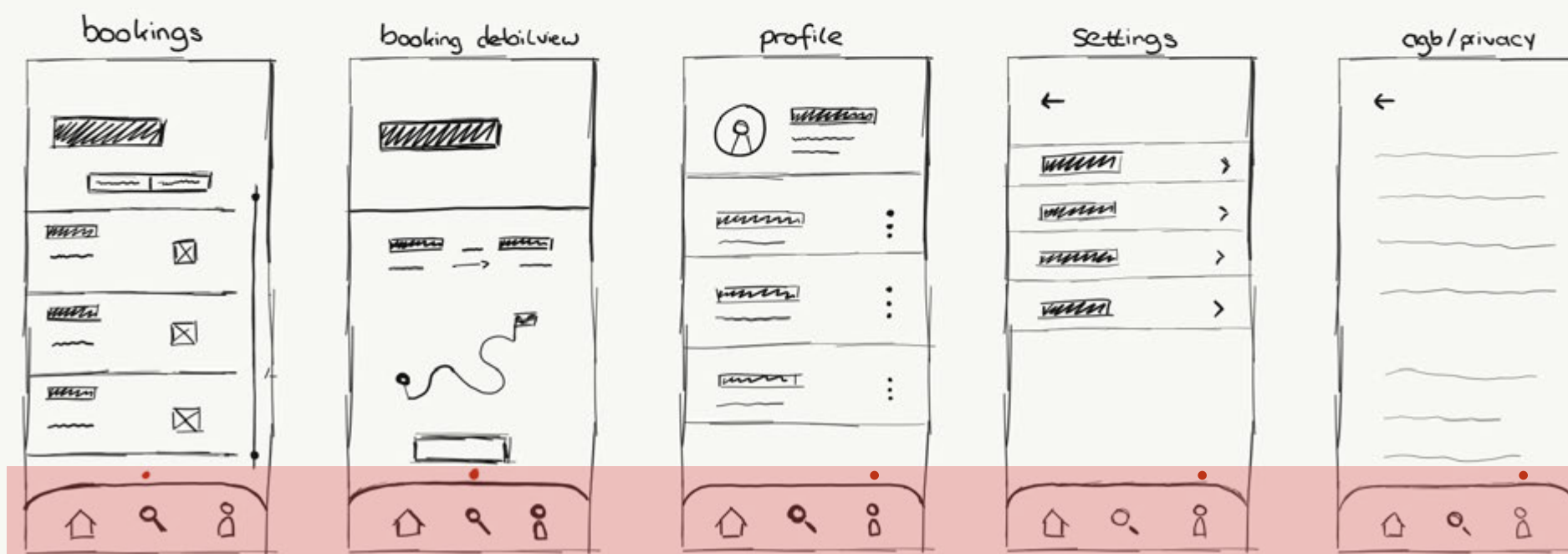
more intuitive

login/register at
same page

lower effort, higher
conversion rate



Tab Bar
with screen indicator (red dot)



Tab Bar
with screen indicator (red dot)

seperate profile
and settings

less crowded menu,
easier access

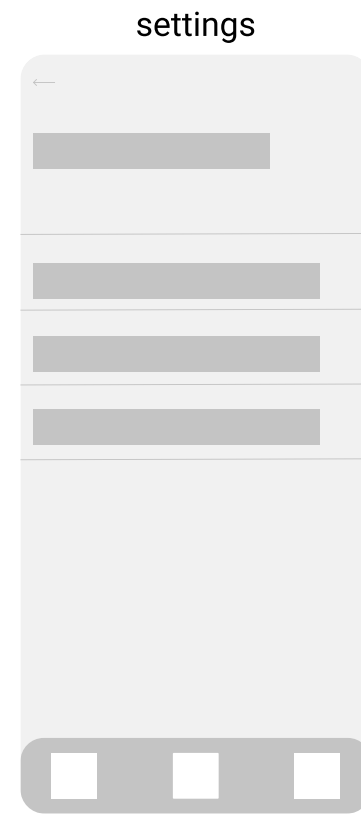
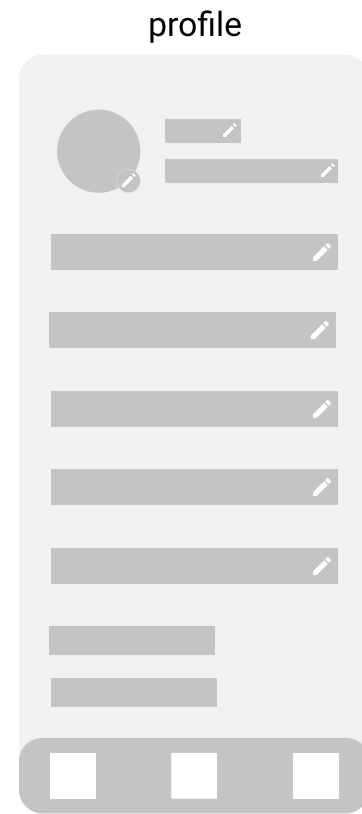
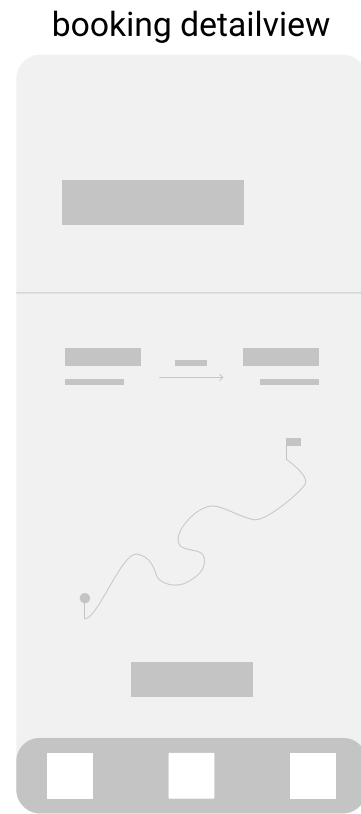
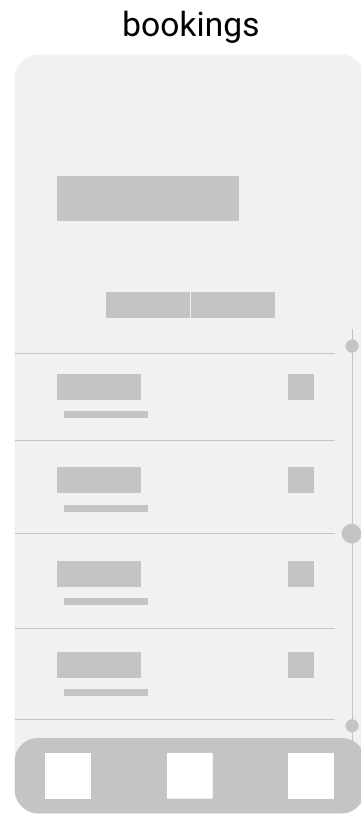
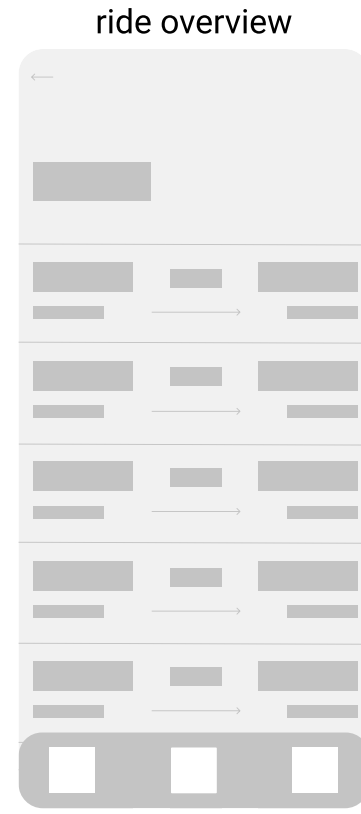
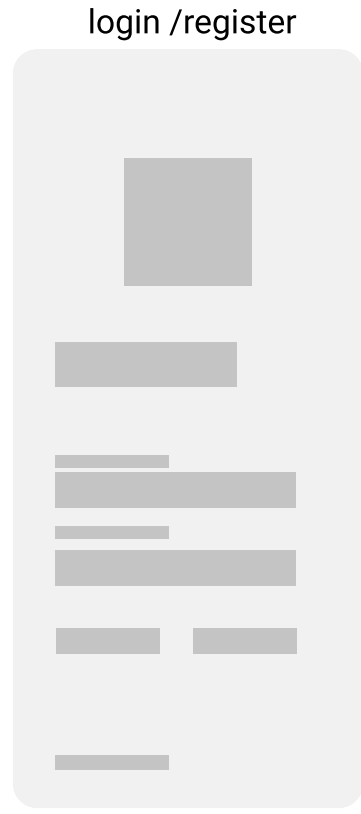


#06 wire frames





app art

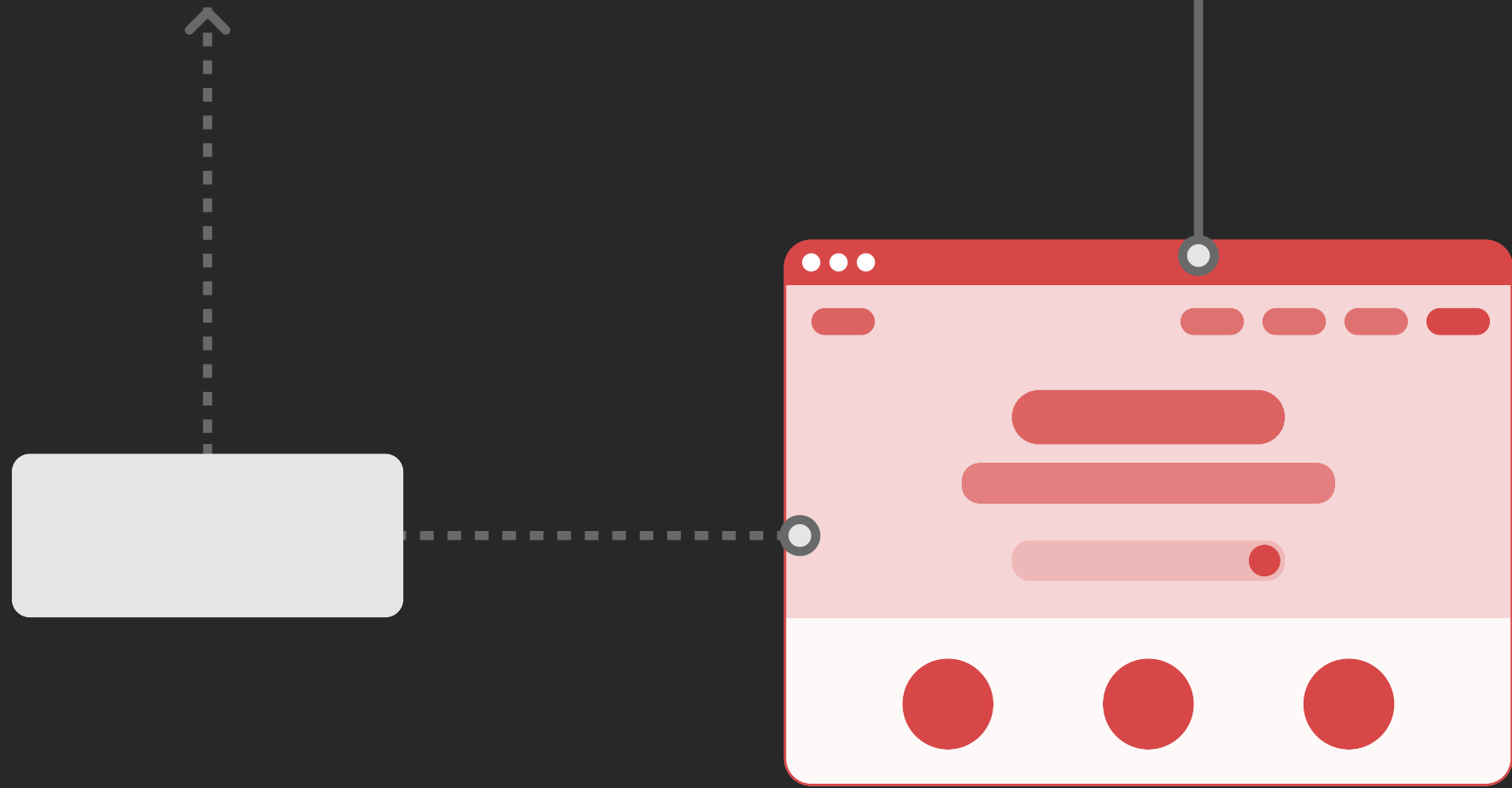


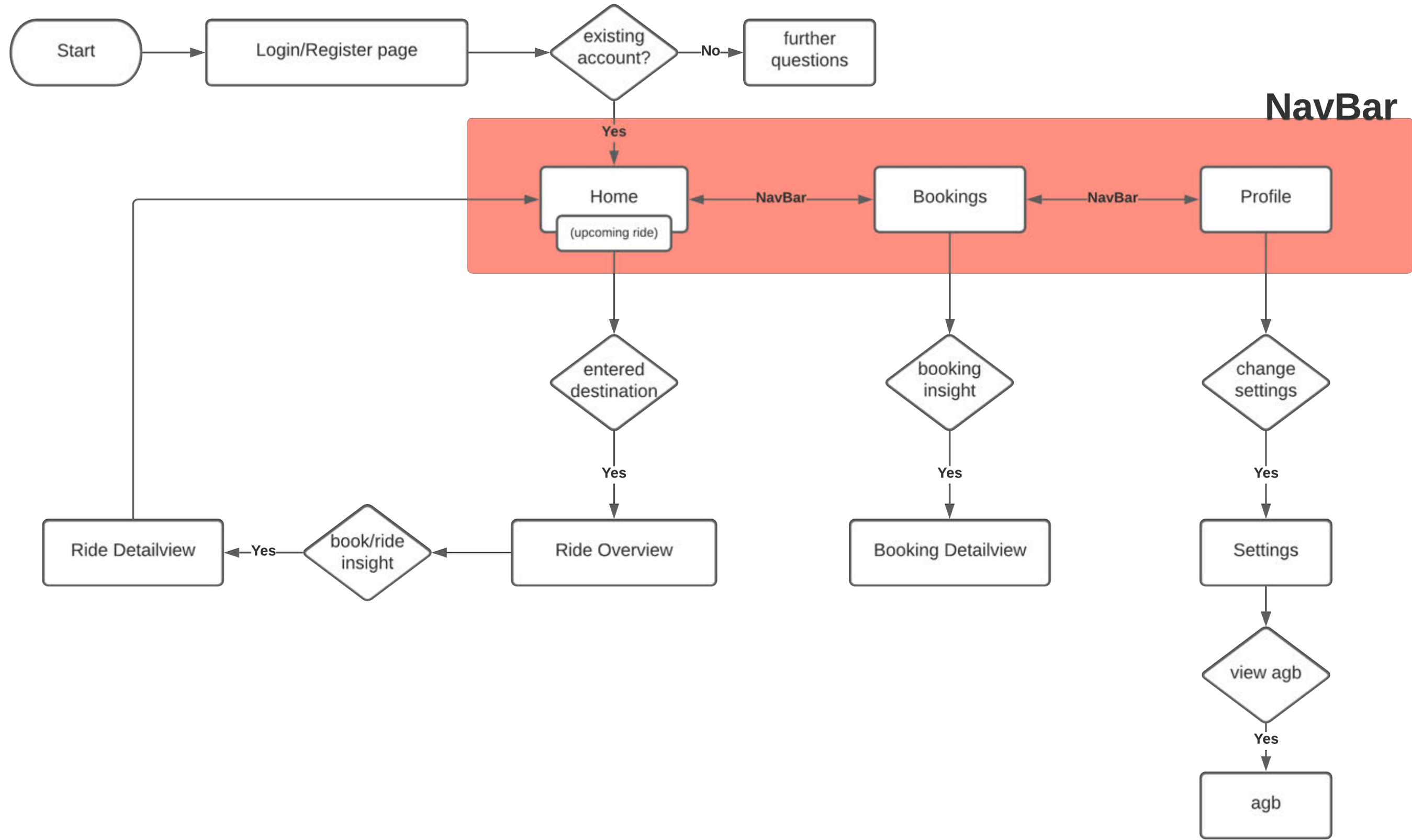
The future mobility



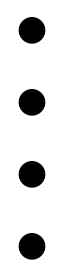
user flow

#07





NavBar





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The future mobility