ASUC APP

Design Innovation 90-1 - Final Project

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Friction Point

Empathy Research

FINAL PROJECT IDEAS

- Travel app
  - ↳ Blog + Map
  - ↳ Road trip option
- Redesign Schedule Builder on Cal Central
- Mobile CS learning app
  - ↳ Code Academy style
- online Cal 1 Card

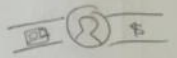
- Meal Points → info
- Debit
- Add Debit
- Bus Pass
- Log of transactions

↳ log
① Meal Points / Debit
② Buss Pass

EMPATHY MAP

- Buy replacement card
- Buy chunky cardholder
- Bring to gym
- Replace card b/c magnetic strip stop working
- Bus pass Rules off
  - ↳ wait in line too"

- "So easy to lose!"
- "If I lose it, it takes time to replace"
- "too many cards"



DO	SAY
FEEL ~~THINK~~	~~FEEL~~ THINK
- Annoyed - Sad - Broke - Mad - Frustrated	- Inconvenient to bring places - Expensive to replace - What if it breaks

POV:
[Cal Students] need [a way to eliminate the need for a physical card] because its inconvenient, easy to lose, and expensive & a hassle to replace].

HMW: • Create a product that the cal 1 card easily accessible even without the physical card.

DO

- Buy replacement card
- Buy chunky cardholder
- Bring to gym :(
- Replace card b/c magnet strip stopped working
- Bus pass rubs off

SAY

- “So easy to lose”
- “If I lose it, it takes time to replace”
- “Too many cards”
- “Takes me too long to show the bus driver it”
- “Why is this small card so expensive”

FEEL

- Annoyed
- Sad
- Broke
- Mad
- Frustrated

THINK

- Inconvenient to bring places (gym)
- Expensive to replace
- Breakable
- Bus sticker scratching off
- Please don’t make me pay for the card

Point of View:

[Cal Students] need [a way to eliminate the need for a physical card] because [it's inconvenient, easy to lose, and expensive and a hassle to replace].

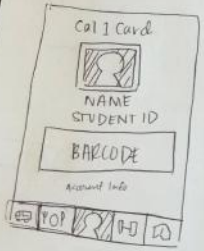
How Might We:

Create a product that can make the cal 1 card easily accessible even without the physical card.

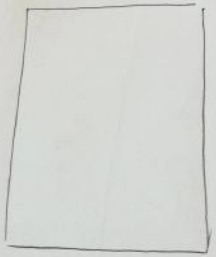
Ideation

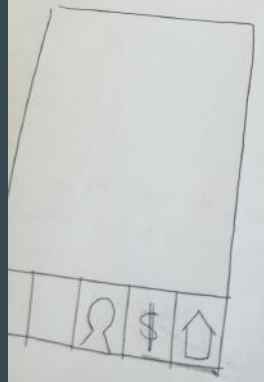
- camera @ each place uses facial recognition / fingerprint instead of a card
- App (mobile) including (see prev. page

HOME



ACCOUNT INFO





1. PROFILE
2. FINANCE
3. TRANSIT
4. FACILITIES
   - HOURS
   - MAP
5. GENERAL MAP

PROFILE

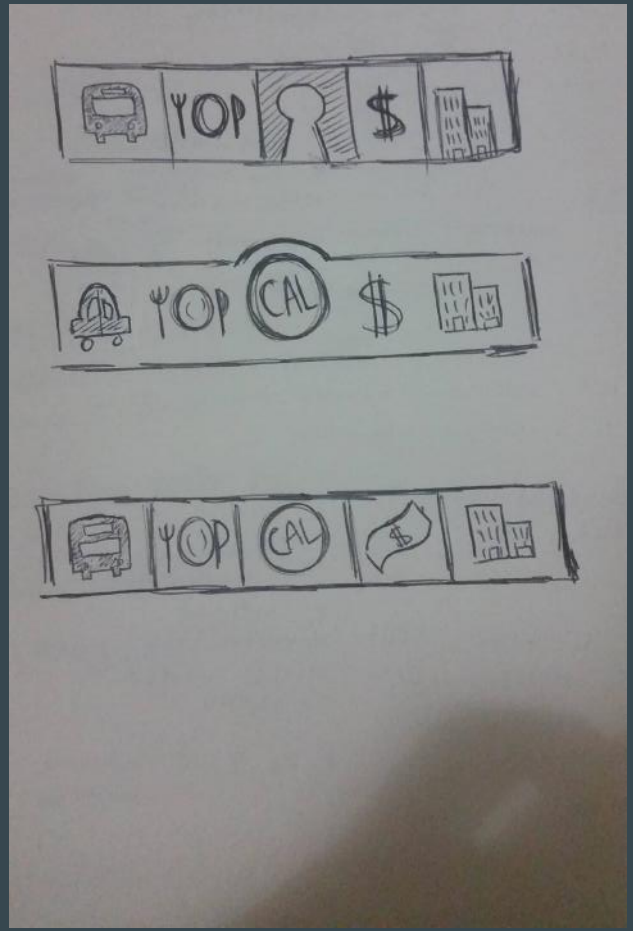
FINANCE

FINANCE
- Debit → add $
- Meal Plan → add $ + Recommended + Block
- Transaction History

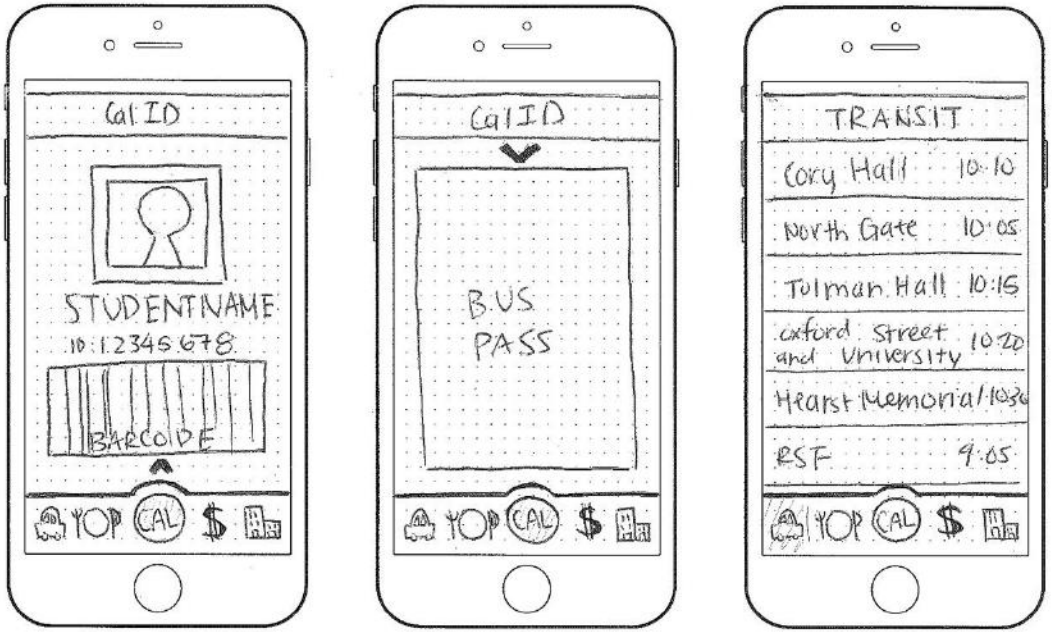
TRANSIT
- Bus Pass → easily scan + Reminder
- Bear Transit Schedule
- Safety
  - Bear Walk
  - Night Shuttle
  - Uber Thing

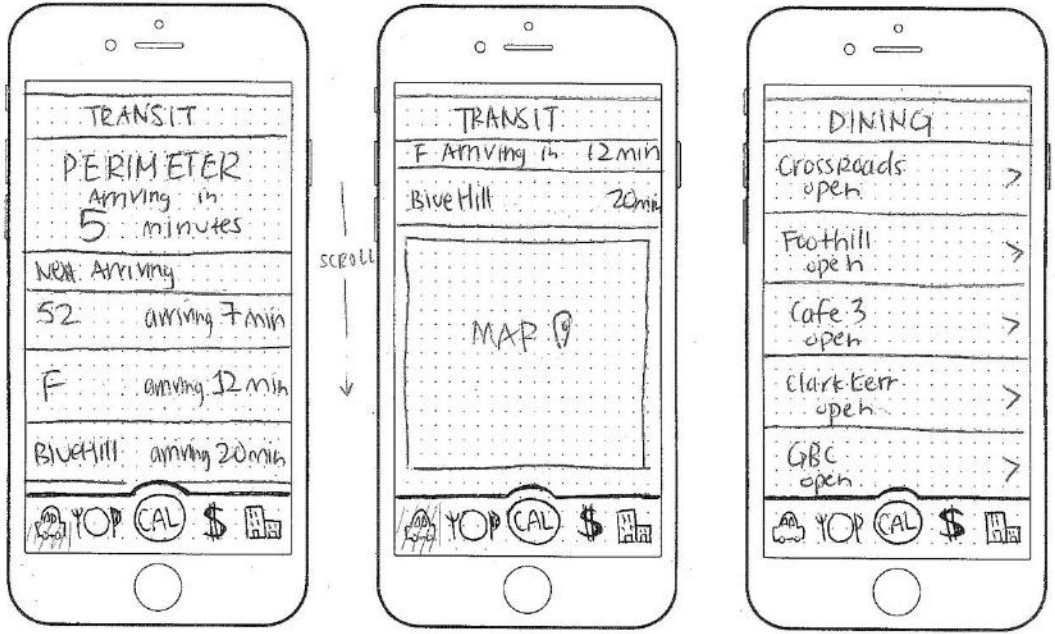
FACILITIES
1. DINING
   - use ASUC App (add GBC Ramona's etc.)
2. GYM
   - use App
3. LIBRARIES
   - use app
4. CLASSROOMS (?)
   - App template

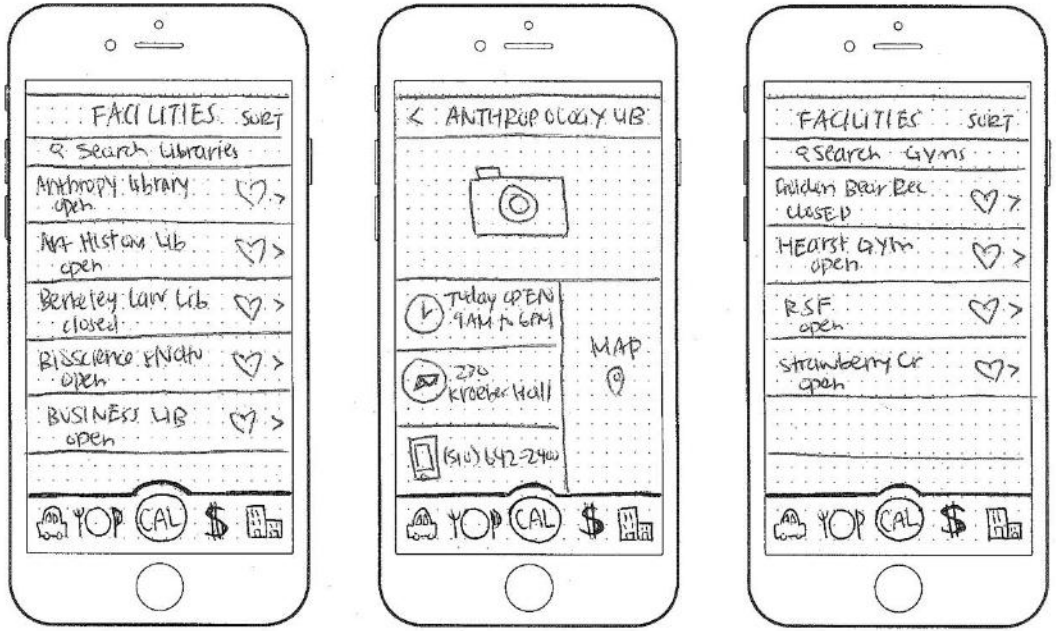
GENERAL MAP
- Berkeley.edu/map.


$
CAL
$
CAL

Prototype #1


Cal ID
STUDENT NAME
ID: 12345678
BARCODE
Cal ID
BUS
PASS
TRANSIT
Cory Hall 10:10
North Gate 10:05
Tolman Hall 10:15
Oxford Street and University 10:20
Hearst Memorial
RSF 9:05
CAL


TRANSIT
PERIMETER
Arriving in
5 minutes
Next Arriving
52 arriving 7 min
F arriving 12 min
Blue Hill arriving 20 min
YOP
CAL
$
SCROLL
TRANSIT
F Arriving in 12 min
Blue Hill 20 min
MAP
DINING
Crossroads
open
Foothill
open
Cafe 3
open
Clark Kerr
open
GBC
open


FACILITIES
SORT
Search Libraries
Anthropy Library
open
Art History Lib
open
Berkeley Law Lib
closed
Biosciences Natn
open
BUSINESS LIB
open
YOP
CAL
$
< ANTHROPOLOGY LIB
Today OPEN
9AM to 6PM
MAP
270
Kroeber Hall
(510) 642-2400
FACILITIES
SORT
Search Gyms
Golden Bear Rec
closed
Hearst Gym
open
RSF
open
Strawberry Cr
open

https://www.flinto.com/p/ba3a4706

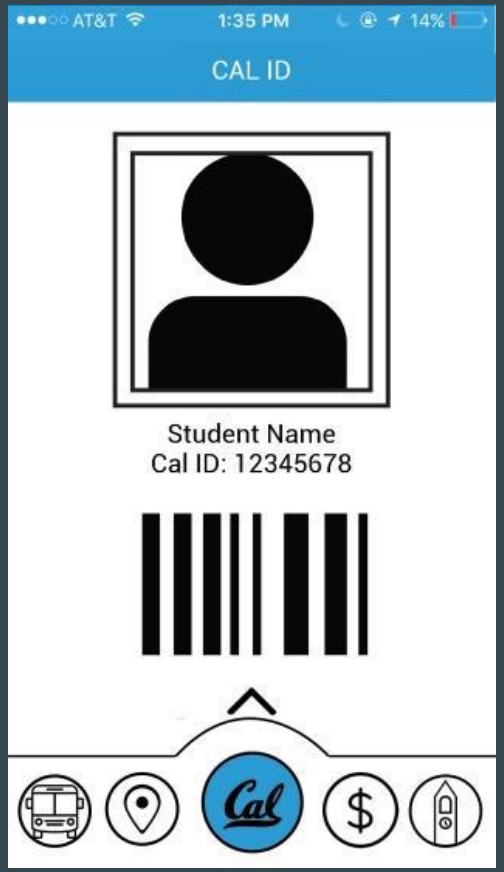
Prototype #1 Feedback

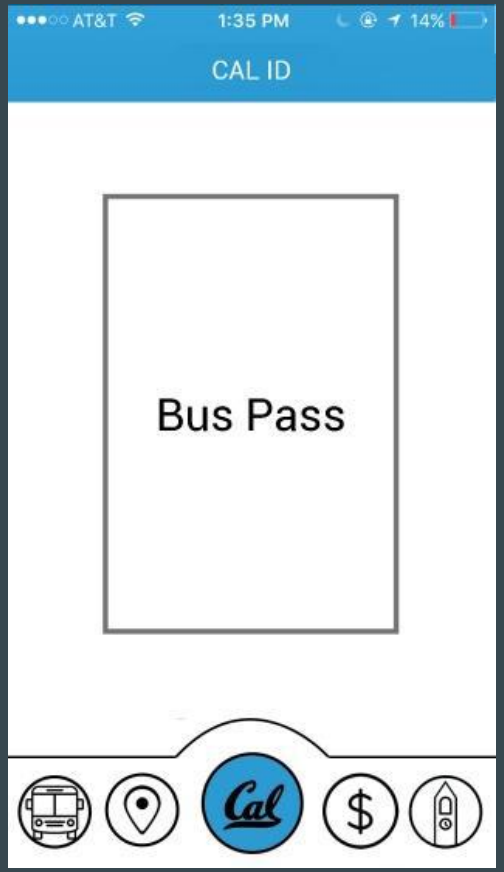
- Easy to navigate
- It's pretty clear what each tab is referring to
- Don't know if adding all the different buses instead of just Bear Transit is good because it'll get really cluttered
- Mixed feelings on the buss pass/location
- "I like the recommended foods based off what your transactions but I feel like you can improve it"
- "I like how the Cal1Card is the home page so I don't have to click to find it"
- "It's a little inconvenient to put the bus pass on a different page than the Cal1Card"
- "Maybe the bus pass should change completely to something else easier"
- "I get lost in school easily so maybe if there was a map I could use it would be more convenient"

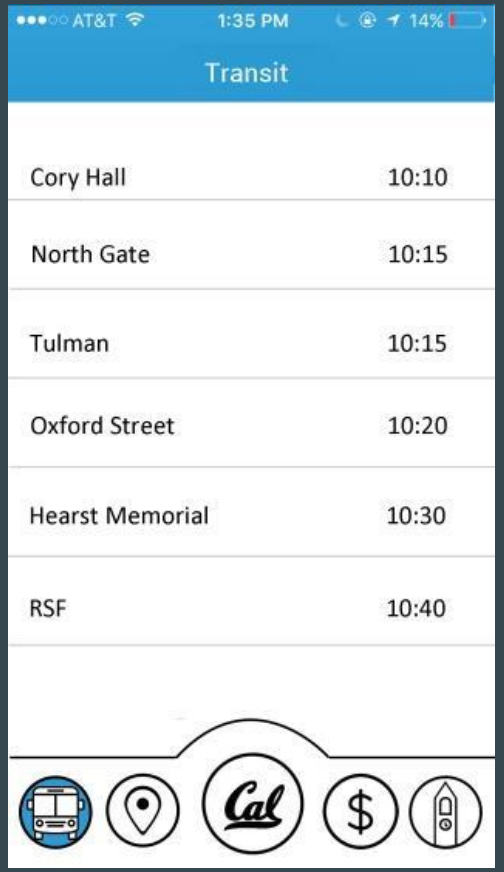
Improvements for Next Iteration

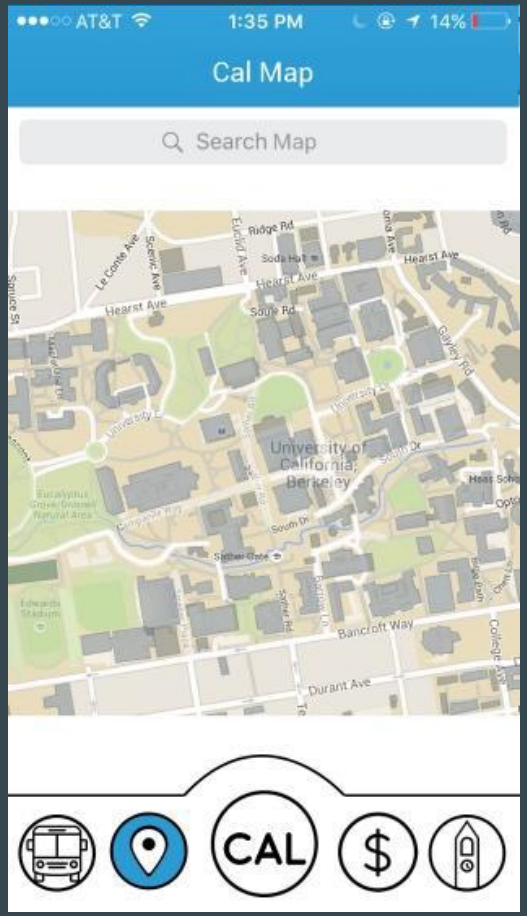
- Simplify it a little bit or else it can get too cluttered
- Potentially remove all the buses or link to external app that does buses?
- Choose colors for ease of navigation
- Make UI on Photoshop/Illustrator and test again
- Add Map onto navigation bar and integrate dining halls with the facilities
- Maybe change up the way the bus schedule is displayed

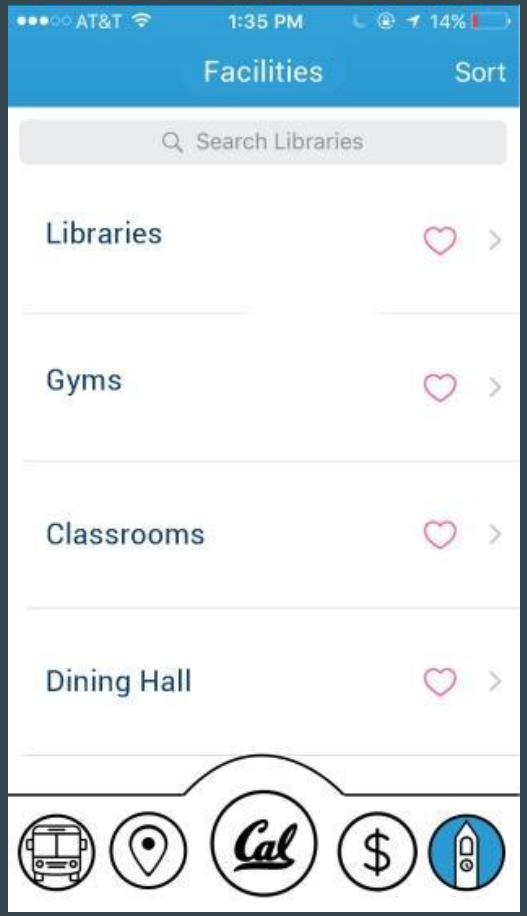
Prototype #2

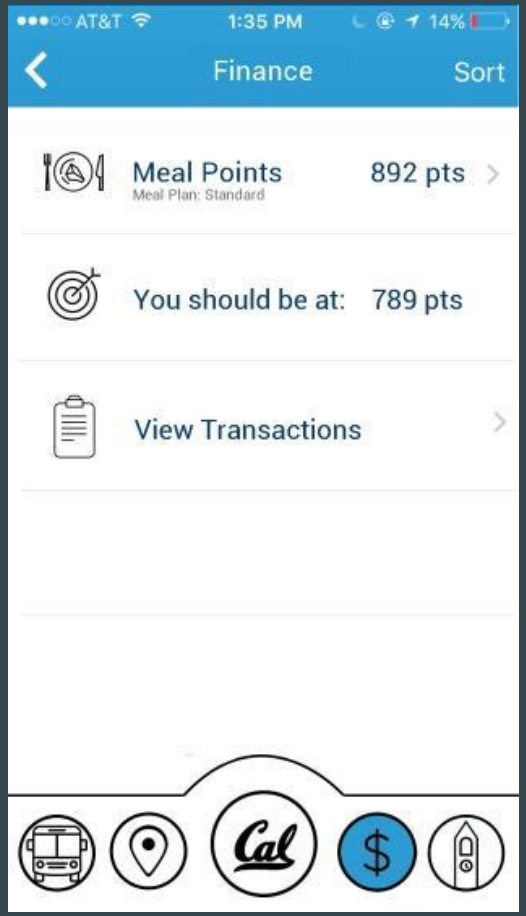

AT&T
1:35 PM
14%
CAL ID
Student Name
Cal ID: 12345678


AT&T
1:35 PM
14%
CAL ID
Bus Pass


AT&T
1:35 PM
14%
Transit
Cory Hall 10:10
North Gate 10:15
Tulman 10:15
Oxford Street 10:20
Hearst Memorial 10:30
RSF 10:40


AT&T
1:35 PM
14%
Cal Map
Search Map
Hearst Ave
Ridge Rd
Soda Hall
Euclid Ave
Le Conte Ave
Scenic Ave
Spruce St
Gayley Rd
University of California, Berkeley
Bancroft Way
Durant Ave
College Ave
CAL


AT&T
1:35 PM
14%
Facilities
Sort
Search Libraries
Libraries
Gyms
Classrooms
Dining Hall
Cal


AT&T
1:35 PM
14%
Finance
Sort
Meal Points
Meal Plan: Standard
892 pts
You should be at:
789 pts
View Transactions
Cal

https://www.flinto.com/p/cf51b98a

Prototype #2 Feedback

- Nice icons
- Cleaner than first one–more readable since typed up and has color
- Color makes it aesthetically pleasing but more could be added to it
- “The liking feature on the food tab is kind of weird; does it have any functionality but sorting it?”
- “I like the feature where the tab you’re on lights up to show where you are.”
- “I’m a little confused as to what the times next to the transits are for. Maybe some way to indicate what it is.”

Improvements

- Clean up UI
- Add a list option in map to choose building
- Get rid of liking feature (for food)
- Make the transit part more clear