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Design Document - Improving the SafeRide User Experience

Problem Identification

The current RPI SafeRide does not have a good user interface to request services. The current interface has two options for ride-ordering:

1. The user downloads an app (TransLoc) which has no instructions and incomplete functionality. They can select their pickup location on the map to order a ride, however the app provides no other information or instruction.
2. The user can call SafeRide dispatch and relay their location and personal information over the phone. There are multiple opportunities for human error here, from incorrect transcription to limited dispatcher availability.

SafeRide's website contains critical information to the service such as announcements, coverage area, and usage restrictions, all of which users must be aware of to utilize the service properly. The TransLoc app limits user selection to within the service area, however if a user calls in a ride the responsibility of checking whether the location is within coverage falls to the human dispatch.

Thus, SafeRide's largest problem is that it has 3 existing user interface systems which manage to be redundant and incomplete at the same time. Navigating between these three interfaces is an unwieldy task for a first-time user of the service, and there is no functionality performed by the TransLoc app that cannot be moved onto SafeRide's webpage. Ordering a ride via phone is simple, but prone to user or dispatcher error. These separate system's functions and information must be evaluated and streamlined for an improved user experience.

What are we solving?

We are going to improve the SafeRide user interface design so that the users can request their rides in a simple, easy, and timely manner. We will identify the functionalities of the app and website to cut down unnecessary steps. We will also bring important identified functionalities such as service updates and announcements, into the resulting single interface. By placing all information and functionality in the same place, users have a far less complicated mental map of ordering a SafeRide pickup, and first time users can find all the information they need on the same site for placing ride requests.

What question are we answering?

Broadly speaking, we are answering the question: how can we make the SafeRide user experience simpler?

During the process, we also want to find out why there is a separate app interface, website, and call center at present. We want to answer how users currently use the SafeRide service, and what their thoughts are on the current system.

The redesigned Safe Ride interface will help first-time users to learn answers to the question: How do student riders schedule a SafeRide pickup?

We are demonstrating a relationship between a student who needs a ride, and a service which provides free student transportation. This relationship manifests in the interface design's core competency: to enable students to order a SafeRide pickup as efficiently as possible. In order for this to occur, knowledge about the service (both general info and real-time updates) must be as transparent as possible.

Audience Analysis

Tripp, User

Characteristic	Data	Notes
Age	21	
Gender	Male	
Major	Mech E	
Method of Contact	Phone	Has never used or heard of TransLoc app
Rode as/with Guest?	No	Always rode alone
Last Used?	1 year ago	
Attitude	Positive	See interview

What was your overall impression with the service?

"It was alright. I never had any difficulties with calling or talking with anyone."

How easy was it to get a ride?

"Pretty easy to get a ride, average wait time was maybe 20 minutes." use

What time of day did you use the service?

"Usually around 8pm"

“The service could be improved with better cars that work below 70 degrees fahrenheit and can hold a charge for longer than half an hour”

Avery, Driver/User

Characteristic	Data	Notes
Age	21	
Gender	Nonbinary	
Major	Nuke E	
Method of Contact	Phone	Before TransLoc was available
Rode as/with Guest?	No	Always rode alone
Last Used?	1 year ago	
Attitude	Positive	See interview

Drove from November 2018 until May 2019.

Did not have the TransLoc app at the time.

Received ride requests through the call center. 2x drivers, 2x passengers (navigators), 1x dispatcher.

Call center relayed location of pickup and drop-off. Logged into a Google Sheets doc by dispatcher. Navigators w/ iPad managed pickup and drop-off. Dispatcher had a secondary task of managing overhead when both cars were operating at full capacity, informing users of wait times, etc.

*complains about dispatchers not doing their job well...example of one of them trying to have conversations with customers instead of just taking their ride info, always informing that estimated time was “10 minutes” regardless of backlog. Another example of miscommunication, no backlog, a car right next to the pickup location, dispatcher told the user the wait time would be 20 minutes.

“Sometimes you get into a groove with SafeRide, like the calls come in at just the right intervals to optimize loops, and you can figure out where to go. It was fun. I liked most of the people I worked with.”

Did you ever use the SafeRide service?

“I called for a SafeRide like twice. Once to get to work.”

Main complaint: RPI doesn't care about the student employee experience. Staff didn't have cars, charging ports for cars was up at ECAV. It took a long time to bring the car to ECAV, walk back down to the office. Unable to charge cars at the SafeRide location during downtime between calls.

How easy was it to get a ride?

"Very easy, I called in."

How long did you have to wait, on average?

Picked up within 20 minutes of calling.

Any other like, thoughts or comments about the service and how it can be improved?

Nope. They thought the dispatch caller system worked well, but there were opportunities for human error (poor data entry, inefficient/poor etiquette of the dispatchers).

Gwen, Navigator (December 2018)

it depends, really. the last time i worked for them was december 2018, so things may have changed a bit. i usually worked the quieter shifts, so generally wait time didnt exceed about 20 minutes. I'll admit that during fall 2018 a lot of the workers got kind of lazy, seeing it as a place to get paid to sit around and do homework, so service was definitely slower than it should have been due to reluctance to send out both cars. When it got hectic both would be sen tout of course, but that was definitely an issue many of us disliked. This contributed to a problem where wait times were sometimes 30+ minutes if you had any sort of queue waiting.

As for finding people, again it varied. Some people weren't necessarily paying attention so didn't see us pull up. If the wait time was long they'd get comfortable obviously. We had to call a lot of people to get them to come down, which was nominally a task for the dispatcher but was usually carried out by me as the navigator simply to make things more efficient and not overload dispatch.

I personally never used it [SafeRide], no.

As I said above, my information may be out of date, but a large problem was students not necessarily wanting to do the job. Typically the shift was split between the two cars and some people wouldn't move when it wasn't their turn unless it was crazy. Another issue was the cars which were absolute shit in winter but they're no longer electric so that's a non-issue. I don't have any experience with the app so I can't comment on that but personally I think the old system we had worked pretty well. The only flaw was when it got busy and dispatch would sometimes be on the phone with people while others called, leading to a few calls to be missed. We figured if they really wanted the ride they'd call back. Also iirc the phone had a code needed to make calls rather than just receiving them and it got lost at some point. Again, most of this

info might be outdated, but that was the state of things as I remember them up to the end of 2018. I hope that helps!

Jade, User

Characteristic	Data	Notes
Age	21	
Gender	Female	
Major	Biology	
Method of Contact	Phone	Never heard of TransLoc
Rode as/with Guest?	No	Always rode alone
Last Used?	Spring 2019	
Attitude	Mixed	See interview notes

Overall impressions with the service: “good, overall. easy to get a ride if someone picked up, but often during active hours the phone just wouldn't have someone by it.”

“The thing that sucks the most is when it's their active hours, you call and it goes to the answering machine, you wait 5 minutes, it goes to the answering machine, etc. for like 30 minutes.”

How many times did you use SafeRide?

“About 4x a week last year, so probably 50 times total. Maybe 20 out of those 50 times it would go to the answering machine.”

Average wait time: “7 minutes on average”

“Haven't used it this semester, and have not used the TransLoc app.”

What time of day do you usually use SafeRide?

“11pm-1am”

Julia, User

Characteristic	Data	Notes
Age	22	
Gender	Female	
Major	Nuke E	
Method of Contact	Phone	Never heard of TransLoc
Rode as/with Guest?	Yes	Has ridden as guest and called for herself and a guest
Last Used?	This semester	
Attitude	Positive	See interview notes

"It certainly doesn't make things worse, it's only ever been a benefit for me."

How many times have you used SafeRide?

"5-6 times, all from the Union to my apartment off campus or versa."

Average wait time: "probably half an hour, times where I got it in 15 minutes, and times where I've waited an hour. Mostly I've waited around 15 minutes."

How easy was it to get a ride:

"There were a couple times where it would go to the answering machine with no explanation, or they would say they weren't available with no stated reason. Ease of ordering is fine, the availability is an issue."

When did you use the service?

"Between the hours of 9 and midnight on weekdays"

Jon, Driver

How was your experience as a driver, overall?

"Okay the worst thing was that one of the cars was almost always out of commission either from the battery being dead cuz they were electric or cuz the car was in the shop and the school never fixed it

I liked working there though when there was only one car cuz I only had to do half the work and got paid the same amount

Picking people up was easy and sometimes people would cancel or no show which was fine we would just skip them”

What were the busiest times in your memory?

“probably I don't really remember exactly when we were busy but usually like 11-2 was when people called”

Stephen, User

Characteristic	Data	Notes
Age	24	
Gender	Male	
Major	CS graduate student	
Method of Contact	Phone	Never heard of TransLoc
Rode as/with Guest?	No	Only used the service to get home
Last Used?	About half a year ago	
Attitude	Positive	See interview notes

How was the experience of getting a ride?

“Calling dispatch was pretty decent. Could be snappier, but only a little. I was always just walking outside to meet the car when it arrived.”

What time of day did you usually use the service?

“Evening hours, 9-10PM”

How many times total (approx.) would you say you've used the service?

“Only twice”

When did you last use the service?

“About half a year ago”

have you heard of/used the Transloc App to order a ride?

“I think this was before the Transloc app - it was at least before I heard of it. I haven't used it.”

How long did you have to wait for a ride (avg.)?

“I recall it being somewhere around 20-30 minutes, but my memory's fuzzy”

overall impression of the service, and any areas you think could be improved for your own benefit as a user?

“Good overall. Having a way to get alerts that the ride is getting there soon would be nice, and I imagine the Transloc app offers some of that.”

Tasks

Users are required to either install and use the TransLoc app, which can relay their location and destination to SafeRide dispatch, or call the SafeRide dispatch phone number. They must then wait for the ride to arrive, preferably in a well-lit and easily-accessible area that is very close to the pick-up location. Dispatch or navigation will call the user when the vehicle arrives, in case line of sight is not established, so the user must keep their phone on them (and ideally keep it charged with ringer on).

[add photos of transloc app]

[add steps of the dispatch call ride-order process]

Design Implications

We haven't been able to find a user who even knows of the TransLoc app, let alone has hailed a ride using it. This points to two possible issues:

1. People are just using the call center line, and feel no need to download an extra app.
2. The app lacks core functionality and people find the call line easier to use.

The only way people know about the TransLoc app is by visiting the SafeRide website and reading the content in the “Request a Ride” section. In a system that has operated entirely by phone previously, the transition over to the app service clearly has not been advertised.

The dispatch system is a weak point in SafeRide's service flow. It requires human transcription of location and personal details, and constant availability on the part of the dispatcher. Based on negative user feedback, this needs to be addressed.

Promptness of the service itself is overall acceptable, when dispatch is not being an issue.

User Personas

Joe

He lives off-campus, about a 10 minute ride from the Student Union, but does not own a car.
He is an undergraduate student in Mechanical Engineering.
He does not want to walk back to his apartment after dark.
He has used SafeRide several times before, around 10pm.
He calls the service to get to his apartment from the Union.

Alyssa

Graduate CS student living in City Station.
On weekdays, she leaves campus between midnight-1am.
By this time, the shuttle service stops running.
To avoid the 20 minute walk back home, she calls SafeRide.

Mark

He lives on-campus, does not have a car, and likes to go into downtown Troy for food.
If he is out to dinner with a friend, he will call SafeRide to transport both of them back to campus (7-8pm).

Sam

She lives off-campus in a basement apartment that does not have good cell service.
To get to campus for group project meetings (9pm), she uses the Transloc app to request a SafeRide.

Communication Context

Links to Other Sites

Currently, the SafeRide website has many external links to RPI services, directing to pages for prospective students, donation campaigns, general searches, and the university's facilities and programs. The page also has an external link to the JobLink website, which contains a student employment application portal for students interested in working for SafeRide. Below is a full list of all external links on the current SafeRide website:

Apply
Visit
Give
Search

Architecture
Business

Engineering
Humanities, Arts, & Social Sciences
IT & Web Science
Science
Research
Admissions
Alumni/ae & Friends
Athletics
Human Resources
Library
RPInfo
Strategic Communications
Veterans
Apply Now
Be Social
Contact Us
Give to Rensselaer
Visit Campus
Send Feedback
Media Policy
Web Privacy Policy
Student Consumer Information
Title IX Policy
Accessibility

Social Media Connections

SafeRide currently has no social media integration, but there are abundant opportunities for it. In particular, using Twitter as a method for providing real-time updates about the ride service (whether that be cars going down for maintenance, inclement weather affecting operations, etc.).

Connections to Other Organizations

SafeRide is connected to RPI and hosted on the RPI domain. Currently, the menu bar has a smattering of links for navigating RPI's own services (see Links to Other Sites). These should be eliminated since users of those resources and users of SafeRide do not overlap. Despite SafeRide being an auxiliary service of RPI, it is not available to prospective students or visitors - therefore, only RPI students have reason to visit the SafeRide webpage and order a ride. The RPI colors and official logos can remain, with all RPI branding hyperlinking out to the university home page.

Communication Package

The website serves two main purposes: firstly, to advertise/inform students of its existence, and secondly as a service portal for students to request rides. Currently, the primary content on the website directs students to download the TransLoc app (with no instructions as to its installation, setup or use - once I installed the app I couldn't actually figure out how to hail a ride at all). The site should retain much of its current organization, aside from that. Ride requests and service updates should share equal real estate, with SafeRide policies and other granular information left on the sidebar/nav menu.

Objectives

Service Objective

SafeRide objective: To provide students at RPI with a convenient, timely shuttle to/from locations off-campus - in particular, locations which cannot be accessed by the RPI shuttle.

Website Objective

To give students an intuitive, accessible portal to the service.

Our Objectives

To bridge the gaps and reduce overlap between the Transloc app, the SafeRide webpage, and the dispatch phone service.

To optimize and refine the ride-ordering experience for users of the service.

To reduce the potential for human error in the core functionalities of the ride-ordering process.

Creative Concept

SafeRide has no notable branding other than the RPI logo on its vehicles and website. Giving it a distinct logo and headline would go a long way towards communicating their service to the student population.

This branding is also useful for social media accounts, to create continuity across platforms and make the SafeRide name instantly recognizable.

Creating a mascot out of the SafeRide vehicle is another memorable branding opportunity. This mascot could be used on SafeRide branding materials, and could be animated on-screen while riders are waiting for their pick-up.

Testimonials could be useful for Facebook posts or advertising on-campus (banners, pamphlets, etc. for new students to see).

New SafeRide Branding

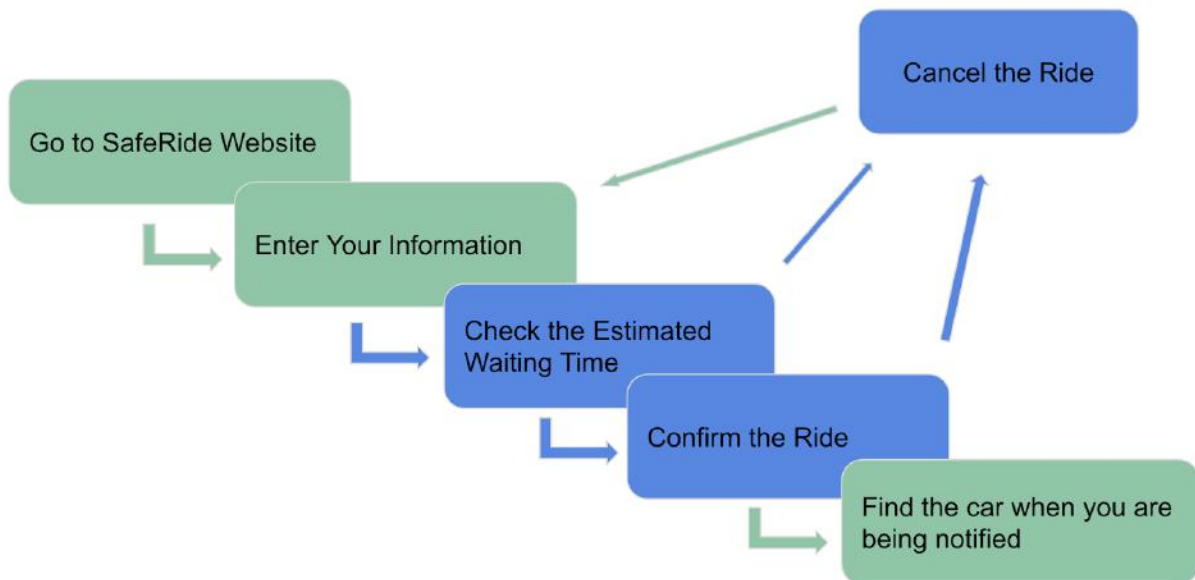


Task Analysis

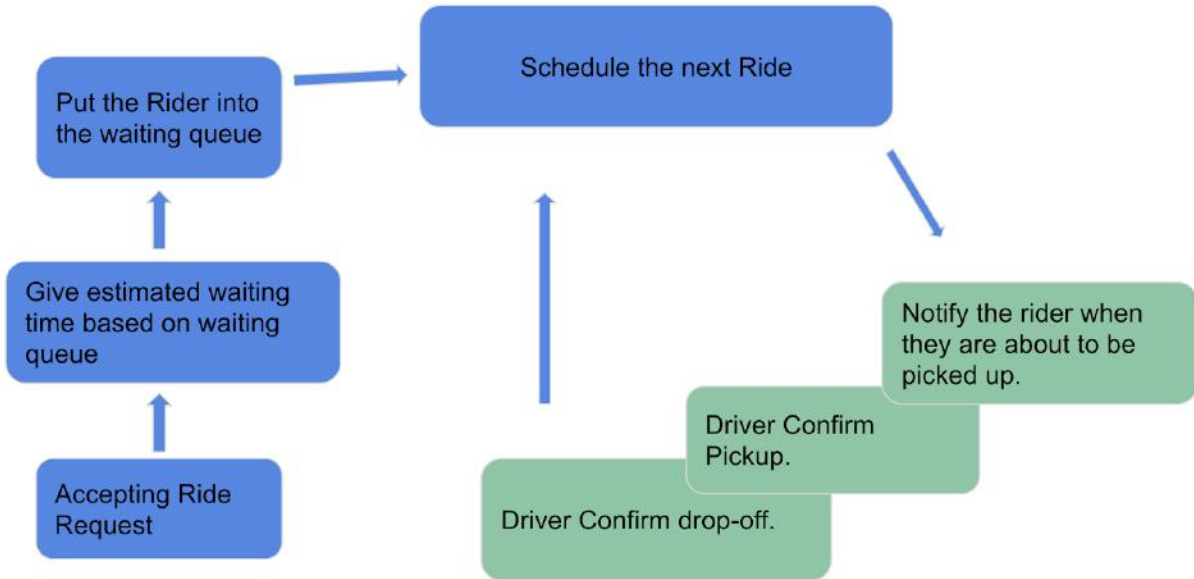
Key

- Green ■ Front End
- Blue ■ Back End
- Orange ■ External Link

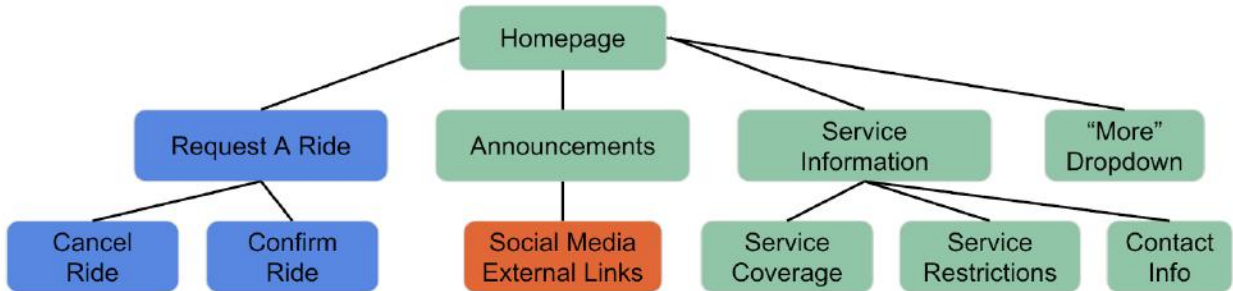
Task Flow - Riders (Semi-Forced March)



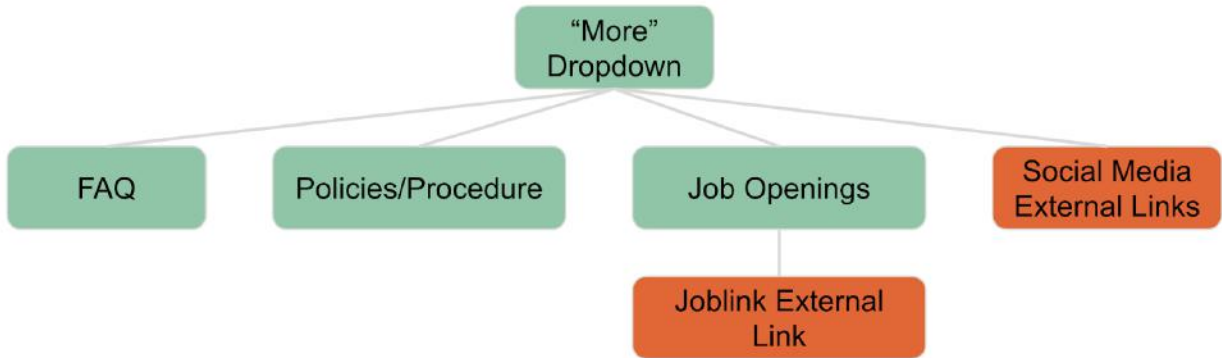
Task Flow - Back End



Task Flow - Primary Navigation



Task Flow - Dropdown Navigation



Performance Objectives

Global Navigation

The following bolded titles comprise the menu at the top of the site. Bullets within them are content/local navigation nodes.

- **Homepage**
 - This is the landing page for the SafeRide website (saferide.rpi.edu), which allows the user to access core service features such as ride requests, and learn more about the service. Quickly introduces users to the site's purpose, and provides redundant links to core functionalities for first-time visitors to explore.
- **Request a Ride**
 - This node provides an interface for users to order a SafeRide pick-up. Here, users can enter their location and personal credentials to request a ride, and will receive updates on the ride status via text or call.
 - *Confirm Ride*
 - To ensure the user has a satisfactory wait time, they must confirm the ride request after the backend calculates their wait time and presents it to them. This prevents users from ordering rides they are unable to wait for, and ensures transparency and customer satisfaction.
 - *Cancel Ride*
 - Riders can cancel their ride at any time from the Request A Ride screen.
- **Announcements**
 - This node contains a live feed of the most recent information concerning SafeRide such as service updates and schedule changes. This information is pulled from SafeRide's Twitter account (which posts the same information) in real time. Users are able to view the live feed on this page to confirm SafeRide service availability before ordering a ride.
 - *Social Media External Links*
 - Students with Twitter accounts can follow SafeRide on Twitter. By enabling post notifications they can receive real time updates about the SafeRide service on their phones, without visiting the Announcements webpage. Links to SafeRide Reddit and Facebook accounts are also present.
- **Service Information**
 - This page contains details about SafeRide's coverage map, restrictions on service, and contact information for SafeRide's dispatch office. The user can pinch and zoom the interactive map to view detailed coverage boundaries, and can read up on service restrictions to ensure they will use the ride service properly. Contact information is provided so that users with questions will immediately see a method of contacting the organization.

- **“More” Dropdown**
 - This side menu contains links to information that is more granular, compared to the core services and information in the global navigation menu. They are categorized within this dropdown at the rightmost side of the global navigation bar.
- **FAQ**
 - This is a list of frequently asked questions for users to browse in lieu of calling SafeRide dispatch or visiting their physical location to ask questions. These questions do not overlap with the information provided in the Service Information node.
- **Policies/Procedure**
 - This contains detailed information about rider etiquette, consequences for improper use of the service, etc. Most of the information in this section is either common sense, or very case-specific, and therefore is not required reading for most users.
- **Job Openings**
 - SafeRide is a student-run service, and this serves as both advertising for recruitment and a web portal for interested users to apply for employment. The application itself is hosted on RPI’s JobLink service, so an external link is provided.
- **Social Media External Links**
 - These social media icon links mirror the same ones found on the Service Information node. They are featured more prominently here in case users do not visit the Service Information section.

Content Outline

Global Navigation

Homepage

Information: Intro line, brief description of the SafeRide service, prompts to the Service Information and Request A Ride sections of the site, and navigation bars (global and sidebar).

Graphics: SafeRide vehicle & driver background image, white SafeRide banner logo, hamburger menu icon, animated dropdown arrow, global navigation menu w/ underlined text indicating current tab.

Description of text: Large opening line catches the attention of first-time visitors. “Learn more” provides a redundant link to the Service Information section, which contains important information about how SafeRide can be used. This should flow first-time users directly into the Service Information node, preparing them with all the knowledge they need to order a ride.

Request A Ride

Information: Heading, subheading, service information reminder, form fill-in, ride confirmation and cancellation, countdown timer, and navigation bars

Graphics: white SafeRide banner logo, hamburger menu icon, animated vehicle graphic (displays after ride is ordered), large animated “Cancel Ride Request” button, small animated Proceed, Cancel, Accept buttons, animated countdown timer, interactive map for ride-ordering, form fill-in boxes, global navigation menu w/ underlined text indicating current tab.

Description of text: Header informs users that this section is for ordering a ride. A phone number is provided so that users who cannot fill out the form can call dispatch as an alternate ride-order method. Subheaders direct to Announcements and Service Information, to ensure that the user is informed about the SafeRide service and current status before ordering a ride. After filling out the ride order form, the user is prompted with a description of their estimated wait time, and a choice to cancel or confirm the ride request. If they confirm the ride request, the screen changes to display their rider information, a countdown timer, and a Cancel Ride Request button.

Announcements

Information: Heading, scrolling post updates, social media external links, blurb encouraging users to subscribe to SafeRide on social media, global navigation menu w/ underlined text indicating current tab.

Graphics: megaphone icon, Reddit icon, Facebook icon, Twitter icon, post content boxes, text-blurring background behind header, white SafeRide banner logo, hamburger menu icon.

Description of text: Posts are pulled from SafeRide’s Twitter account and organized in a timeline with the most recent post at the top of the list. The date of posting is placed as a header for each post, so users can check the relevance of each announcement. Blurb of text above the social media icons explains the benefits of following SafeRide on Twitter (getting push notifications directly on their smartphones when the SafeRide service is affected). Social media icons are organized from left to right in order of importance - Twitter, then Reddit, then Facebook.

Service Information

Information: Heading, subheadings for each section, contact information, service coverage, service restrictions, global navigation menu w/ underlined text indicating current tab.

Graphics: Contact Us breakout box, service coverage map, white SafeRide banner logo, hamburger menu icon.

Description of text: Header matches the tab on the global navigation menu, with the coverage map and associated text directly under it. First-time visitors who were directed to this node from either Homepage or Request A Ride should immediately get the relevant info they need before they order a ride. Beneath the service coverage section is the service restrictions section, which contains a brief bulleted list of what SafeRide can be used for. The Contact Us breakout panel is located on the right hand side of the screen (lower hierarchy of information than the main text),

and scrolls with the user's screen position. Therefore, if they have any questions about the information in this node, they can immediately reach out to SafeRide or visit the dispatch location.

Sidebar Navigation

FAQ

Information: heading, list of FAQs, global navigation menu w/ no underlined text.

Graphics: Question mark icon, + icon to expand answers to each FAQ, white SafeRide banner logo, hamburger menu icon.

Description of text: Provides the user a list of frequently-asked questions, ordered from highest to lowest importance to SafeRide's core service functionality.

Policies/Procedure

Information: header, paragraph containing detailed SafeRide policies and rider etiquette, global navigation menu w/ no underlined text.

Graphics: white SafeRide banner logo, hamburger menu icon.

Description of text: SafeRide etiquette bullets detailing expected rider behavior, and infractions for violations of the SafeRide policies.

Job Openings

Information: Header, description of SafeRide employment positions, external link to JobLink application hub, global navigation menu w/ no underlined text.

Graphics: White SafeRide banner logo, hamburger menu icon, animated "Apply Here" button.

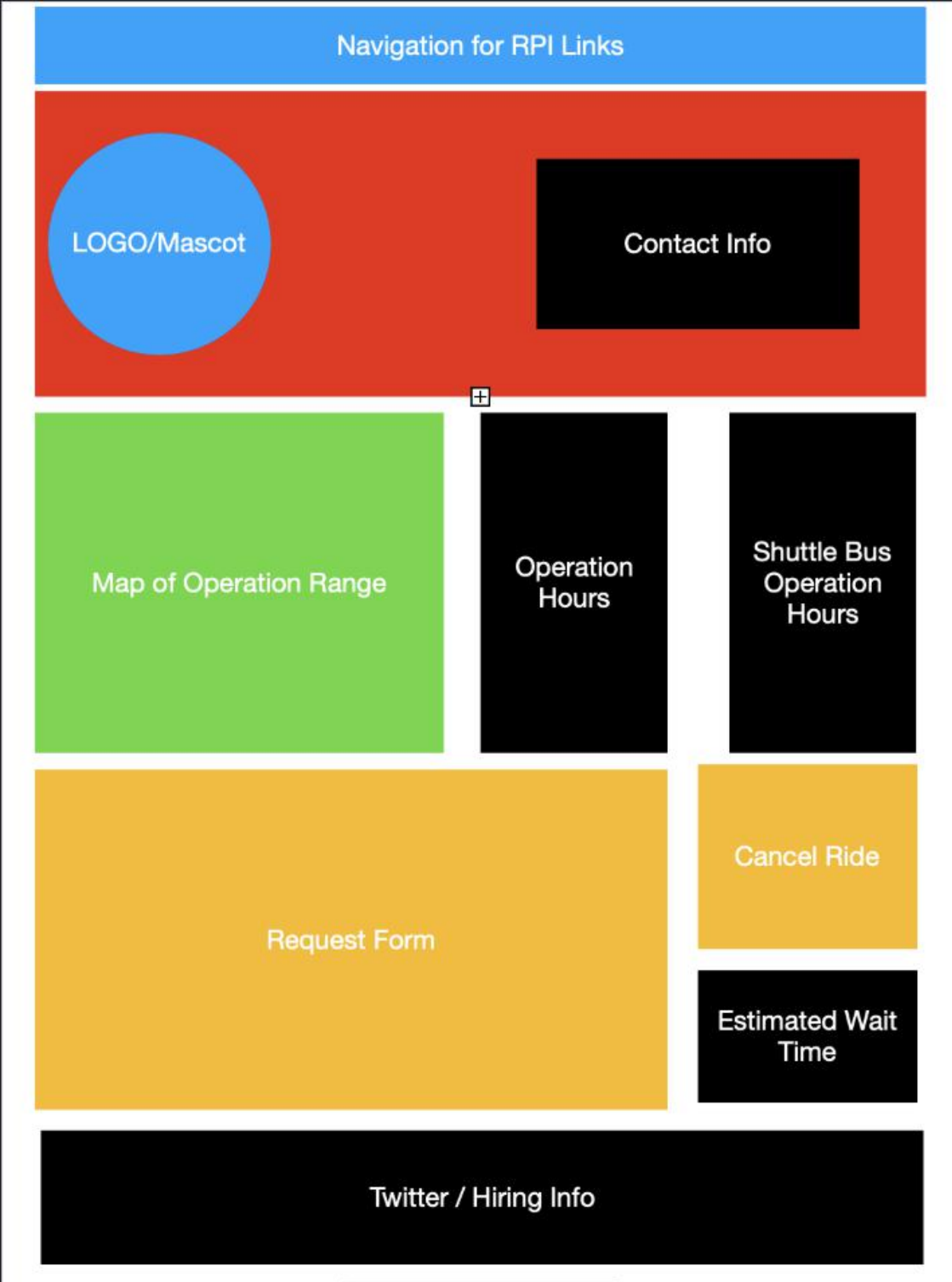
Description of text: Header titled "Job Openings", first paragraph describes how SafeRide is largely student-run, second paragraph describes the different available positions and the days/hours of each one. Beneath these is the "Apply Here" button which takes users to the RPI JobLink portal to apply for a SafeRide student job.

Social Media External Links

The 3 SafeRide social media icons (Twitter, Reddit, Facebook) appear at the bottom of the sidebar navigation panel, underneath the RPI seal logo.

Wireframes

Original Wireframe (v1)



Wireframe v2 - Split Global/Sidebar Navigation

This wireframe shows a website header and hero section. The header is a solid red bar containing a hamburger menu icon on the left, the text "SAFE RIDE" in white, and the subtitle "A Free Rensselaer Service" below it. To the right of the logo are four navigation links: "Home", "Request A Ride", "Announcements", and "Service Information". The hero section features a background image of a red car with a woman in the driver's seat. The car has "SAFE RIDE" and "saferide.rpi.edu" written on its side. The main text in the hero section reads "Need a lift?" in large white font, followed by a paragraph: "Safe Ride at Rensselaer provides students with a safe and free evening/late-night transportation option within a specified service area from 7:00 p.m.–3:00 a.m. [Learn more](#)". Below this is the "SAFE RIDE" logo and subtitle, and a "Request A Ride" button with a downward-pointing arrow.

SAFE RIDE
A Free Rensselaer Service

Home Request A Ride Announcements Service Information

Need a lift?

Safe Ride at Rensselaer provides students with a safe and free evening/late-night transportation option within a specified service area from 7:00 p.m.–3:00 a.m. [Learn more](#)

SAFE RIDE

A Free Rensselaer Service





Request A Ride

This wireframe shows a website header and hero section with a sidebar navigation menu. The header is a solid red bar containing a close icon (an 'X') on the left, the text "SAFE RIDE" in white, and the subtitle "A Free Rensselaer Service" below it. To the right of the logo are four navigation links: "Home", "Request A Ride", "Announcements", and "Service Information". The sidebar navigation menu is a vertical grey bar on the left side of the hero section, containing the following items: "FAQ", "Policies/Procedure", "Job Openings", the Rensselaer Polytechnic Institute logo, and social media icons for Twitter, Reddit, and Facebook. The hero section features a background image of a red car with a woman in the driver's seat. The car has "SAFE RIDE" and "saferide.rpi.edu" written on its side. The main text in the hero section reads "Need a lift?" in large white font, followed by a paragraph: "Rensselaer provides students with a safe and free evening/late-night transportation option within a specified service area from 7:00 p.m.–3:00 a.m. [Learn more](#)". Below this is the "SAFE RIDE" logo and subtitle, and a "Request A Ride" button with a downward-pointing arrow.

SAFE RIDE
A Free Rensselaer Service

Home Request A Ride Announcements Service Information

FAQ
Policies/Procedure
Job Openings



Need a lift?

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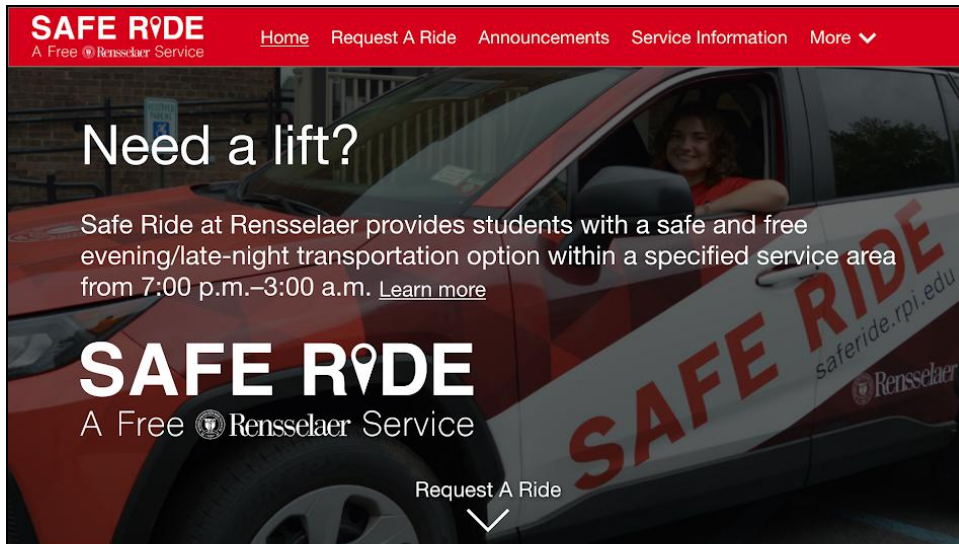
SAFE RIDE


A Free Rensselaer Service


Request A Ride

Wireframe v3 - Global & Dropdown Navigation

Home & Request A Ride integrated page




SAFE RIDE
A Free  Rensselaer Service


[Home](#) [Request A Ride](#) [Announcements](#) [Service Information](#) [More](#) 

Need a lift?

Safe Ride at Rensselaer provides students with a safe and free evening/late-night transportation option within a specified service area from 7:00 p.m.–3:00 a.m. [Learn more](#)

SAFE RIDE

A Free  Rensselaer Service

[Request A Ride](#) 

Request a ride

Please complete the form below, or call **518-276-3103**.

Make sure you've read our **Service Information** so we may assist you as promptly as possible.

Check our **Announcements** page or **Twitter** for service-related updates.

RIN

Name

Phone

Pick-Up Location (enter or select on map)



Destination

Number of Guests

[Proceed](#) 

Request a ride

Please complete the form below, or call **518-276-3103**.

Make sure you've read our **Service Information** so we may assist you as promptly as possible.

Check our **Announcements** page or **Twitter** for service-related updates.

RIN

Your queue position is:
1

Your ride has an estimated wait time of:
0 hours, 23 minutes

Please confirm that this is acceptable, or cancel the ride request.

Destination

Number of Guests

Confirmed Ride Interface (replaces Request A Ride form upon completion)

Your ride is on its way!

We will call you on your provided phone number when the vehicle arrives.
Please remain attentive in an open, easily visible location.

Rider Information



RIN: 661682771
Name: Lam Detzler
Phone: 603-XXX-XXXX
Pick-Up Location: Student Union
Destination: 50 Brunswick Ave, Troy NY 12180
Guests: 0


Cancel Ride Request

Estimated Wait Time:

00 hr 23 min


Dropdown Navigation Menu


SAFE RIDE Home [Request A Ride](#) Announcements Service Information More 
A Free  Rensselaer Service



Need a lift?

Safe Ride at Rensselaer provides students with a safe evening/late-night transportation option within a specific time frame from 7:00 p.m.–3:00 a.m. [Learn more](#)


SAFE RIDE
A Free  Rensselaer Service




[Request A Ride](#) 

FAQ

Policies/Procedure

Job Openings



Announcements

Feb 25, 2020

Service Interruption.
One vehicle is out for routine maintenance.
Expect longer wait times until Feb 26.

Follow us on Twitter and turn on post notifications to get the latest updates about SafeRide operations on your smartphone!



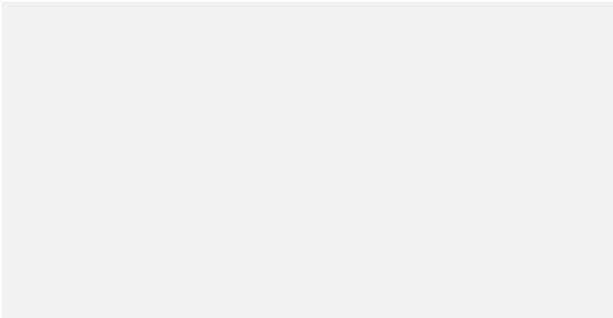
Feb 20, 2020

Service Interruption.
Inclement weather beginning at 8pm.
SafeRide service suspended until Feb 21.

Jan 12, 2020

Safe Ride Spring 2020 Hours of Operation.

Safe Ride will resume service on Tuesday, January 14th, 2020. Safe Ride will operate seven days a week



Service Information Page

The screenshot shows a web page for 'SAFE RIDE' with a red header. The main content area is titled 'Service Information'. Under the heading 'Service Coverage', there is a sub-heading 'Service Coverage' with a close icon (X) and a paragraph stating 'Safe Ride only operates within the highlighted area on the map below.' Below this is a map of Troy, NY, with a grey shaded area indicating the service coverage zone. To the right of the map is a 'Contact Us' box containing the address 'Safe Ride, Off-Campus Commons, 1525 15th Street, Troy, NY 12180', phone number '518-276-3103', and email 'safeside@rpi.edu'. At the bottom of the page, there is a section for 'Service Restrictions' with a plus icon (+).

The screenshot shows the final design of the 'Service Information' page. It features a red header with the 'SAFE RIDE' logo and navigation links: Home, Request A Ride, Announcements, Service Information, and More. The main heading is 'Service Information'. The 'Service Coverage' section includes a close icon (X), a paragraph stating 'Safe Ride only operates within the highlighted area on the map below.', and a map of Troy, NY, with a grey shaded service area. To the right is a 'Contact Us' box with the same contact information as the wireframe. The 'Service Restrictions' section includes a close icon (X), a sub-heading 'Service Restrictions', and two paragraphs: 'Safe Ride will provide transportation for the following:' followed by a list of services (campus buildings, home rides, campus-to-home rides), and 'Safe Ride will not provide transportation for the following:' followed by a list of non-services (non-residential off-campus locations, non-student campus rides, off-campus housing, and out-of-area locations). A final paragraph states that violating these policies may result in the loss of Safe Ride privileges.

Interactive Wireframe Available Here:

<https://xd.adobe.com/view/89f85bfd-9639-46b0-478e-2af7948410e9-ffc9/?fullscreen>

Storyboards

Performance Objectives

Objectives are to provide users with a cohesive, intuitive web interface for ordering a ride from SafeRide or learning quickly about the service. It eliminates the need for separate, redundant web, app, and physical (phone dispatch) interfaces, and streamlines their functionalities.

Graphics

SafeRide's graphics and branding borrow from RPI's colors and style to maintain visual cohesion with the parent organization. Muted red is used for the primary button color and all hyperlinked text. Darker red is used for all buttons and hyperlinks on hover. All text on the SafeRide website is #000000 Helvetica Neue, in either 110, 62, 42, or 36pt.

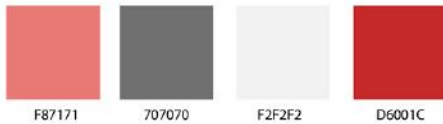
SAFE RIDE

A Free  Rensselaer Service



TITLE - Helvetica Bold

subtitle - shree devanagari 714



Interaction and Navigation

When users hover over menu items in the global navigation bar, they become underlined (we were unable to implement this interactively in Wireframe v3). When users hover over buttons, including the “Request A Ride” drop arrow, they animate by changing color. The “Request A Ride” drop arrow also moves downwards on the screen, visually telling the user to scroll down to request a ride.

On the “Request A Ride” page, users have an option to pull up an interactive map (too complex to include in the Adobe XD wireframe) and tap their pickup location. This has an additional feature of limiting them to choosing locations only within the SafeRide coverage map. Users are still able to manually enter their location or call the SafeRide dispatch phone number to order a ride, in case they are unable to use the interactive web features. Accessibility for all students on campus is a high priority for any ride service - SafeRide is no exception.

The user is required to confirm the ride request after entering their info and looking at the estimated wait time in order to reduce the possibility of someone ordering a ride they do not have time to wait for. This reduces the odds of unexpected ride cancellation, and ensures a faster experience for all users.

Presentation Feedback

Sidebar navigation: hard to see there is another menu in addition to the global navigation.
Suggestion: move them to the global navigation under a collapsed drop-down (“More”).

addressed in wireframe v3

Try to find a way to make the homepage scroll down into the Request A Ride page when the arrow is clicked (i.e. combine the artboards instead of using separate).

addressed in wireframe v3

Service information: content is not well-formatted, not easy to see all the information. Make info more concise. Maybe borrow from the current FAQ section, with each heading minimized and expandable upon clicking. Additionally, could have a menu on the side with the sub-headings listed as internal jump-scroll links.

addressed in wireframe v3

New idea: Rating system for the rides, or a feedback system of some kind. (Response to this: SafeRide only has 2 cars, so wait times are going to be longer a fair amount of the time. It's also a free service with student employee drivers. Direct feedback from students (either through Reddit or in-person interviews) about service features would be more helpful than generic star ratings.)

Production Timeline

Week 1: March 2nd - March 8th

Paper prototype/ Adobe demo.

Week 2: March 9th - March 15th

Creating Logo/Mascot and other interactive functions.

Week 3: Mar 16th - March 22th

Finish Ride request page that will store the information.

Week 4: Mar 23rd - March 29th

Fully Functional website without back-end implementation.

Week 5: Mar 30th - April 5th

Adjust content layout according to user feedback

Week 6: April 6th - April 12th

Prepare for the final Presentation