



UI Specs

Madrona

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Introduction to Challenge

**How might we make people more comfortable
on unfamiliar public transportation journeys?**



Future cities would benefit from public transportation use.

According to the American Public Transportation Association, increased ridership on public transit has helped to revitalize previously underdeveloped areas, reduce energy consumption, and contribute to a sustainable future. ^[1]

“The rise of the Internet of Things and the essential role that vehicles play as nodes in that network, and a transition away from achieving mobility through asset (car) ownership and toward accessing mobility as a service.” ^[2]

- The U.S. Department of Transportation, on how increased public transit usage would achieve a more connected urban future



Perceived safety influences if people use public transportation.

“Fear of crime is among the most important reasons why people choose not to use public transit” [3]

- Fear of Crime in Public Spaces, Urban Studies

Even though crime rates have continued to drop and even in areas with low crime rates, people still have a fear of crime. [4]



Perceived feel safer through congregation.

From the In-City Intervention, we learned that the close presence of one or two individuals in close proximity can be more alarming than in moments of complete isolation. When the bus stops were busy, people seemed relaxed, but when there was only one or two people around them, they seemed noticeably cautious and afraid.



People like routes that feel comfortable and familiar.

“I generally feel safe on the bus” - Participant 1

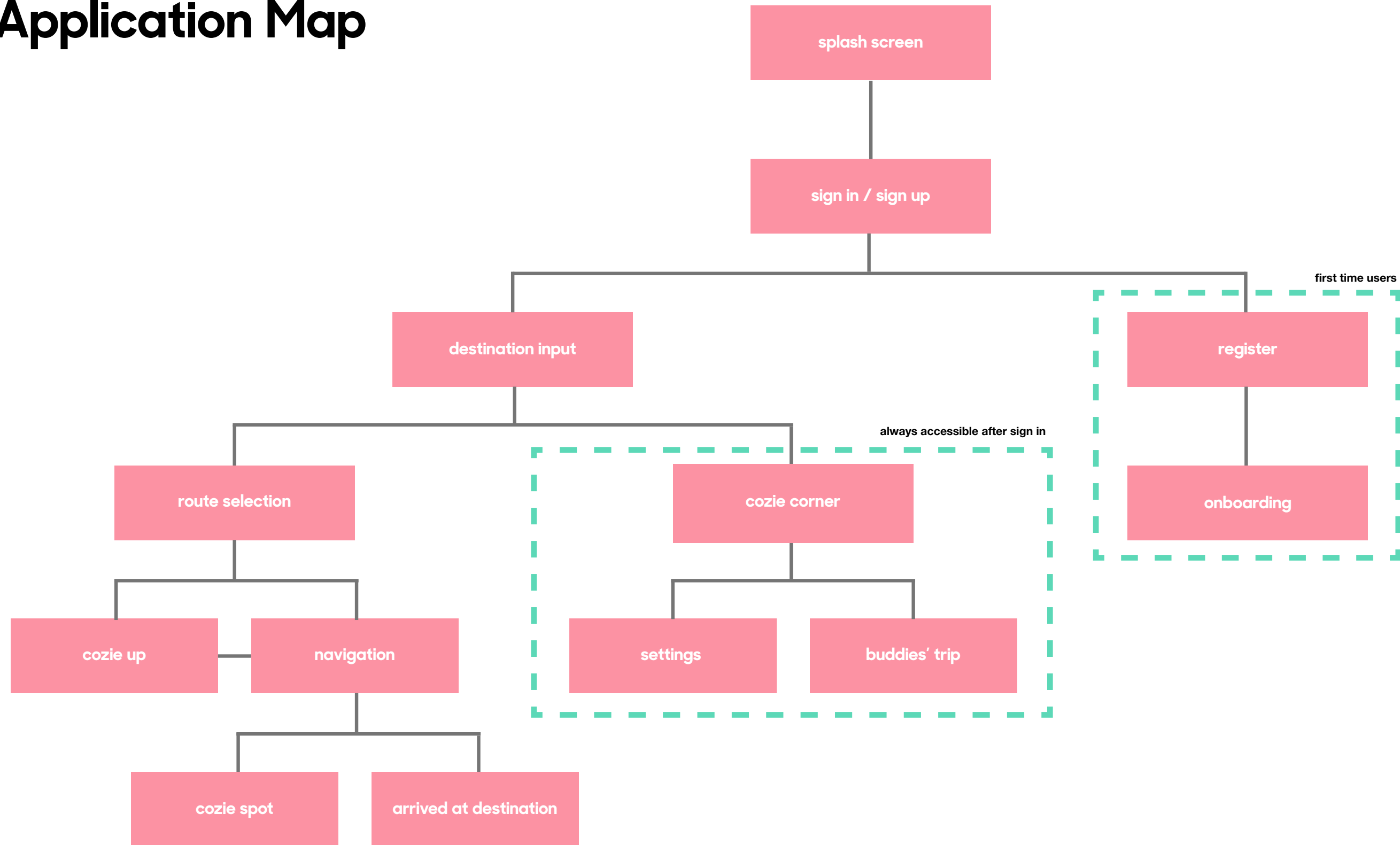
When we conducted interviews, we learned that people had high perceived safety when they were on the bus. On the other hand, if it was very late at night or if they were on an unfamiliar path with transfers or walking, they were uncomfortable and concerned.



System Architecture

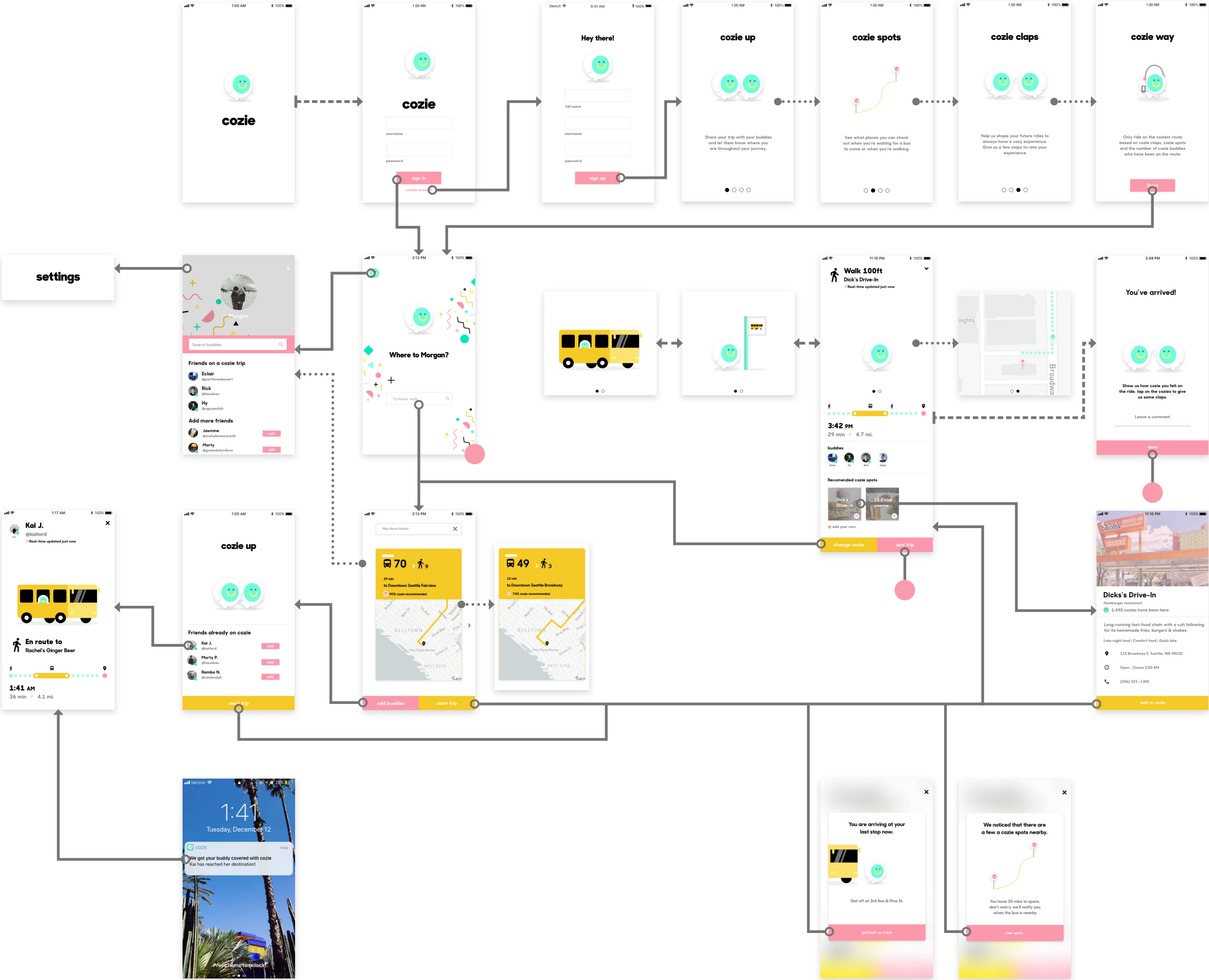
**Application Map, Interaction
Wireflow, Style Guide**

Application Map





Interaction Wireflow





Typography Guide

Sharp Sans Extra bold h1 | 24px

Sharp Sans Bold h2 | 18x

Sharp Sans Bold h3 | 14px

Sharp Sans Bold h4 | 12px

Sharp Sans Bold regular | 8px

Walk 250ft | h1
15th Ave NE & NE 45th ST | h2
Real-time updated just now | h3

3:42 PM | h1 & h2
15 min | h2 4.7 mi. | h2

buddies | h3

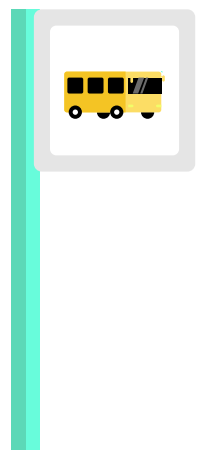
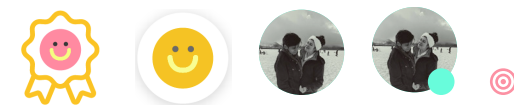
Eclair	Hy	Rick	Gabe
<div></div>	<div></div>	<div></div>	<div></div>
regular	regular	regular	regular

Reccomended cozie spots | h3

Dick's	13 Coins
Drive-in	Seattle
<div></div>	<div></div>
h3	h3

add your own | h4

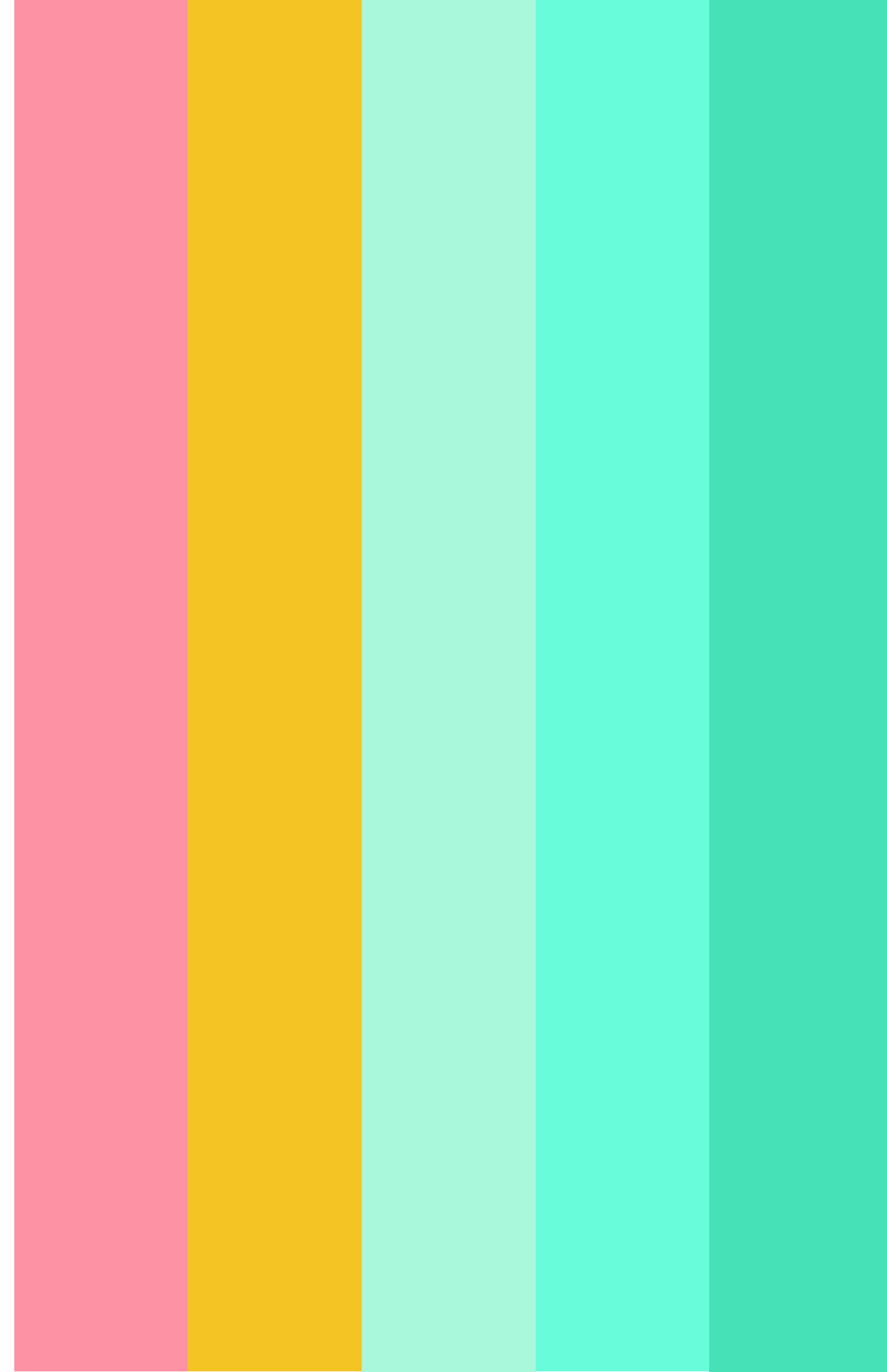
Iconography & Graphic Guide





Color Guide for cozie

Pantone **708** Coated | RGB 253 146 163 | #fd92a3
Pantone **7406** Coated | RGB 245 196 0 | #f4c400
Custom **Teal** Coated | RGB 170 248 221 | #aaf8dd
Custom **Teal** Coated | RGB 104 253 219 | #68fddb
Custom **Teal** Coated | RGB 72 225 182 | #48e1b6



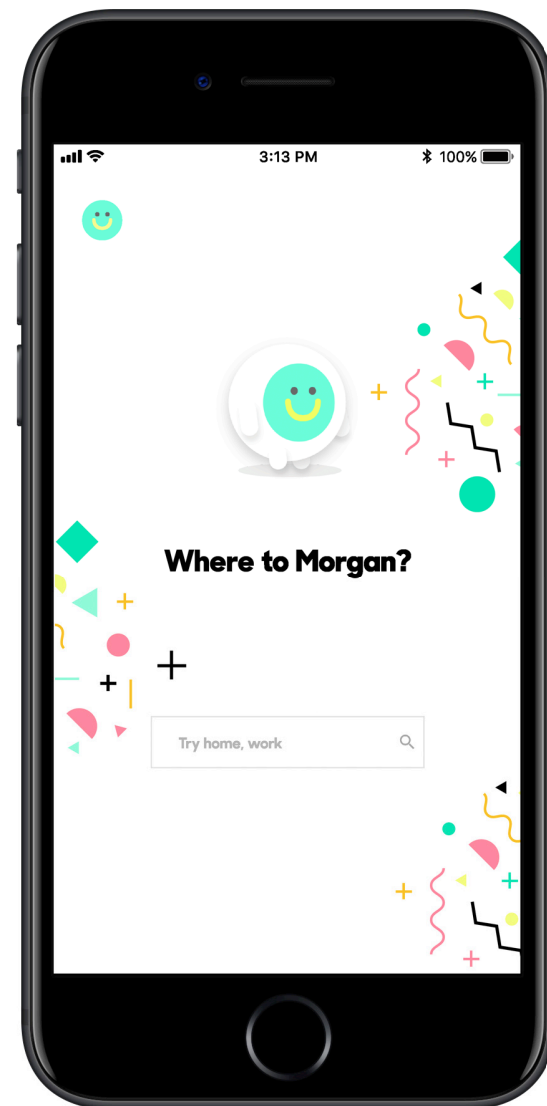


Three Hero Flows

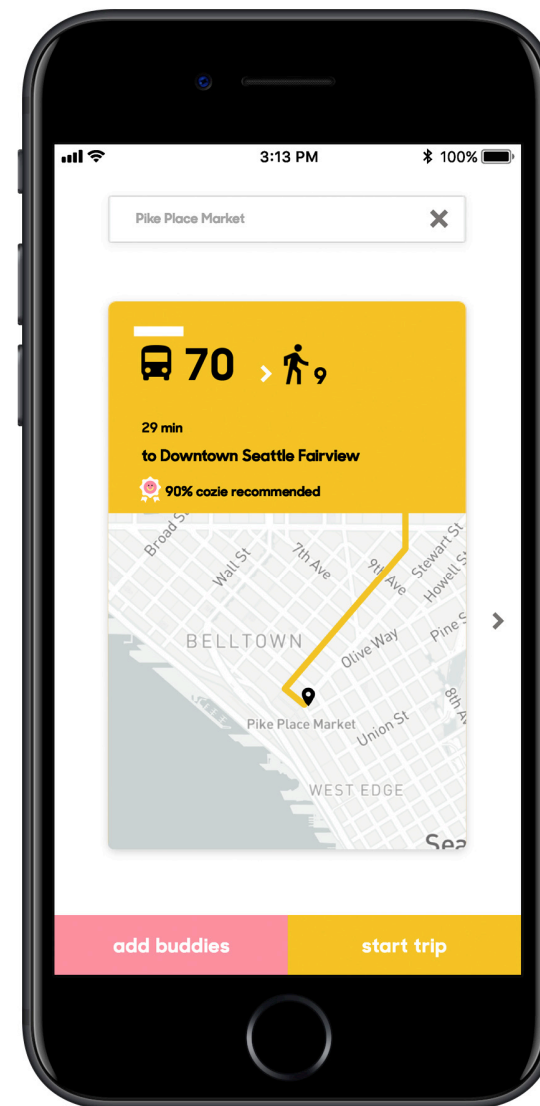
Navigation, Cozie Spots, Cozie Up

Navigation

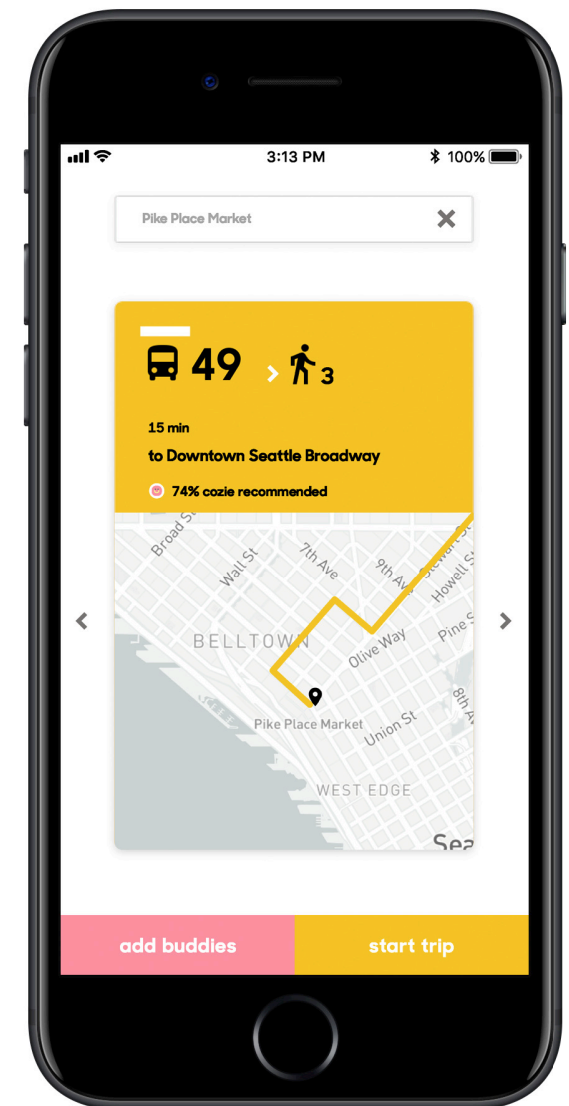
Morgan is new to the city and wants to go to Pike Place Market. Because she is unfamiliar with Seattle and its bus routes, she uses cozie to choose from the one that is most well-traveled and recommended by other cozies.



Morgan enters Pike Place Market as her destination in the search field. She taps on the search bar to look at routes.



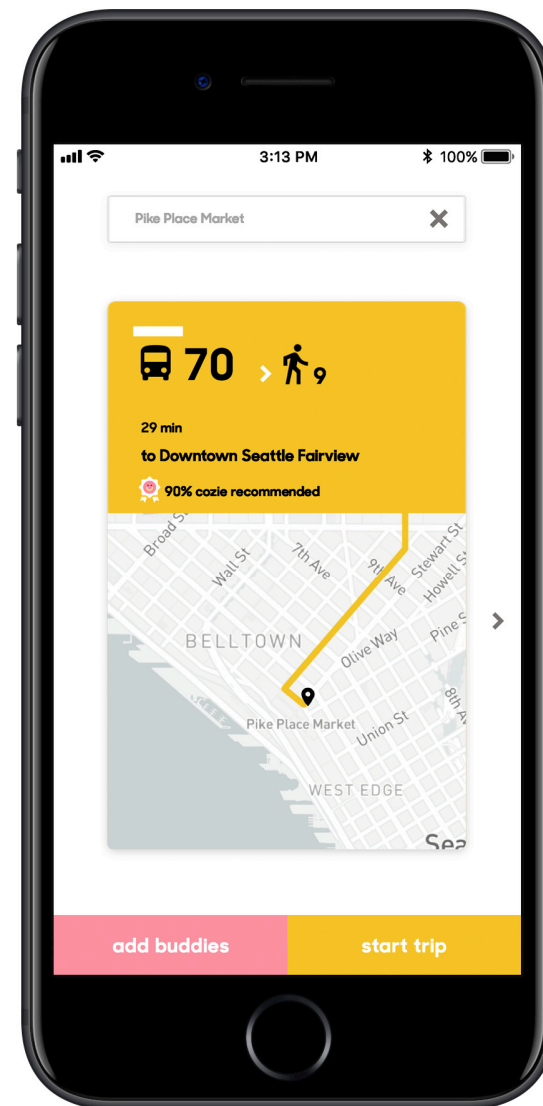
Morgan sees the navigation cards for the route with bus 70, and she sees that it has a cozie meter rating of 90%. She swipes to the left.



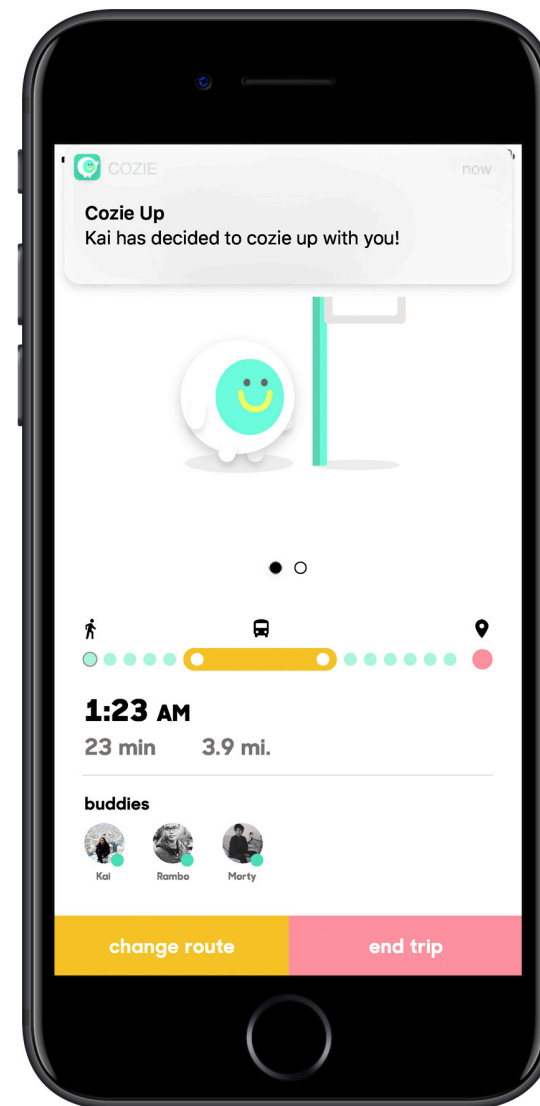
She sees that even though it is faster, it has a cozie meter rating of 74%. She swipes back to the right to the first card.

Navigation

cont.



She decides to take this route because it has a higher cozie recommended percentage. She clicks on start trip.



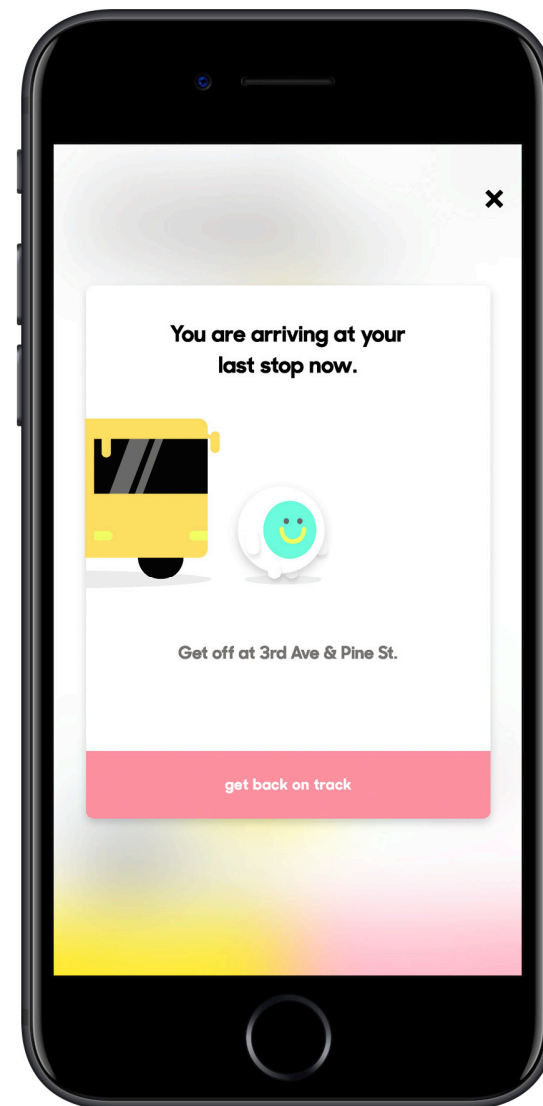
As she is already at the bus stop, and is waiting for the bus, the screen shows when the bus will arrive.



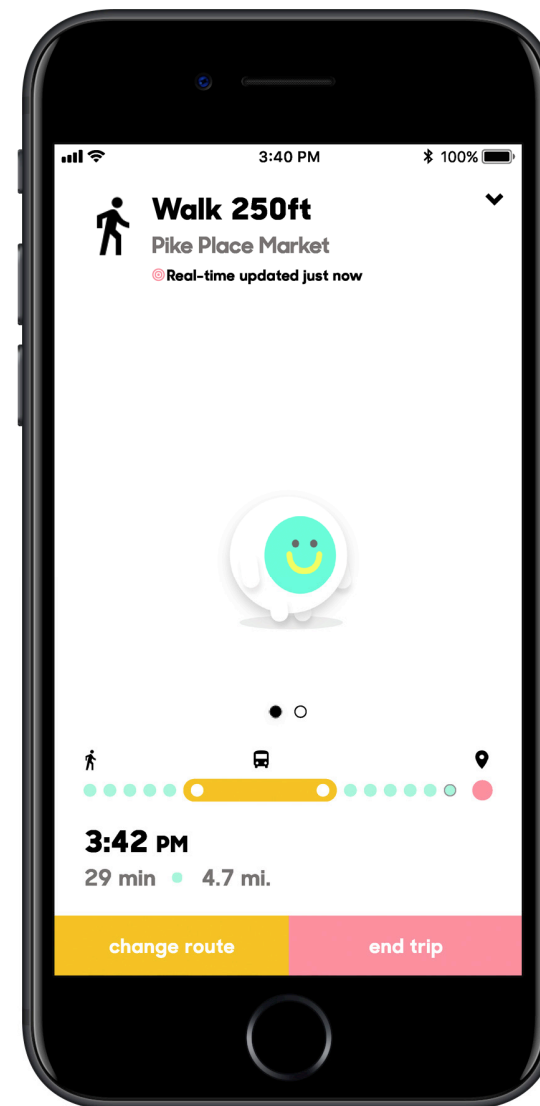
When she is on the bus, she sees the next stop, as well as how many stops are left on her journey before she has to get off.

Navigation

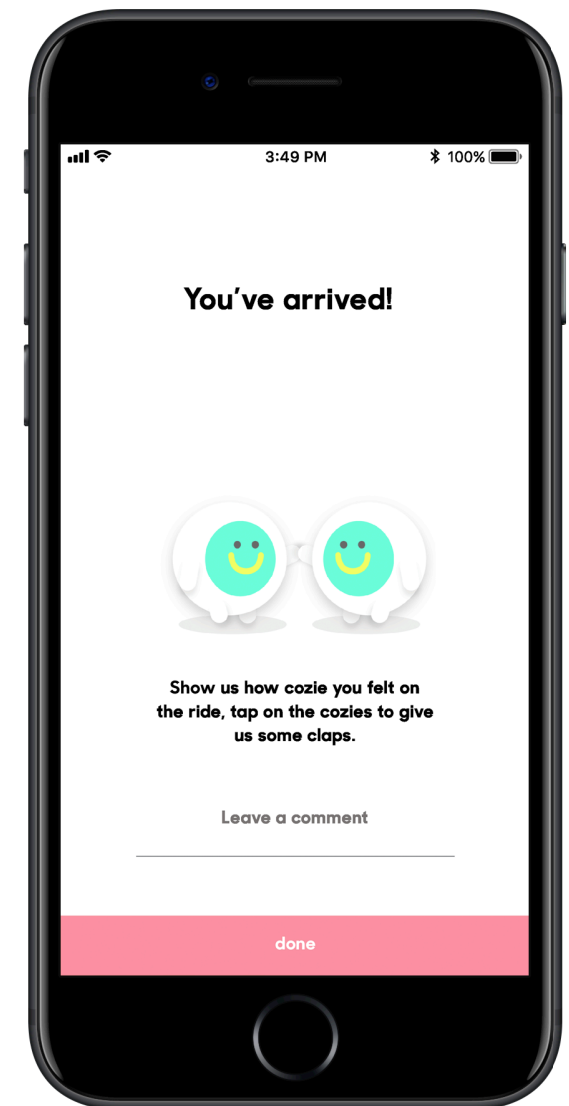
cont.



The in-app notification tells her that this is her last stop. She clicks on the “get back on track” to return to the navigation view.



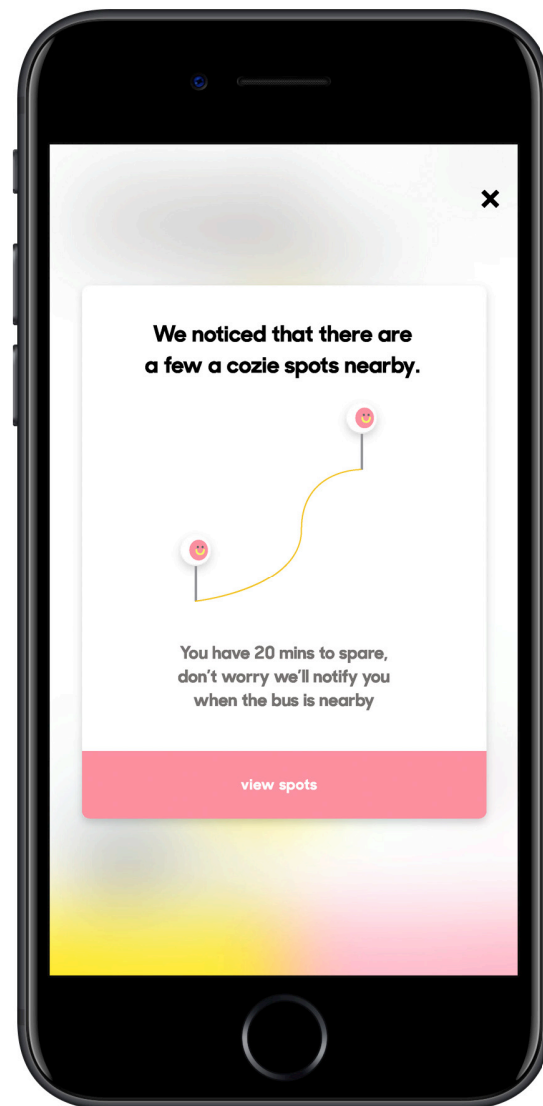
As she walks from the last stop to Pike Place Market, cozie shows her the specific turns she needs to take to reach the market.



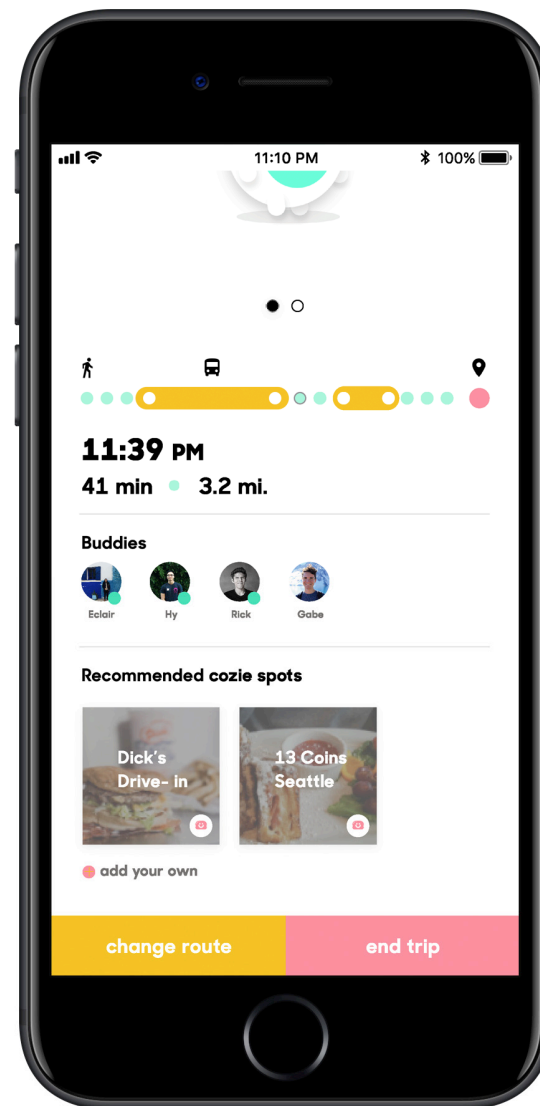
When she arrives, cozie prompts her for her feedback. She taps on the screen multiple times to give cozie claps because she enjoyed the journey. She decides not to leave a comment, and taps on the “done” button when she is done.

Cozie Spot

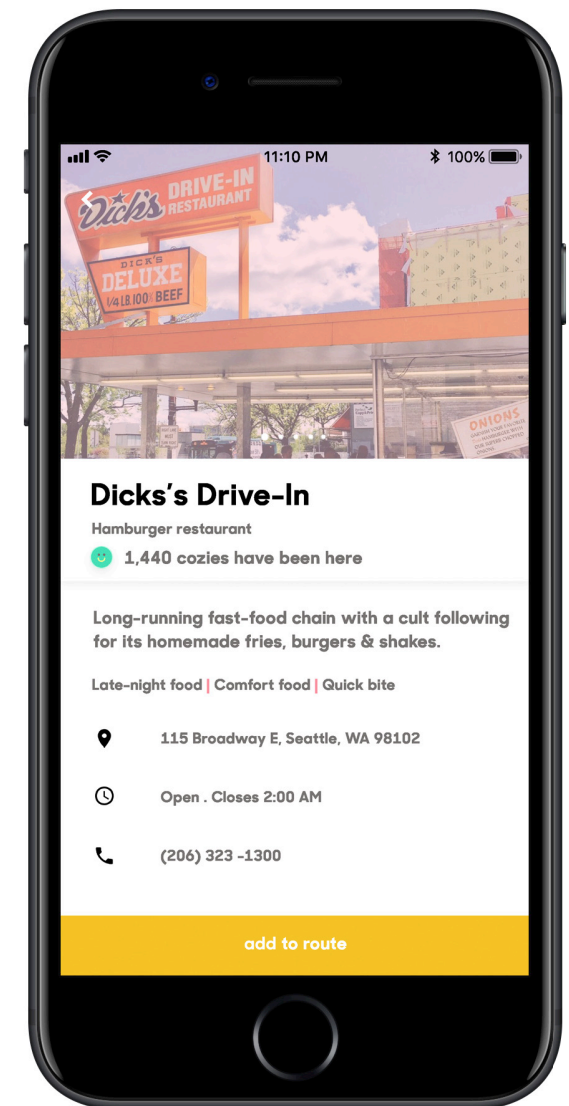
Michelle got off at her first bus stop, and realizes that to transfer she has to walk to another stop. On her way there, she sees that her bus has been delayed, so she checks out a “cozie spot”.



As she is walking, Michelle sees the in-app notification about the delay on her next transfer bus. She taps the “view spots” button to see where she can wait.



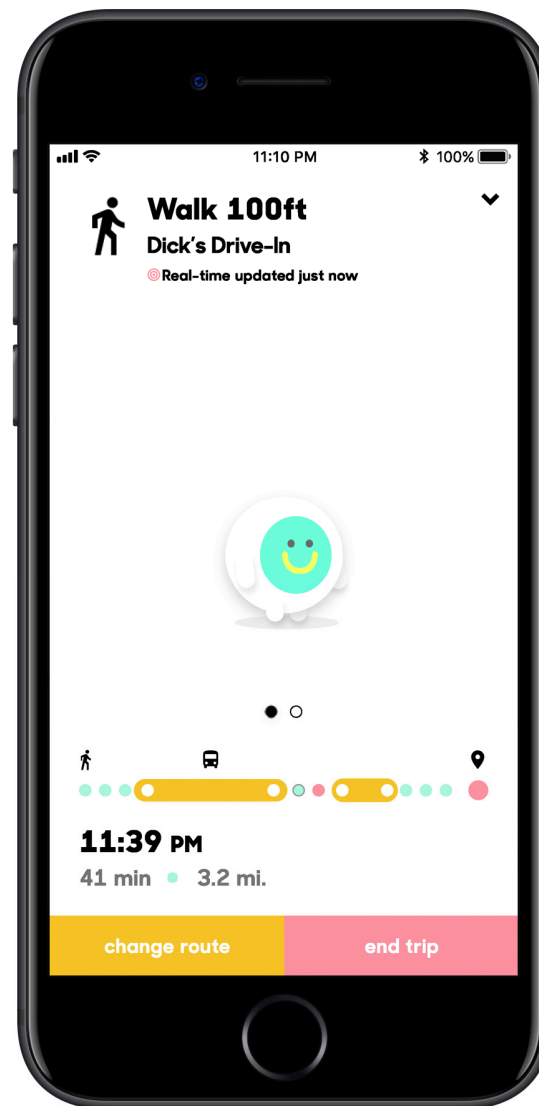
She taps on Dick's Drive-In to see its overview.



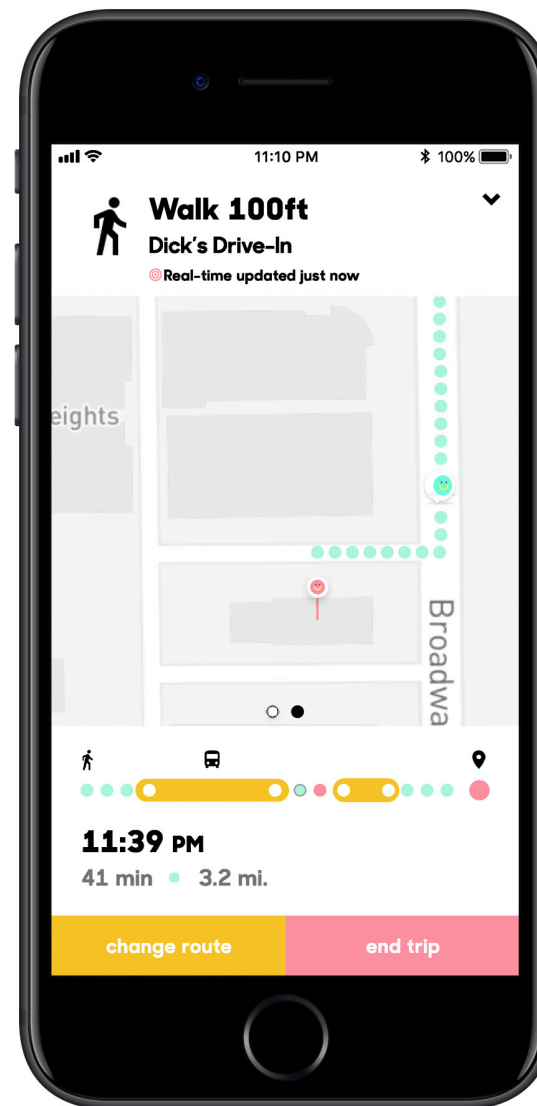
She sees that a lot of cozies have been here, so she taps on the “add to route” button.

Cozie Spot

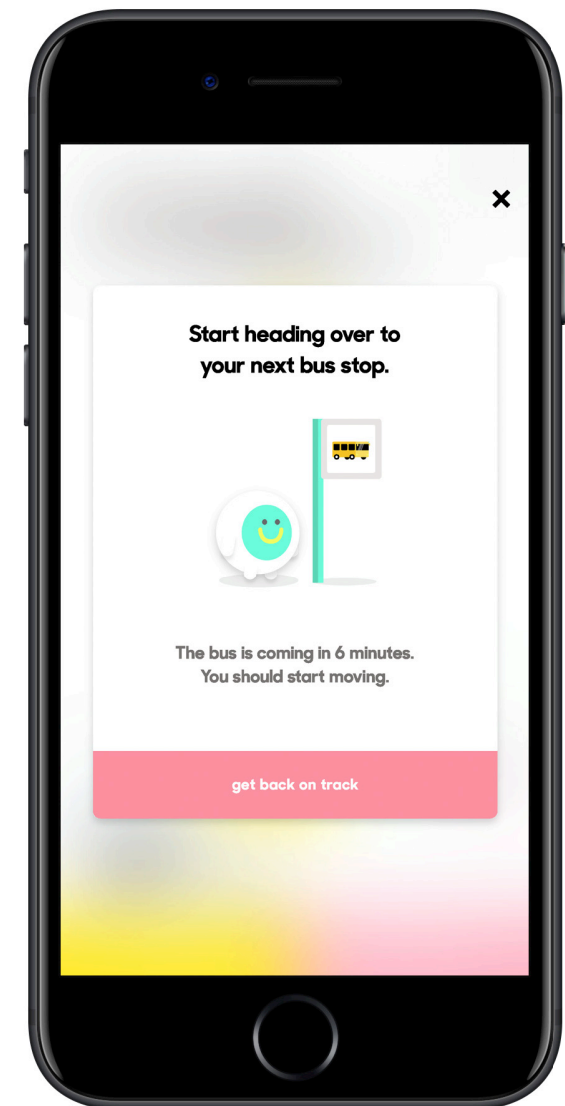
cont.



The chosen cozie spot is added to her trip. The navigation screen now routes to Dick's Drive In. She swipes to the left to see the map view.



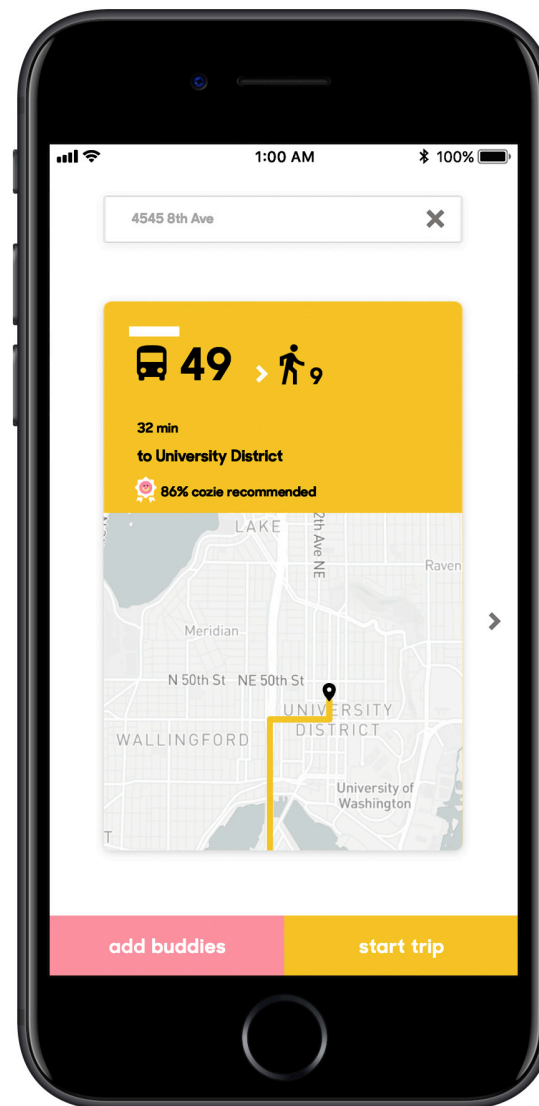
She uses the map view to navigate to the cozie spot.



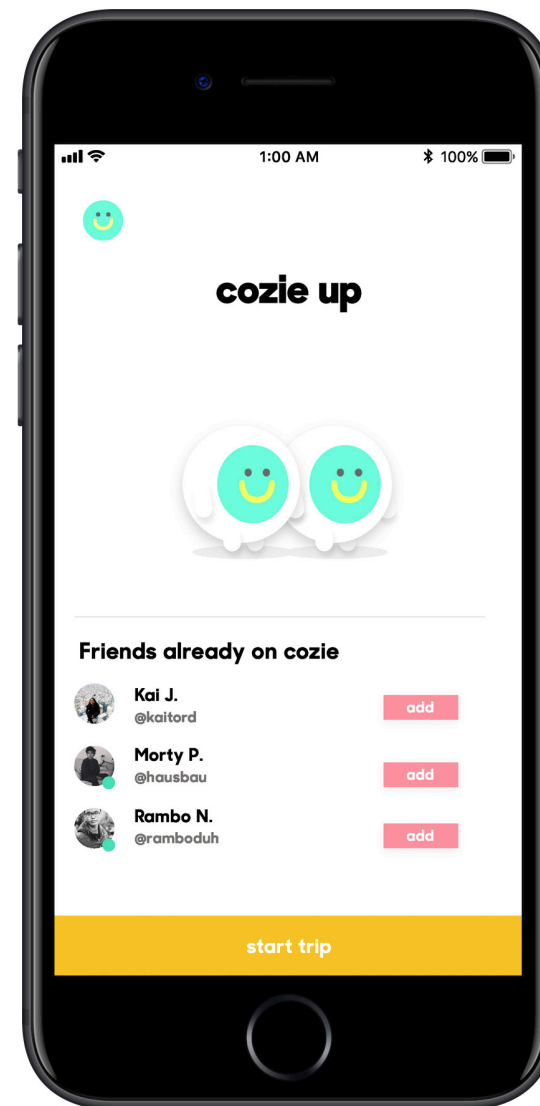
After arriving and getting something at Dick's Drive-In, she gets a notification to alert her to get to the bus stop soon. She taps on the "get back on track" button and resumes navigation.

Cozie Up

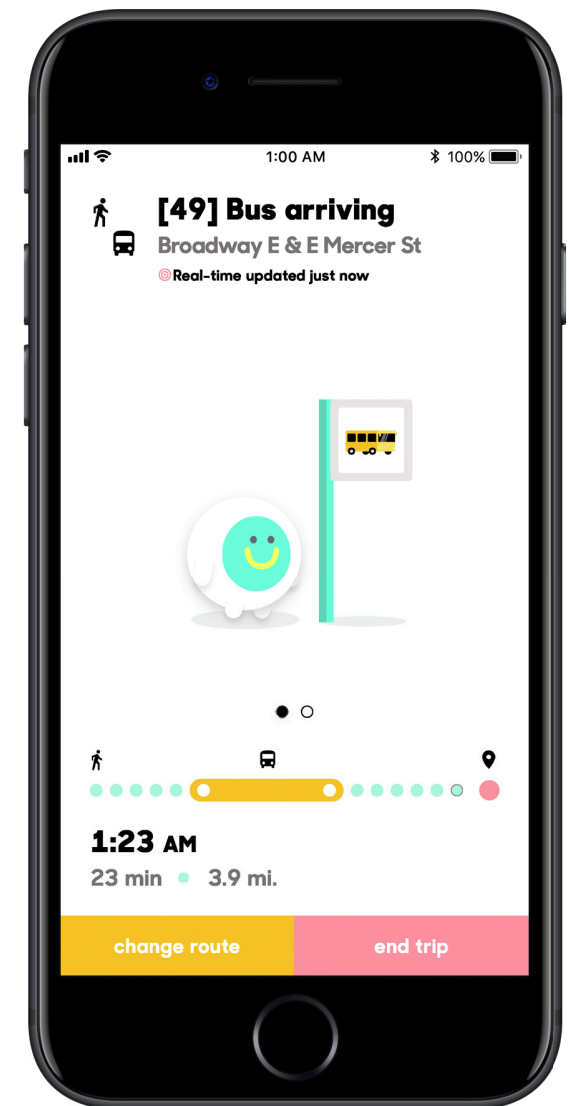
Naomi leaves the Bait Shop in Capitol Hill at 1AM to go home and says goodbye to her friends. She uses the “cozie up” feature to notify her friends Kai, Morty, and Rambo her location on the route.



After entering her home in the destination search field, Naomi sees the card view for Route 49. She taps on the “add buddies” button.



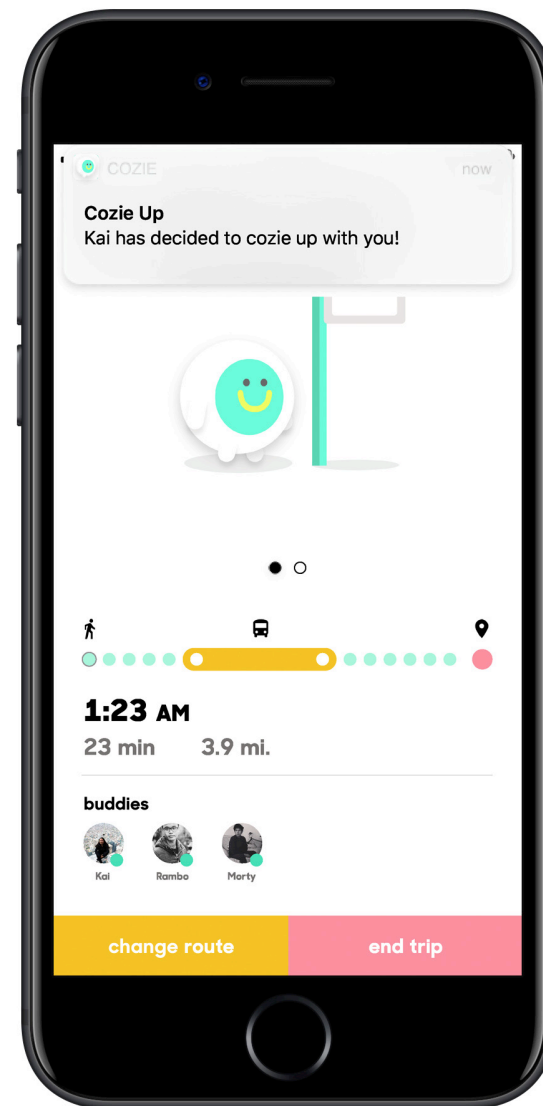
She decides to share her location with Kai, Morty, and Rambo by tapping on the “add” button next to each of their names.



She is taken to the starting navigation screen. She decides to scroll down to see her buddies list.

Cozie Up

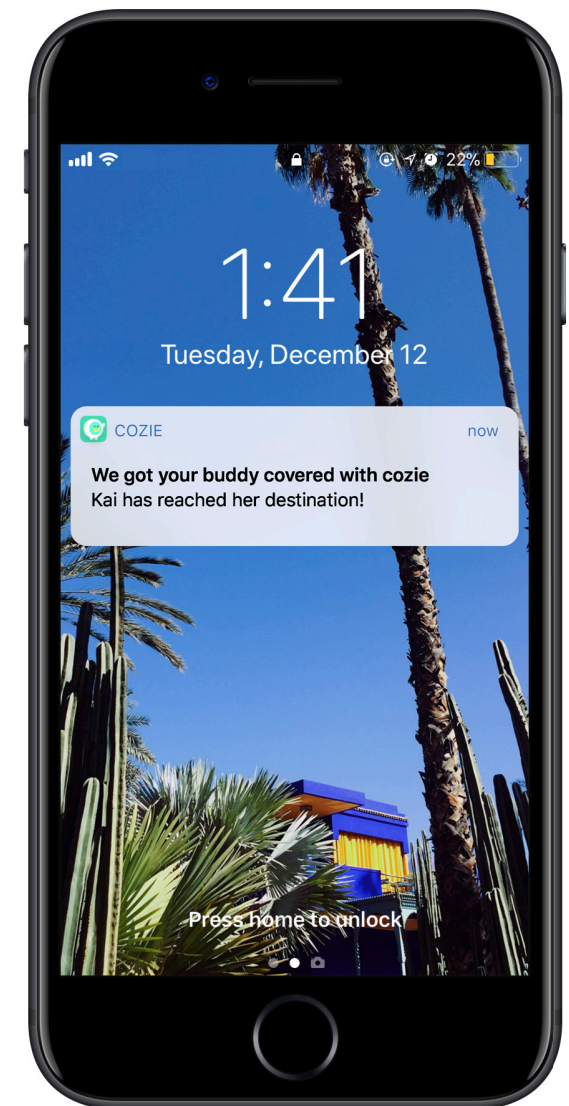
cont.



A notification pops up to show that Kai has shared her location with Michelle. The green indicator next to Kai's picture shows. She taps on Kai's picture.



She sees a route preview of Kai's current trip and her ETA. When she's done, she clicks on the close button on the top right.



A while after Michelle has reached home safely, cozie sends her a notification to let her know that Kai has reached her destination.





References

- [1] Neff, J., & Dickens, M. (2017) 2016 Public Transportation Fact Book, American Public Transportation Association (67)
- [2] U.S. Government. Department of Transportation. The Smart/Connected City and Its Implications for Connected Transportation. John A. Volpe National Transportation Systems Center, 2014. Print
- [3] Valera, S., & Guàrdia, J. (2014). Perceived insecurity and fear of crime in a city with low-crime rates. *Journal of environmental psychology*, 38, 195-205.
- [4] Yavuz, N. W., & Welch, E. (2010). Addressing fear of crime in public space: Gender differences in reaction to safety measures in train transit. *Urban Studies*, 47(12), 2491-2515.