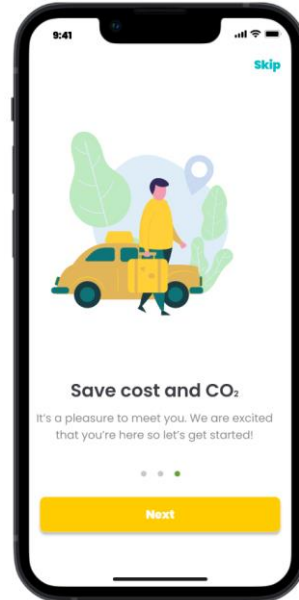
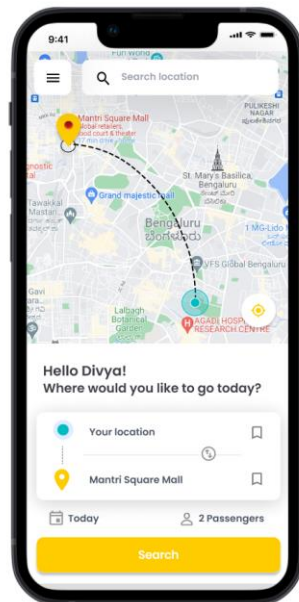
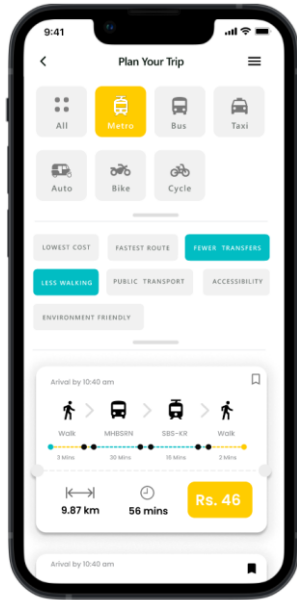
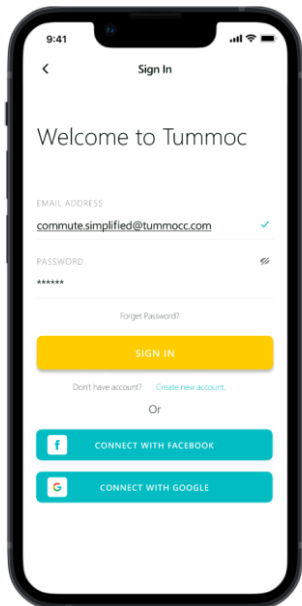
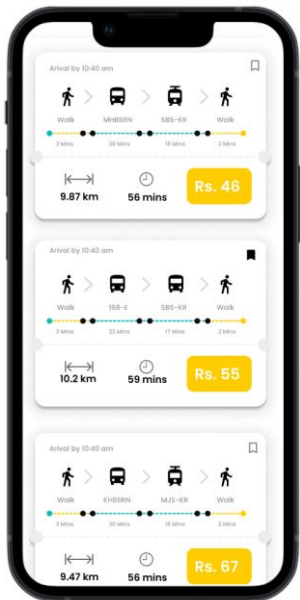


# Tummoc - Commute Simplified

Urvashi Panwar



# Project overview

## The product

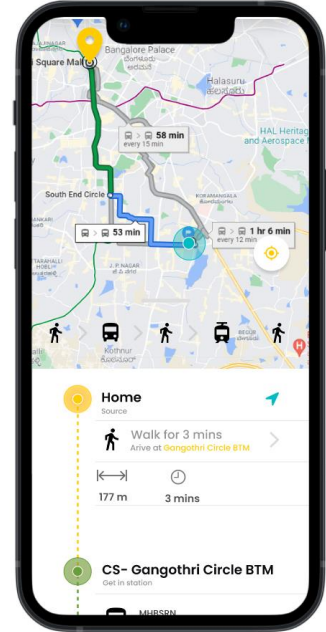
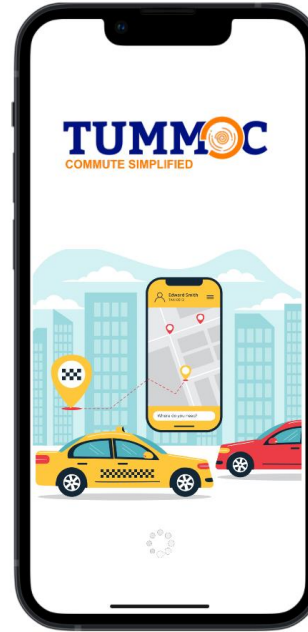
Leading the smart commute revolution of India, Tummoc is the only app that gives you access to bus, metro, bike taxi, autos, cycle shares all in one app; basically every mode of commute available in your city. Commute spelt backwards is "Tummoc" (minus the e). That is what we intend to do: Reverse the trend of decreasing public transport usage in urban India!

## Project duration

4 days

## Nature

Assignment



## My Role

UI/UX

## Project Brief

**Objective:** Identifying the problems and developing the low- fidelity wireframes and high-fidelity wireframes.

### Task:

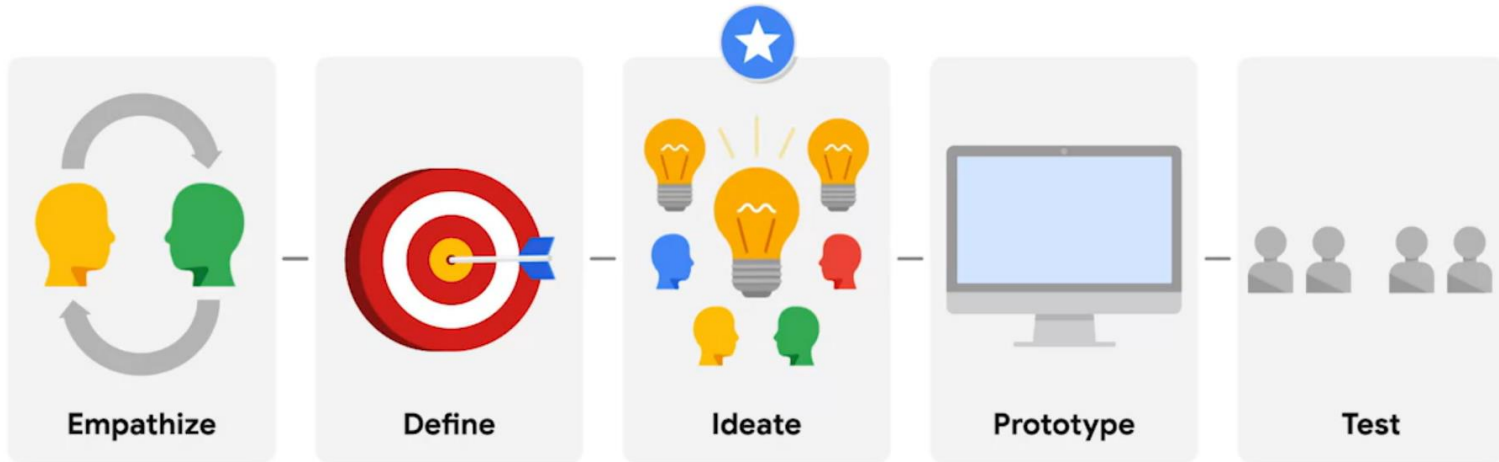
- Open the Tummoc App > Go to the home screen> Select Plan My Trip> Plan Your Trip > Opt for an option> Check out the UI and user flow.
- Now figure out the problem, and then prepare a problem statement.
- Solve the problem with design thinking.
- Revamp the screens and the user flow with the brand colors. (Mentioned on the bottom)Design the High-Fidelity and Low-Fidelity Wireframe and Prototype.

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## My Process

My process started with identifying the problems in the existing app, followed by understanding the diverse users who use apps to plan their daily commute (and who do not). In the next step, I created persona and user journey mapping to define the problem and come up with problem statement, and then I moved on to designing solutions for the challenges users are facing followed by paper and digital wireframes and high fidelity prototypes.





# User research: summary



I studied a group of three people and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults and students who want to save time and money while planning their daily commute in Bangalore.

This user group confirmed initial assumptions about users, but research also revealed that time was not the only factor limiting users from planning the journey beforehand. Other user problems included lack of transport modes, surge rates, high traffic and lack of accuracy that make it difficult to plan and book rides in advance.

# Persona: Divya

## Problem statement:

Divya is a bachelor living in Bengaluru, who needs to plan her daily commute on daily basis because she wants to avoid going late to office and travel stress free.



**Divya**

**Age:** 25

**Education:** B.tech

**Hometown:** Delhi

**Family:** Live with friends

**Occupation:** Marketing associate

*"I want my daily travel to be less hectic and time consuming so that I can focus on more important things in life."*

## Goals

- Accurate bus and metro timings.
- Want to plan trips in advance.
- Stress free journey.
- Book the rides in advance and pay online.

## Frustrations

- Assuming that candles and knife will come with cake.
- Fav flavour/size not available.

Divya is marketing specialist who is currently working in bangalore. Her family stays in Delhi. She likes to explore cultures and their values. She usually go out with her friends on weekends. She enjoys listening to music and observe the surroundings around her while travelling.



# User journey map

Divya's user journey revealed how helpful it would be for users to have options to customize the search , and options to save and share the trip.

**Persona: Divya** Goal: Plan a trip using Tommoc App.

ACTION	Open App	Enter Destination	Explore Routes	Select Route	Route Details
<b>TASK LIST</b>	Tasks A. Download the App. B. Sign up. C. Allow App to use location.	Tasks A. Select Plan my Trip. B. Enter destination.	Tasks A. Explore Routes B. Apply filters.	Tasks A. Select route B. Select number of tickets.	Tasks A. View Details.
<b>FEELING ADJECTIVE</b>	Excited Confused how to save money through app.	Happy to see available options. Overwhelmed by the information.	Confused Unsure of the choices	Hesitant about choices Wants to review details	Not Satisfied Wants to save the trip.
<b>IMPROVEMENT OPPORTUNITIES</b>	On boarding screens to align users with the process.	Update user about the services and modes of transport available in their city	Add clear and easy method to use filters. Design UI that helps user to finalize on a option.	Option to review - Date - Time - No. of Passengers - Location	Option to save and share the trip. Option to download the easy view card on selected route.

# User research: pain points

1

## Expense

Daily commute in bangalore is very expensive.

2

## Time

Traveling in Bangalore is time consuming.

3

## Modes

Lack of options available for traveling short distance in the city.

4

## Information

Lack of accurate information about the bus and metro timings make it difficult to plan the trip.

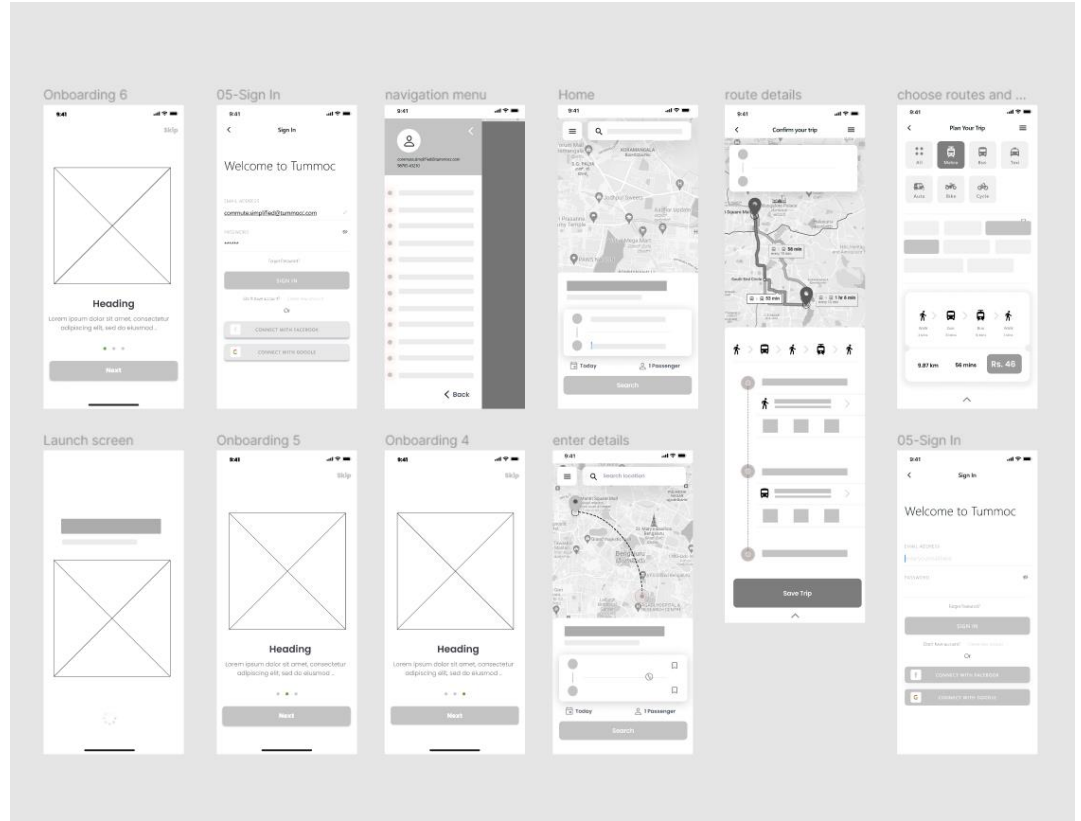
# Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Digital wireframes

The motive was to create impact with colours and wide options of customizing users research.

The app looks professional with clean lines, easy readability and space while also looking beautiful which distances itself from the other commute apps available in the market.

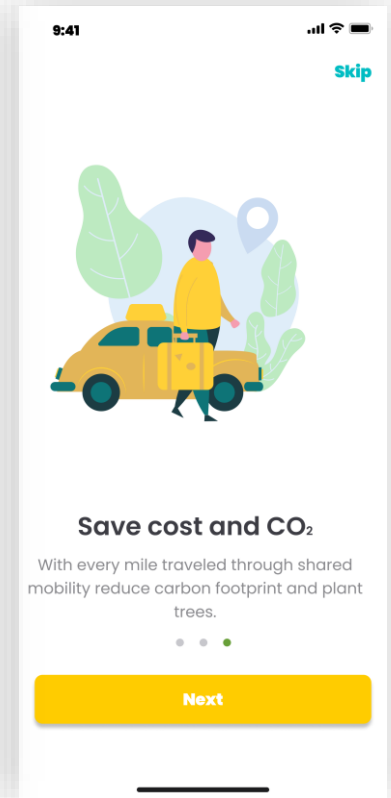
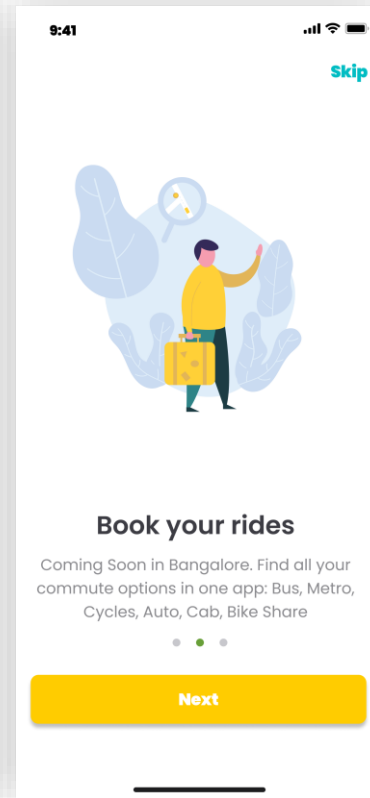
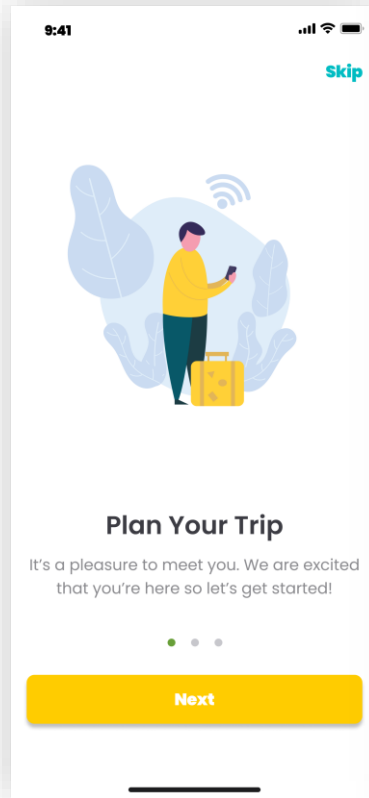




# Mockups

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research. Users were confused in the process that how the app will help them to save cost.

Onboarding screens to ensure the users are familiar with the process and give out updates of available services in their city.

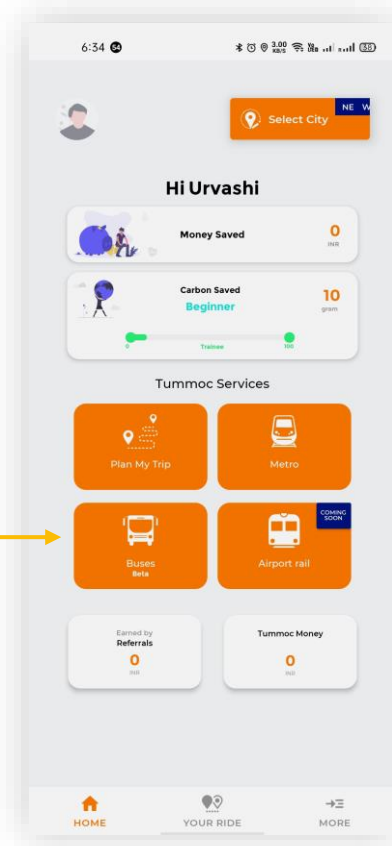


# Mockups

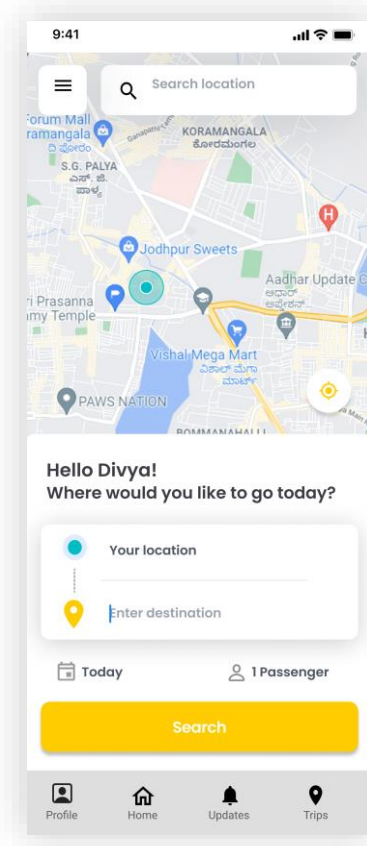
I revised the design and added search bars for location on the home screen. Users also have the option to change date and number of passengers.

All the three functions tabs here opens the same page as we need to know the location first.

Before



After

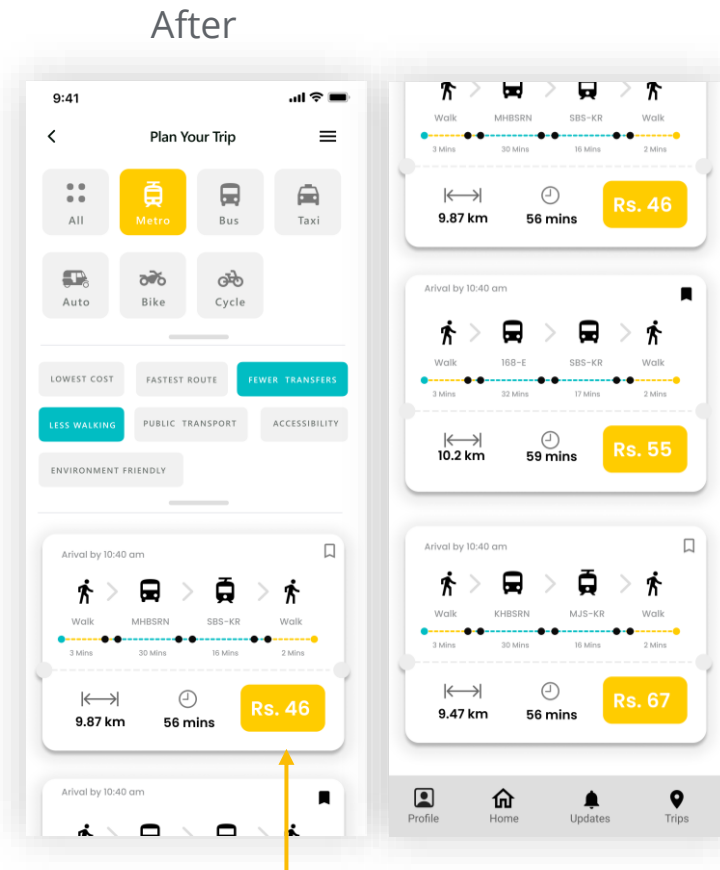
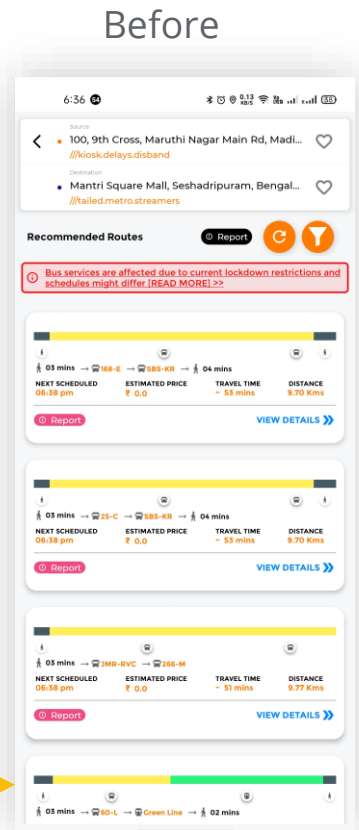


Getting to know the users details first will speed up the process.

# Mockups

The second the important step in the user flow (for Bangalore users) is to plan the trip. I redesign the page outlook with increased font sizes for better readability and easy to apply filters for search. This gives the users to opt for different options on the same screen.

Users seem to have difficulty in selecting a route.



Emphasis on price, time and distance will help users to confirm on a option.

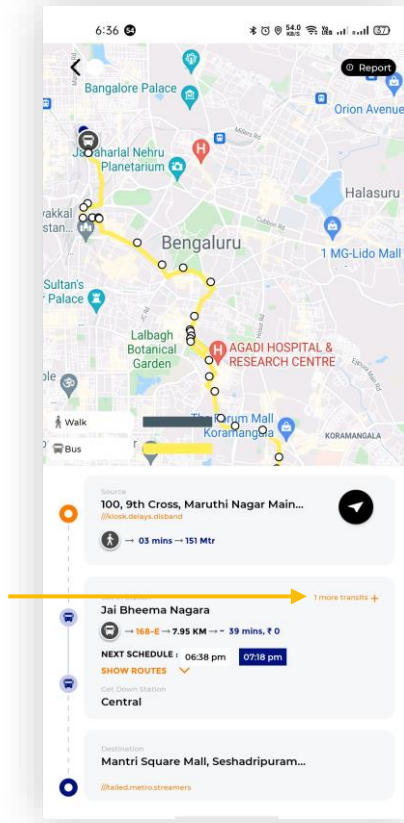


# Mockups

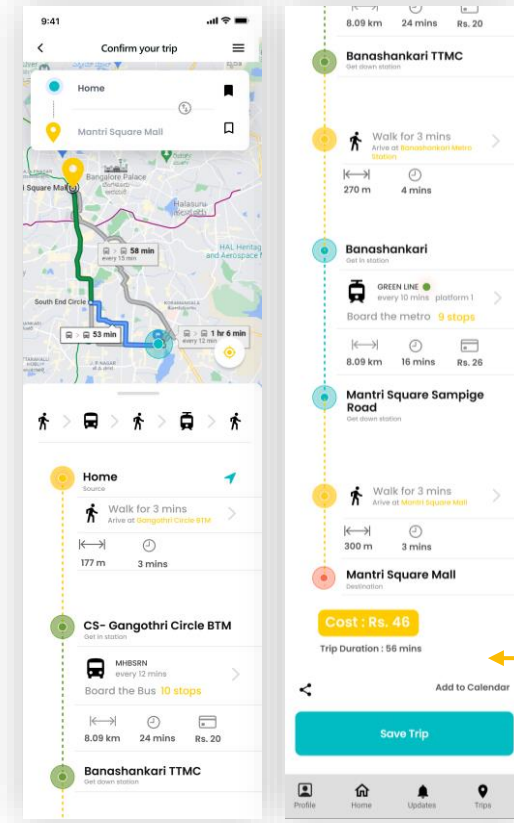
User research shows that users are not satisfied at the last step of planning the trip as they are not able to either save the trip or do any action after viewing the trip.

Hidden transit make it confusing for the users to use the app.

Before



After

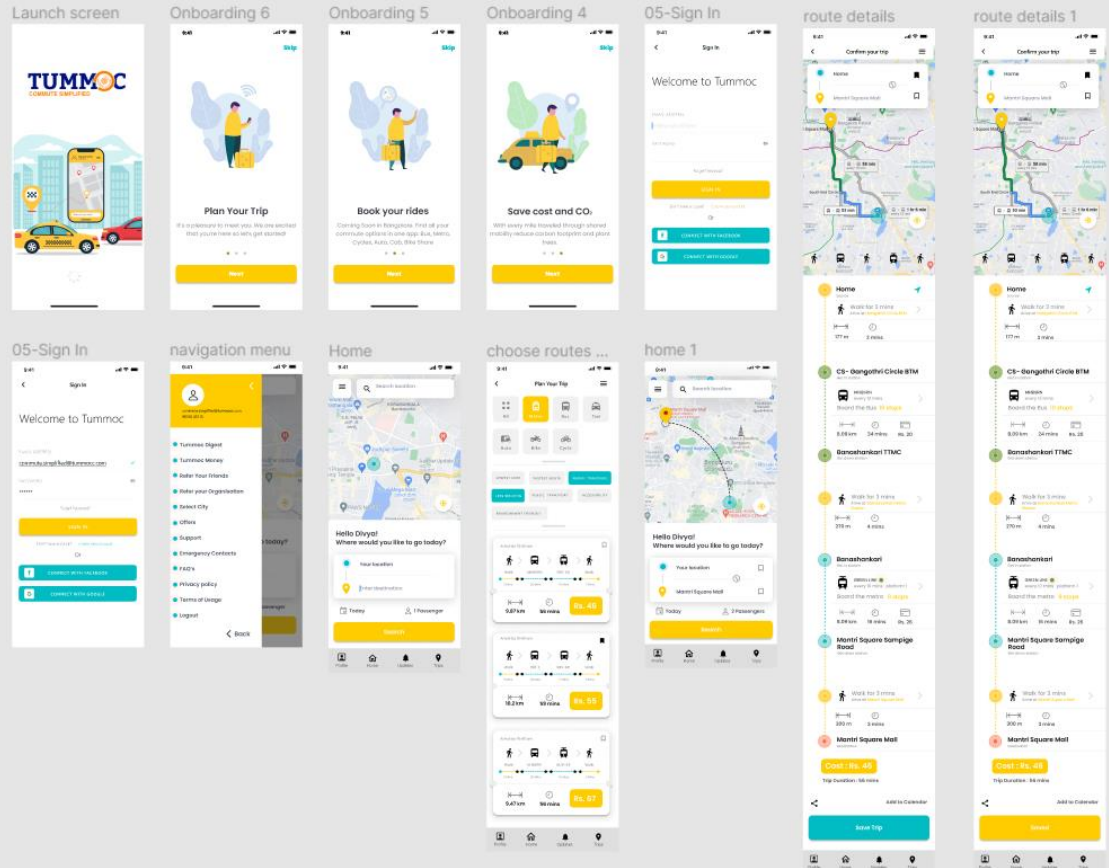


Easy navigation to explore the options.

With route other information like price, time and option to save the trip.

# High Fidelity Prototype

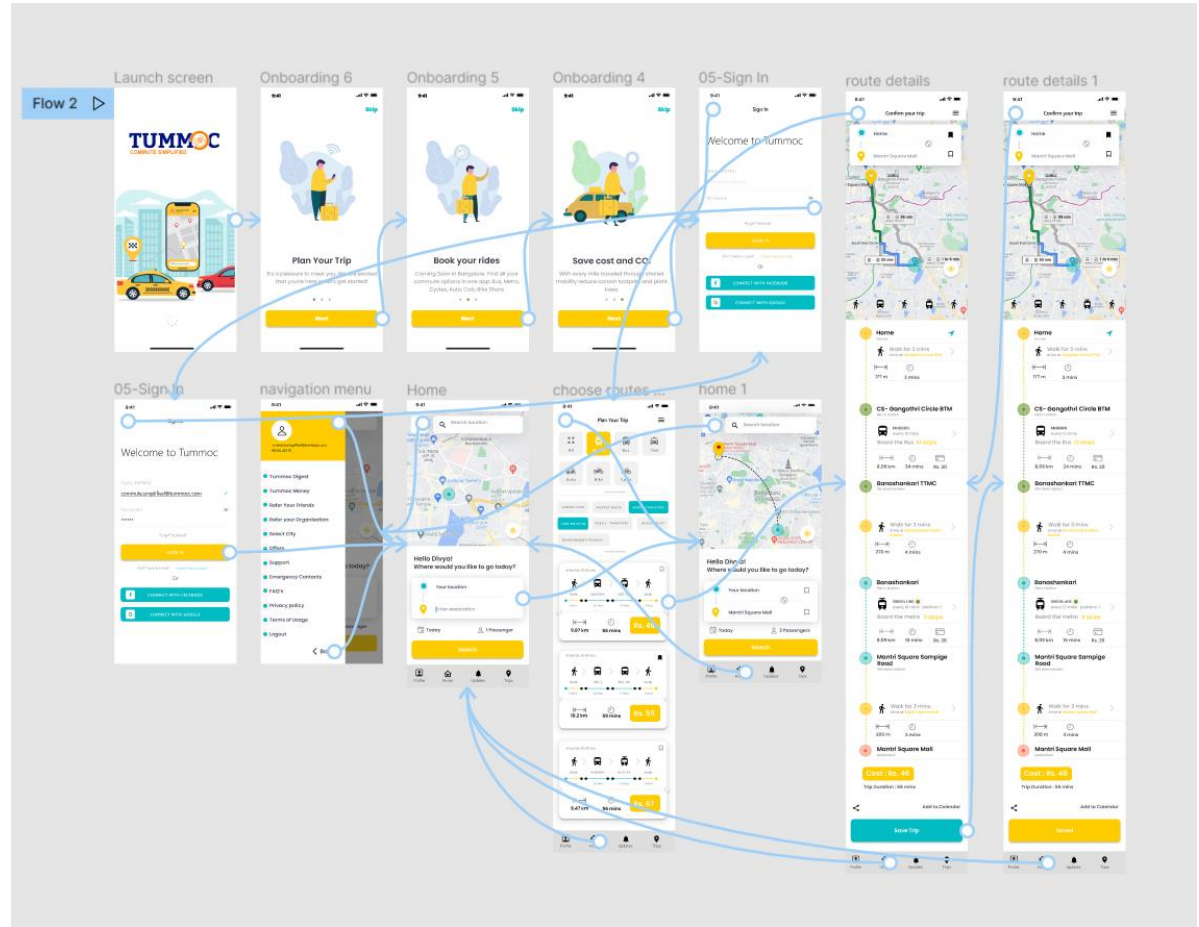
User research shows the users want to customization their search and want to be able to save the trips/routes that they finalize in the end.



# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for planing a trip. It also met user needs for a more customization and easy navigation.

View the Tummoc [high-fidelity prototype](#)



# Accessibility considerations

1

Use contrast of light and dark shades to highlight and create a sense of priority. This would also help to create a visual difference for colour blinds who only can see things in black and white.

2

Used appropriate sizes of buttons to allow easy finger taps. Place the buttons and make use of contrast to help them stand apart and look attractive.

3

Clearly defined boundary for every form field will help users having difficulty with the cognitive faculties, the mobility of hands or nervous syndromes.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The users feel that the app can be useful and they can see themselves using the app.

One quote from peer feedback:

*"I always wanted to have options to plan my trips in Bangalore. Cabs here are way too expensive so I can definitely see myself using this app in future."*



## What I learned:

While designing the prototype, I learned that how small changes can impact the design and the way users feels while plan the trip. It is highly important to align the users with the process. And I learned how important it is for users to know exactly what services are available in the app.

# Next steps

1

Conduct usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Design and update prototype with other essential screens design before next research.

3

Conduct more research to determine any areas of requirement.

# Let's connect!



Thank you for your time reviewing my work on Tummoc Revamp Prototypes !  
If you'd like to see more or get in touch, my contact information is provided below.

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Website : <https://urvashipanwar23.wixsite.com/portfolio>





Thank You!