

Pixels

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Survey Results



We conducted our survey to learn more about our potential users and to validate information we found during our interviews. We had 86 people respond to the survey. Below we summarize the data collected.

Breakdown of Primary

Participant Type	Primary Mode	Age					Grand Total
		15-24	25-34	35-44	45-54	55-64	
Alternate	Bus	2	14	5	3		24
	Walk	1	9	2			12
	Train		4	1			5
	Carpool		3	1			4
	Bike		3				3
	Motorcycle			1			1
	Total		3	33	10	3	
Drive Alone	Drive Alone		23	9	4	1	37
	Total		23	9	4	1	37
Grand Total		3	56	19	7	1	86

Primary and Distances

Participant Type	Primary Mode	commute distance				Grand Total
		0-5 miles	6-10 miles	11-30 miles	More than 30 miles	
Alternate	Bike	3				3
	Bus	6	8	10		24
	Carpool	1	1	2		4
	Motorcycle		1			1
	Train	2	2	1		5
	Walk	12				12
	Total		24	12	13	
Drive Alone	Drive Alone	5	10	16	6	37
	Total	5	10	16	6	37
Grand Total		29	22	29	6	86

Follow Up Response

Can we contact you in the future for followup interview..

Primary Mode	No	Yes
Drive Alone	54%	46%
	20	17
Bus	25%	75%
	6	18
Bike		100%
		3
Carpool	50%	50%
	2	2
Motorcycle	100%	
	1	
Train	20%	80%
	1	4
Walk	17%	83%
	2	10
Grand Total	37%	63%
	32	54

Survey Results



Common Modes

Non Primary Modes	Participant Type / Primary Mode						
	Drive Alone	Alternate					
	Drive Alone	Bus	Bike	Carpool	Motorcycle	Train	Walk
Bus	7		2	1		2	8
Carpool	7	3	1			1	1
Walk	5	17		1			
Bike	3	1		1	1	3	2
Motorcycle	3						
Train	2						
Uber / Taxi	1	1					
Plane	1						
Subway	1						
Work from home	1						
Car Share (car2go)		1	1				2
Drive Alone		9	2	2		1	5
Ferry						1	
Light Rail		1					
Vanpool				1			

Employer Facilities

Employer Facilities	Participant Type	
	Alternate	Drive Alone
Bike Racks	31	14
Showers	29	14
Locker Room	25	11
Carpool parking	17	15
None	10	16
Shuttle	16	7
Free ORCA card	1	
parking lot	1	
Shelves	1	

Employee Benefits

Employer Benefits (group)	Participant Type	
	Alternate	Drive Alone
Free Parking	18	27
Free Bus Pass	24	6
Free Carpool Parking	10	10
Subsidized Bus Pass	9	6
None	6	8
Subsidized Parking	8	1
Commuter Spending Account	2	
a coffee shop. . .?	1	
I'm a sole proprietor	1	
Monthly travel amount added to paycheck	1	
Self-powered commuters accumulate some dollar amoun..	1	

Discussion of results

- More people take an alternative forms of transportation than drive alone.
- Of those that live within 5 miles of their workplace, 41% walk to work.
- The distance with the largest number of busers was the 11-30 mile range.
- The number of people who drive alone increases as the distance from work increases.

Competitive Analysis



Summary

We have researched a total of eight organizations who offer products or services that are similar to Luum, with a goal to understand the current industry trends and identify areas & gaps where our mobile application design can tap into.

Companies profiles

Six companies were identified by our partner Luum and two by our online research. Half of them are nonprofit organizations. The private, for-profit organizations tend to be small in size, with a focus to sell software & services to enterprises, whereas the nonprofits are either ran or funded by state government with a focus to provide assistance to commuters. Four of them located in Seattle, Washington, one in Newton, Massachusetts, and two in Canada. One organization also offers international support.

Method

Online research

Highlights

Mobile - Mobile in this space appears limited and in its' infancy. Most non-profit organizations have not offered mobile applications to their user yet and only one offers a mobile website. Half (2 out of 4) of the for profit organizations offer mobile applications and support iPhone and Android platforms. One supports Windows phone platform.

Web applications & services - Existing web applications features for commuters tracking trips and marking activities on calendars seems pretty established, easy to use, and all are similar in nature. Companies targeting enterprise customers appear to offer a wider range of features such as reporting and focus their service on data privacy and addressing security concerns.

Sign-in, match process, & social - These services vary. Sign-in and ride matching for the nonprofits are generally pretty easy. We are unable to validate those that require corporate account, but basing off of the screenshots and descriptions provided, we saw some creative features such as the use of instant messaging to contact a match or the ability to see match's Facebook profile.

Gamification, incentives and rewards - These features and services vary depending on the company's focus. Some are points based, cost-focused, whereas some are fitness and community or events-based. Regardless of their approaches, it is clear that incentives is a top driver of their products/services.

Design insights & next steps

Research shows a gap for creating a mobile application for commuters who want to benefit from keeping track of their commute. Research also shows incentives are key motivators. The challenge for our team now is to combine the existing easy-to-use process and targeted incentives into our design, so drive-alone users are encouraged to try alternative modes and commuters who use alternative transportation will continue to enjoy the process. Our next step to further understand this space is to focus on specific applications or devices that offer tracking and incentive program, such as Fitbit, Nike fuelband, Moves, etc.





Gwyneth Green Age: 28

“ I used to track my commutes on our company’s website so I could receive money back on my bus pass, but then I started forgetting, and it became too much of a hassle. ”

Home

Lives in a little house in Ballard with her boyfriend.

Work

Urban Designer for City of Seattle
Works in downtown Seattle
Makes \$55,000 per year.

Computer devices

Regular computer user
Uses MacBook Air, iPad, iPhone daily.

Goal

To track her commute so she can receive money back.

Motivations for commute

Cost: Parking is expensive downtown, and her company doesn’t pay for it.

Enjoyment: She enjoys zoning out on the bus, reading, and listening to KEXP.

Environment: She cares about the environment, and wants to do her part by taking the bus rather than driving.

Commute details

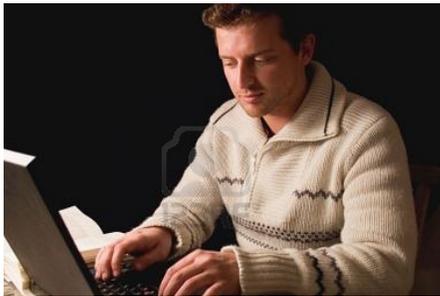
Most days she stops by Ballard Coffee works in the morning, grabs a coffee, and then catches the bus across the street which takes her a few blocks from work. She then walks the rest of the way.

She is a fair weather biker and will occasionally put her bike on the bus to work, and bike back. She doesn’t enjoy the rain, and doesn’t like getting to work wet.

She owns a car, but only drives it to work on rare occasions, e.g. a couple times a month.

She uses the ORCA card to pay for her bus fare.

She either reads or listens to KEXP on her iPhone on the way to work



Paul the PM Age: 36

“ We just implemented a new program at work to encourage employees to consider alternative forms of transportation; I need to set a good example for my team. ”

Home

Lives in Greenlake with 2 children and wife. Wife is a stay at home mom.

Work

Lead Program Manager at Microsoft in Redmond. Makes \$150,000 per year.

Computer devices

Regular computer user
Uses iphone, Windows laptop (Windows 8.1) daily but leaves laptop at work.

Goal

Motivate team to use alternative forms of transportation.

Motivations for commute

Comfort: Paul enjoys the comfort of his Audi A3 and likes to drive.

Convenience: Convenience of working his own schedule is important to him.

Cost: He gets frustrated with driving when it comes to traffic and the increasing toll fees on the 520 bridge.

Team player: He is open to using the Microsoft shuttle in order to set a good example for his reports to use alternative transportation.

Competition: He likes the idea of competing against other work teams.

Commute details

Paul enjoys the comfort and convenience of driving his Audi A3 to work and enjoy his time alone listening to NPR.

He likes the convenience of having his own schedule where he can pick up the kids after school when needed, stop at the store on the way home, or head to the driving range with friends after work.

He manages a team at Microsoft, and occasionally stays late after work or goes out to have drinks with his team.

The Microsoft shuttle has a stop in his neighborhood, but he has not considered taking it yet.

Scenarios

Gwyneth

- Join a team at work to compete in the commute challenge
- Track her commute, to and from work
- Check to see how much money she is saving by commuting
- Receive information that she has hit a milestone and will receive a reward
- Compare her carbon footprint to the average person, and post this information to Facebook



Paul

- Create his team using Luum website
- Wants to make sure he takes the Microsoft shuttle a few times a week
- Check in to see how his team is comparing to other teams at Microsoft
- Checks his progress to make sure he's beating the other manager he's competing with
- Wants to have access to privacy settings so the app doesn't track him all the time