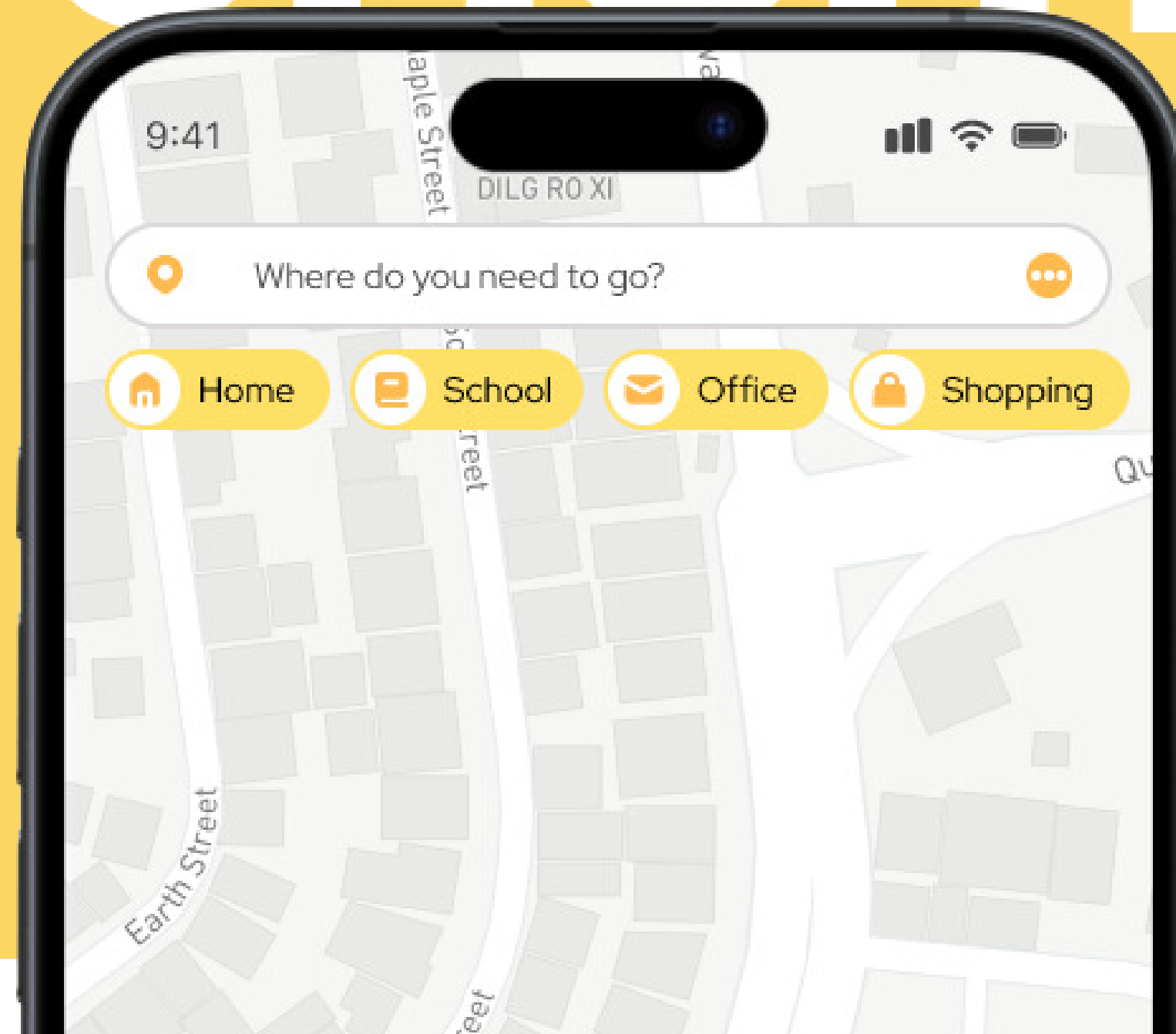


GoHuMe



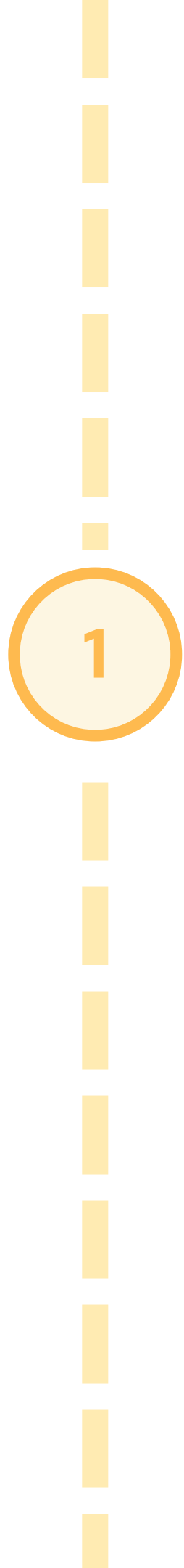


GoHüme is an app that acts as a trusty companion, making jeepney commutes joyful for everyone in the Philippines.

Presentation Flow

- 📍 Motivation
- Requirements
- Design
- Evaluation & Revision
- 📍 Conclusion





1

Motivation

What problem did we want to solve?

Challenge

Alleviate the hassle of everyday jeepney commute in the Philippines.

Solution

Create an intuitive jeepney commute app that effortlessly navigates you through the city.

User Characteristics

- Urban residents
- Rely on public transport for daily commutes
- Include office workers and students
- Have tight schedules
- Require affordable commute options
- Concerned about safety and comfort in crowded vehicles



2

Requirements

What did we learn from our users?

● FINDINGS

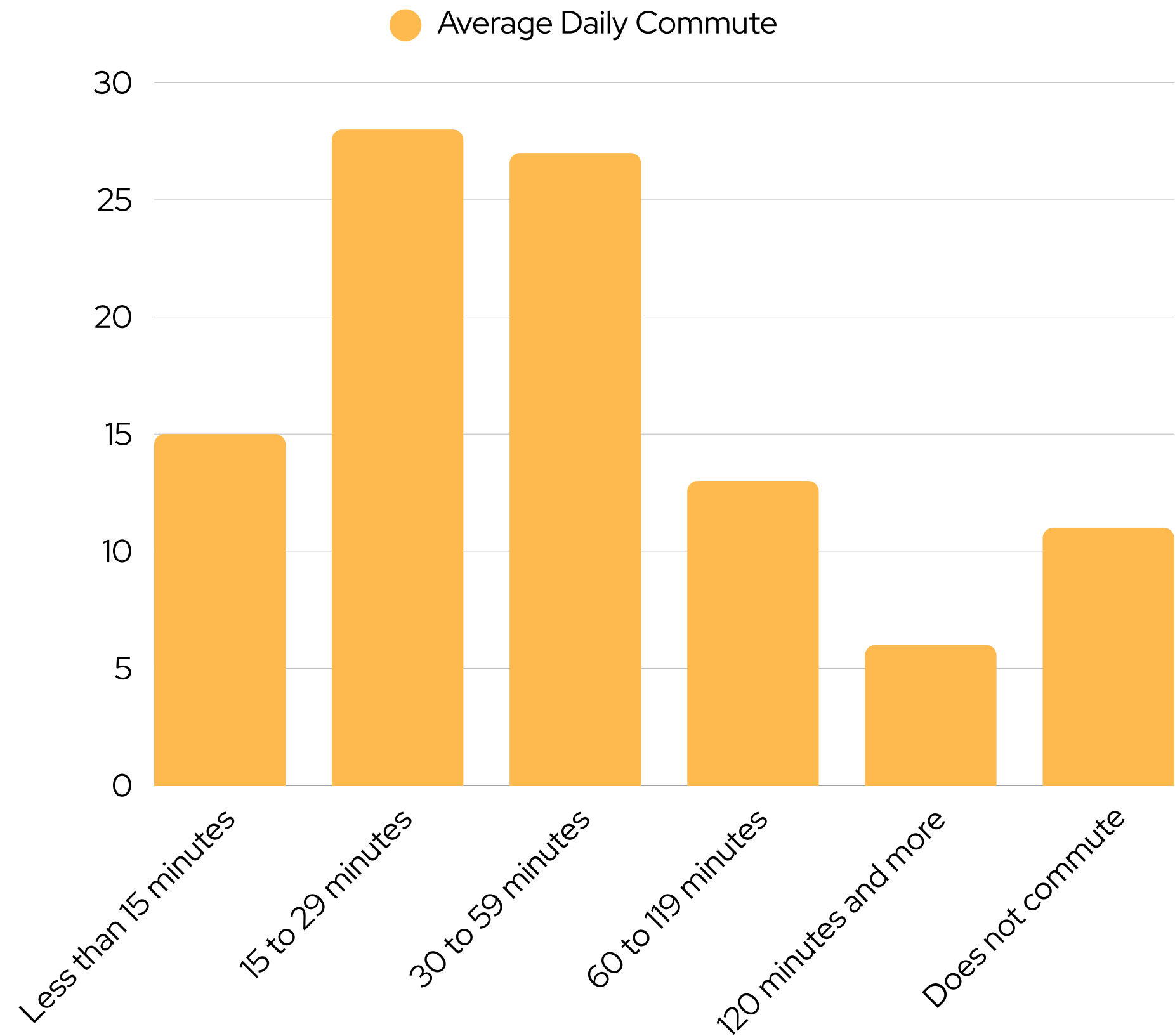
43%

Average daily commute
of less than 30 mins

46%

Average daily commute
of 30 mins and more

Source:
Philippines: daily commute
duration 2023 | Statista



- **SYSTEM REQUIREMENTS**

01 Learnability
& Navigation

02 Efficiency
Improvement

03 User-Centric
Design

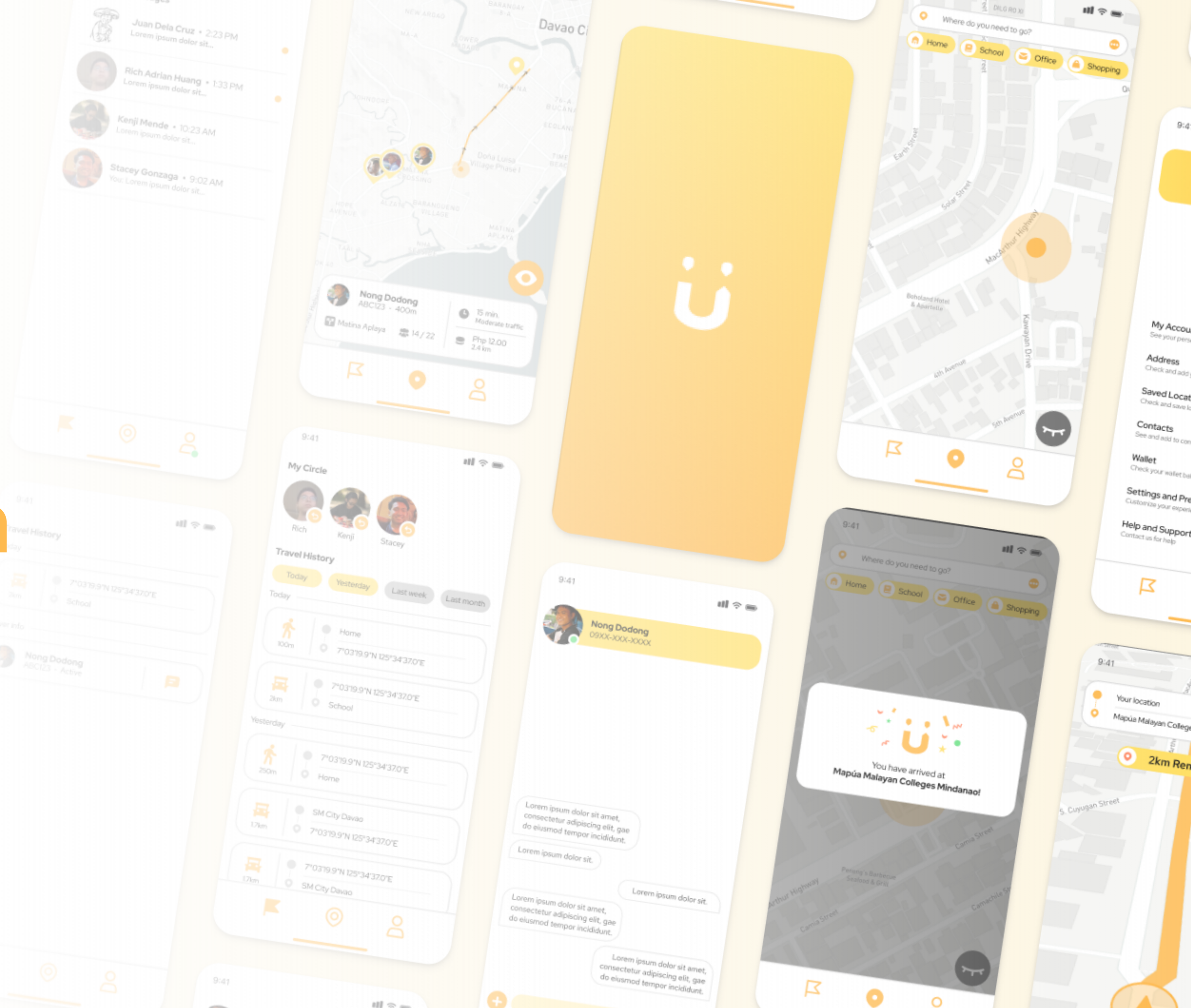
04 Tracking and
Notifications

05 Accessibility

06 Personalization

3

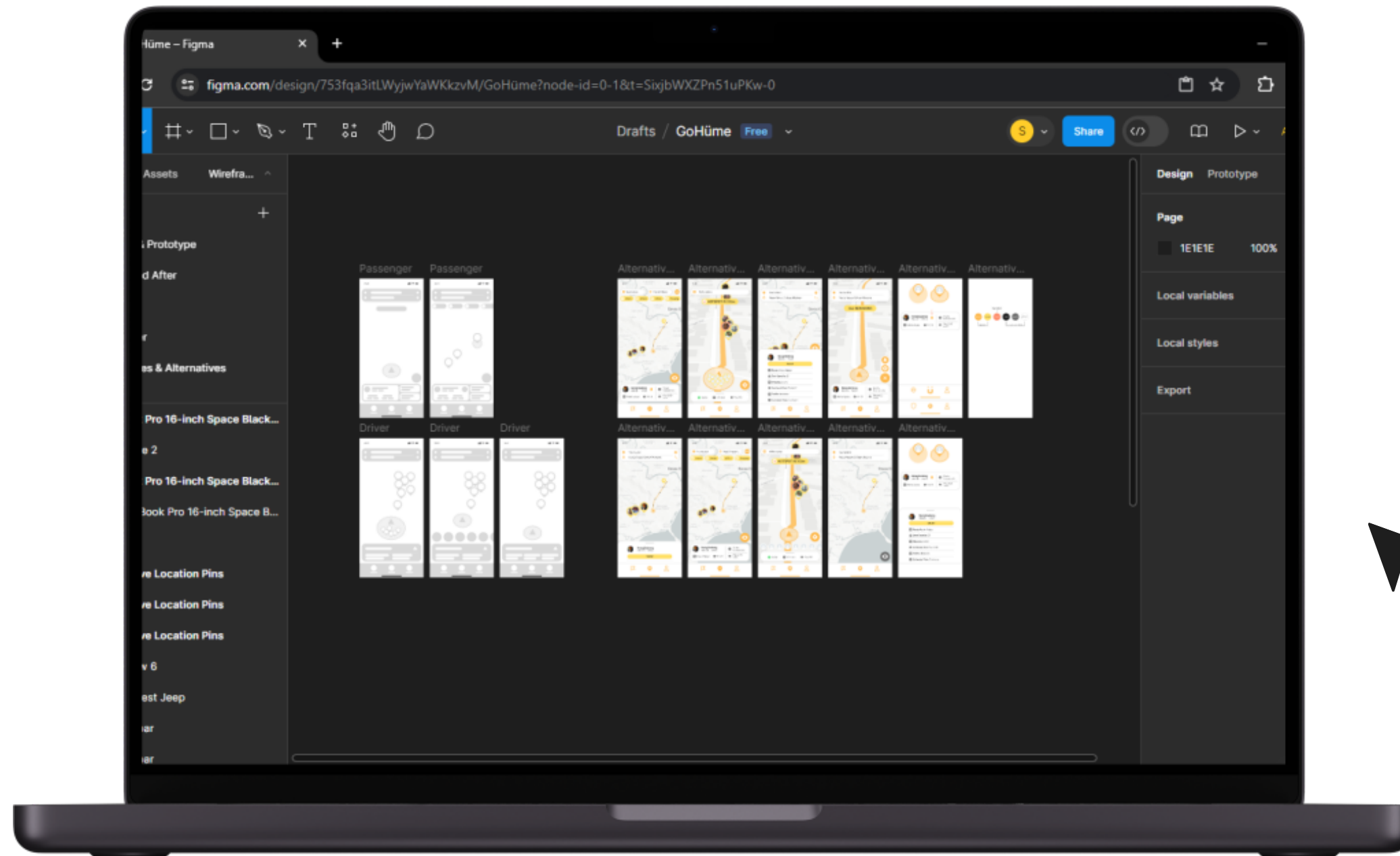
Design



● IDEATE



● LOW-FIDELITY



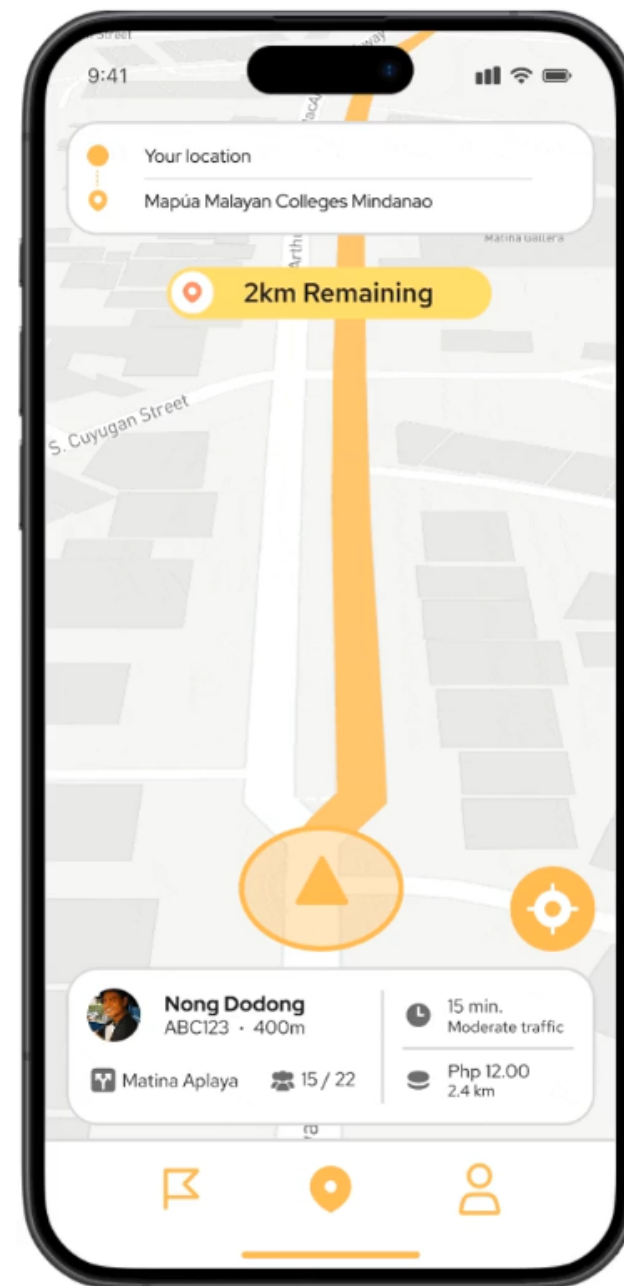
Rich

Stacey

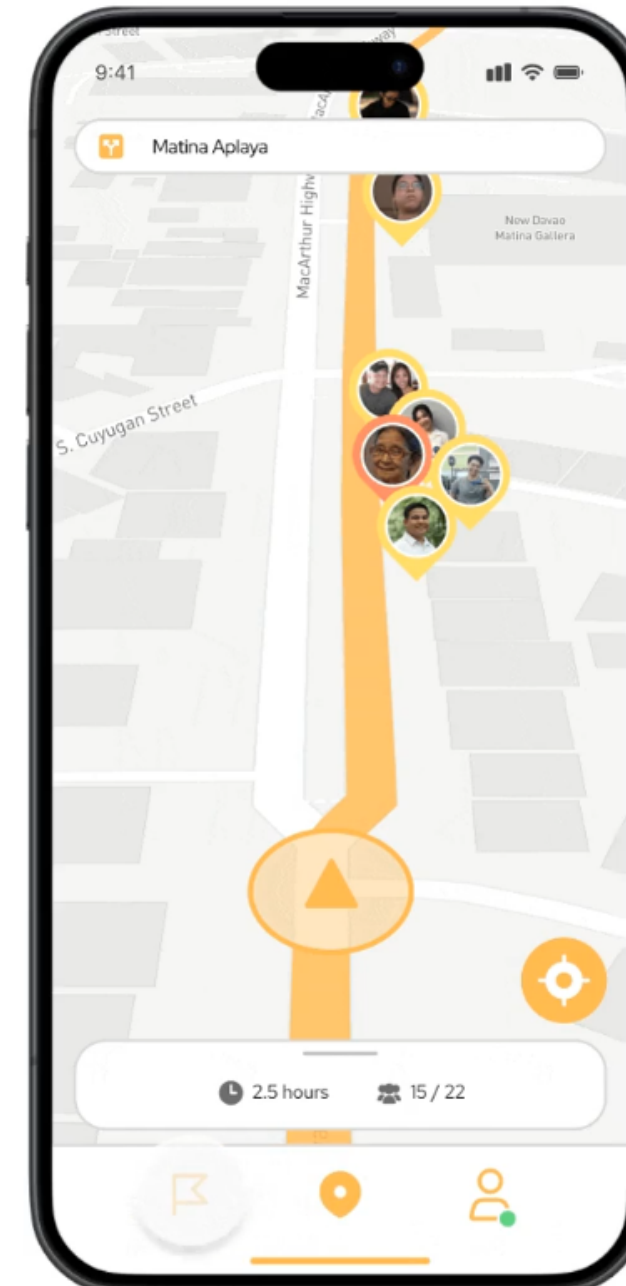
Kenji

● HIGH-FIDELITY

Passenger's view

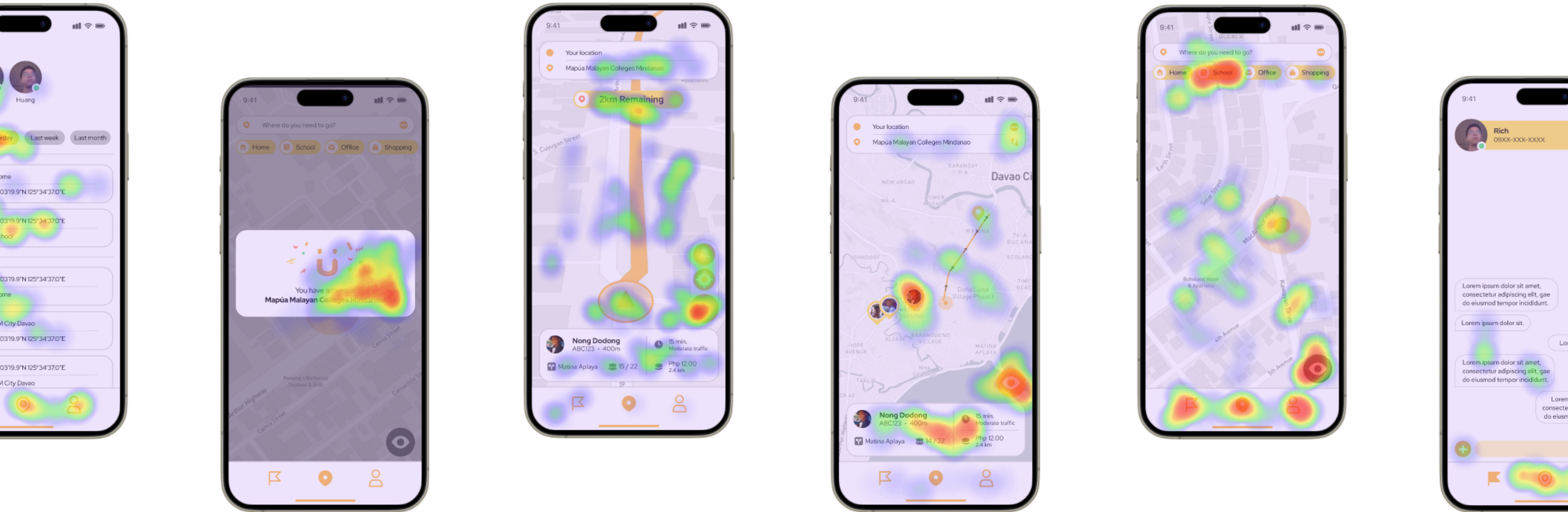


Driver's view



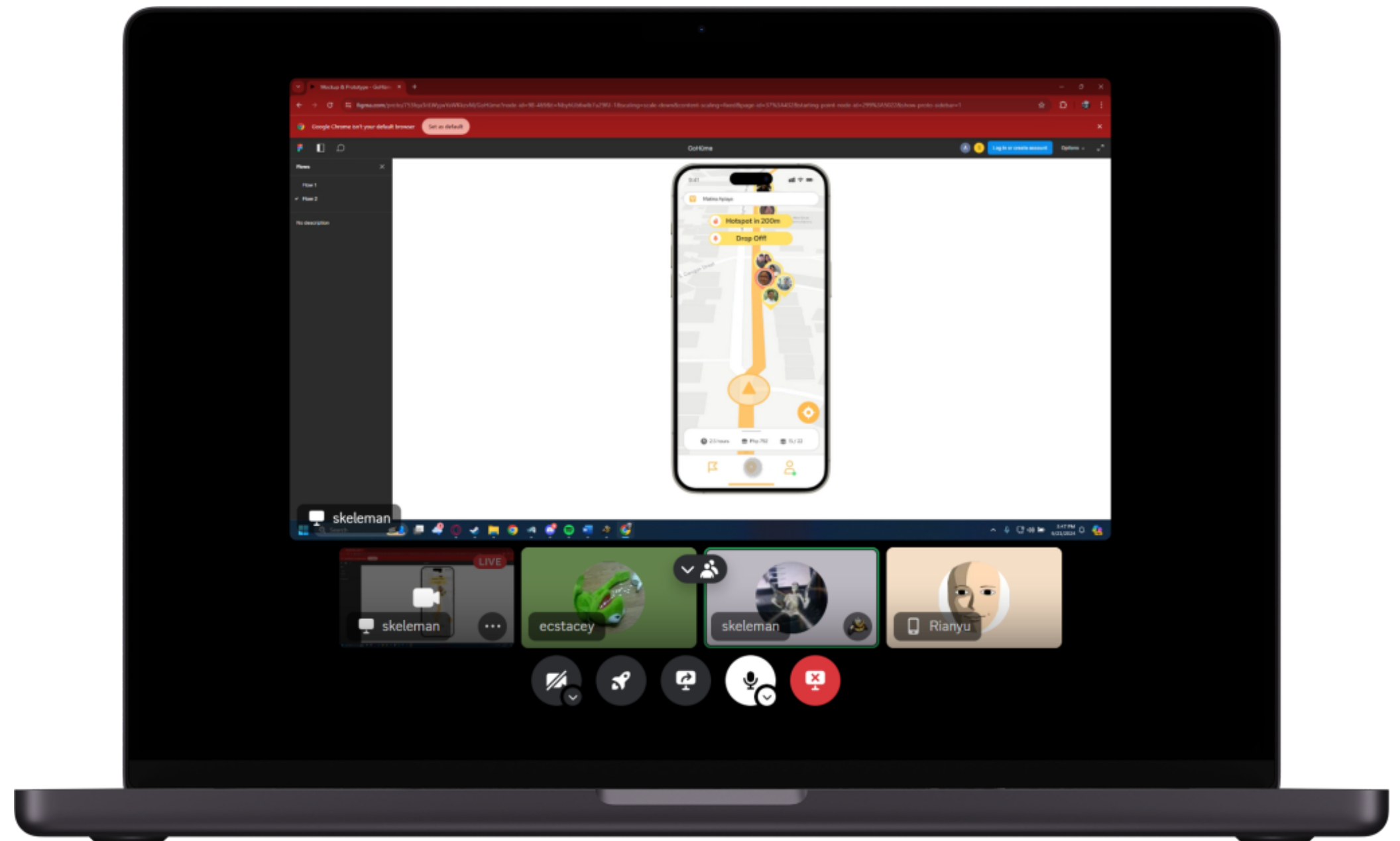
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Evaluation and Revision



● EVALUATION

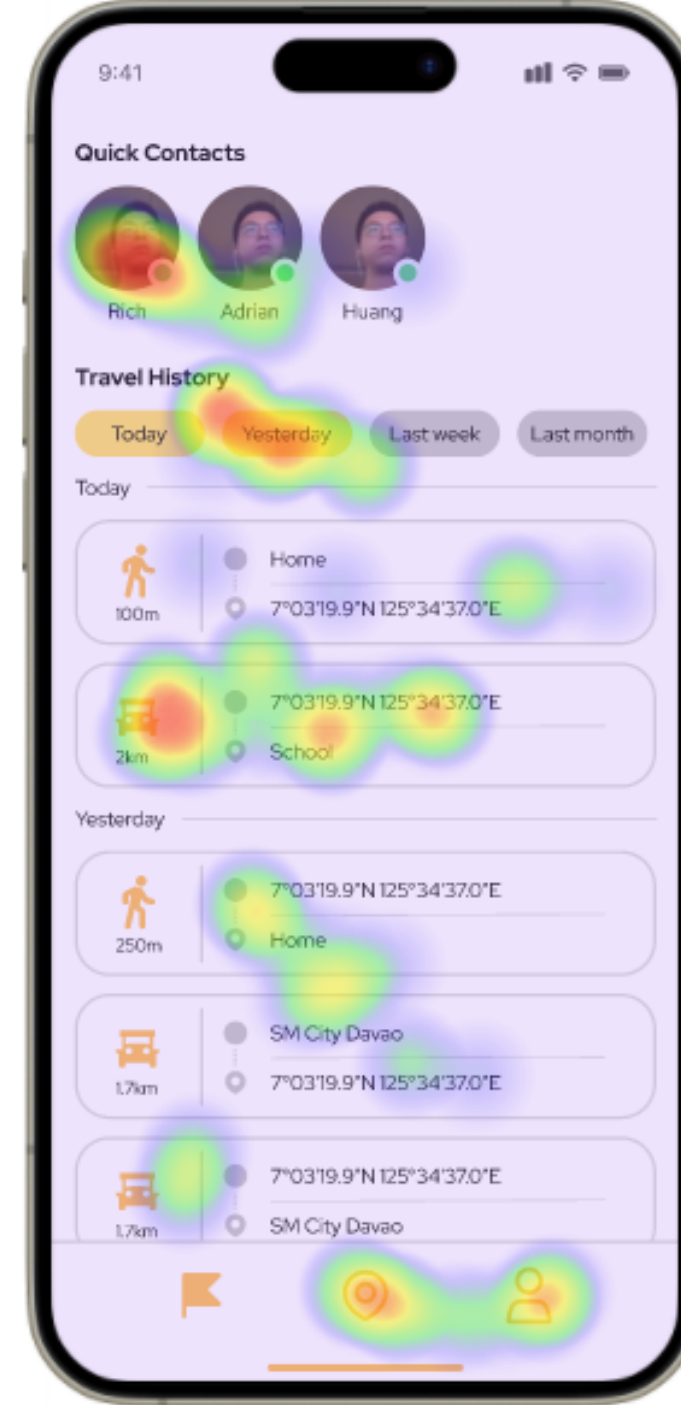
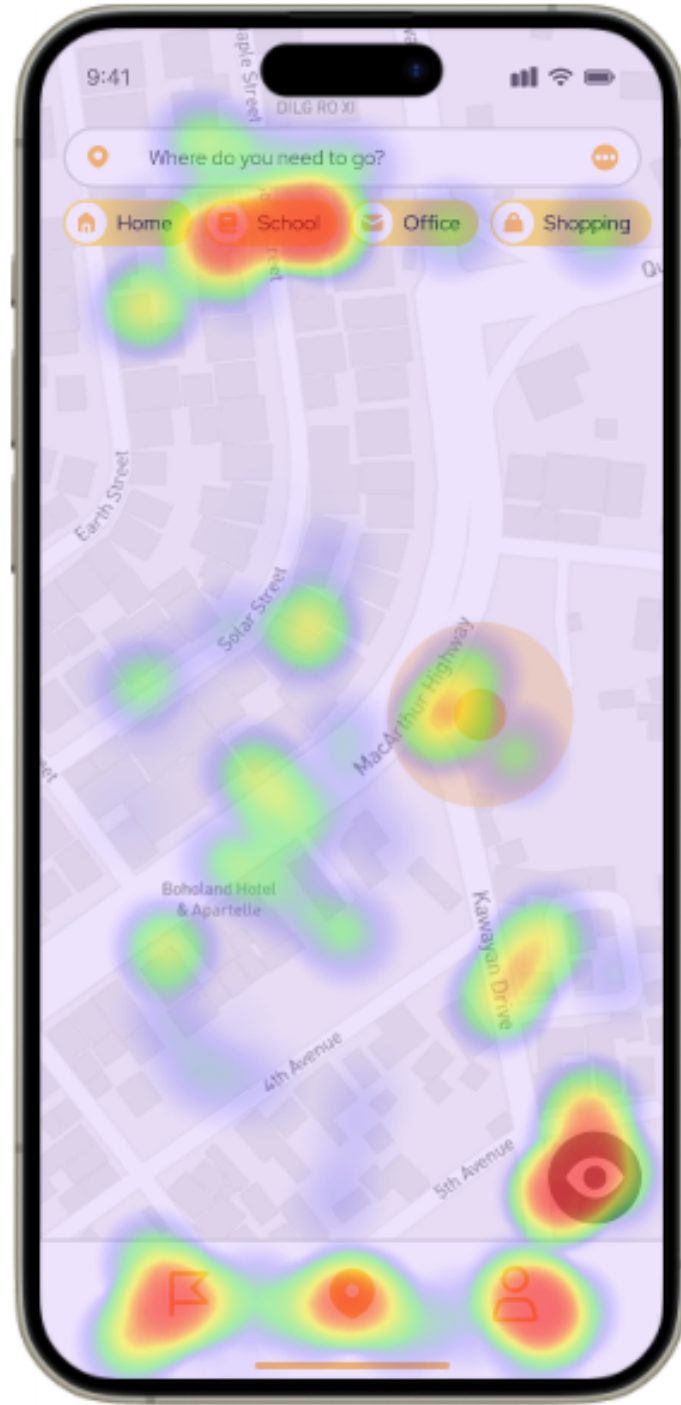
Moderated interviews
with users

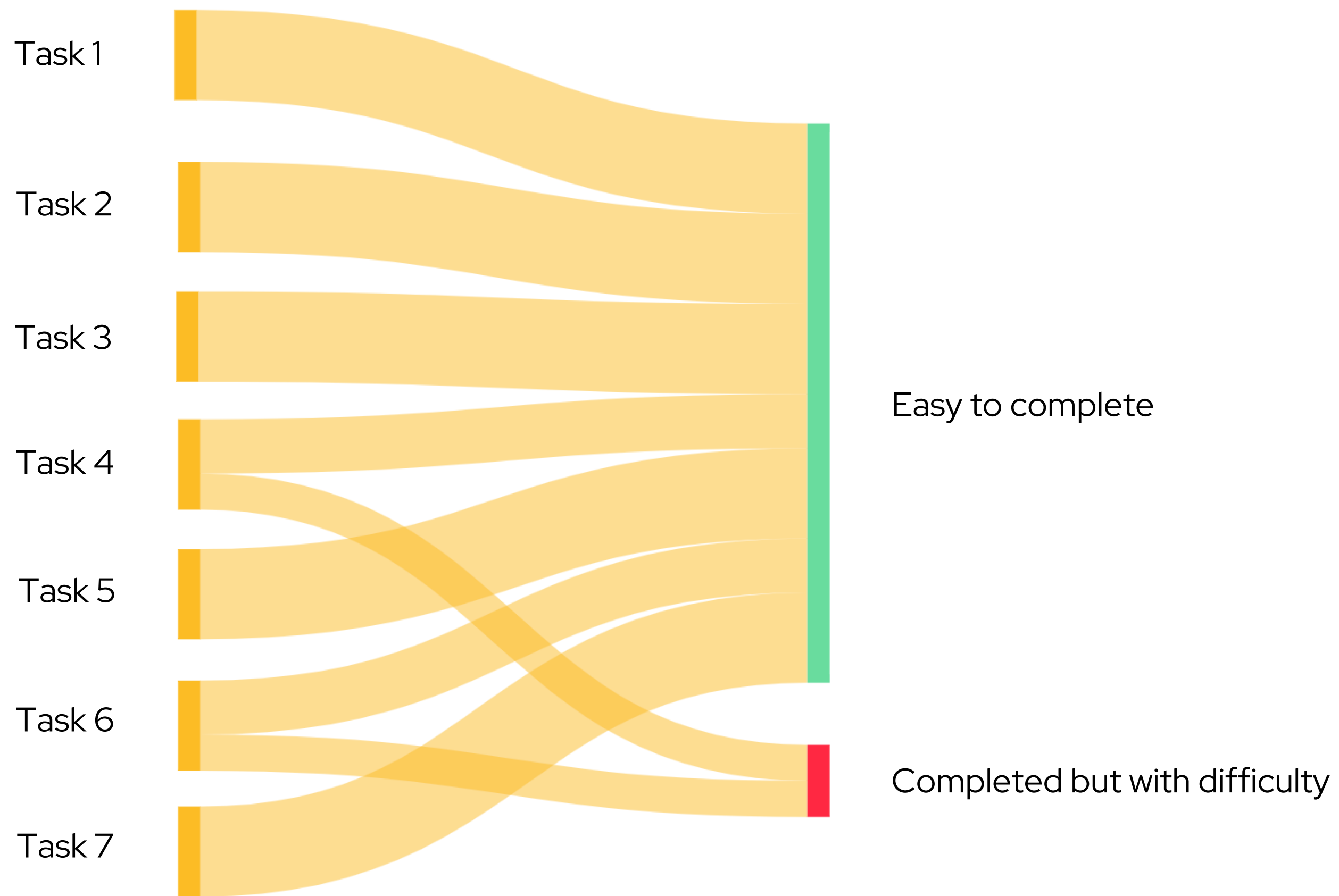




User Journey

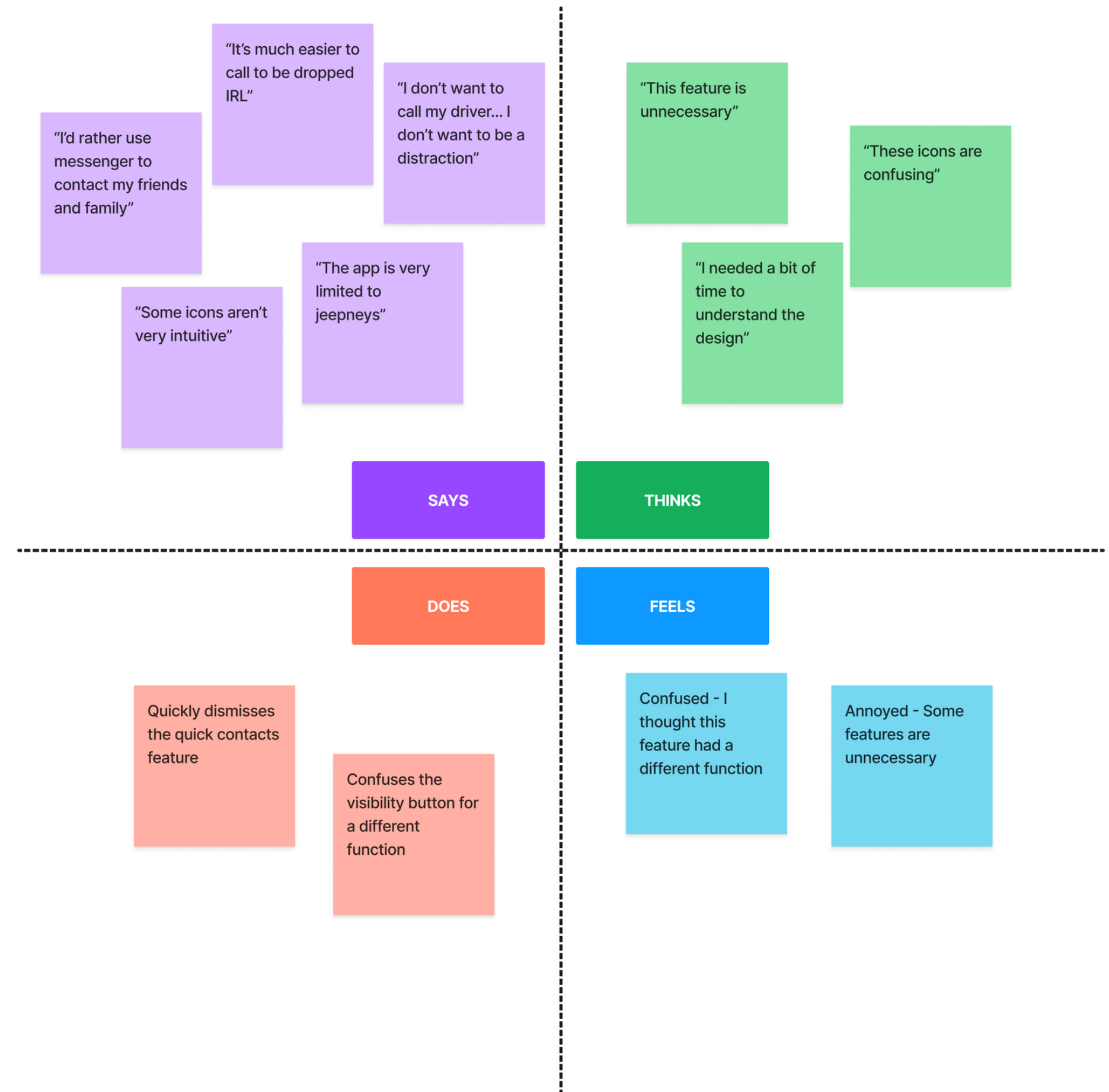
For most users, the journey was generally intuitive.

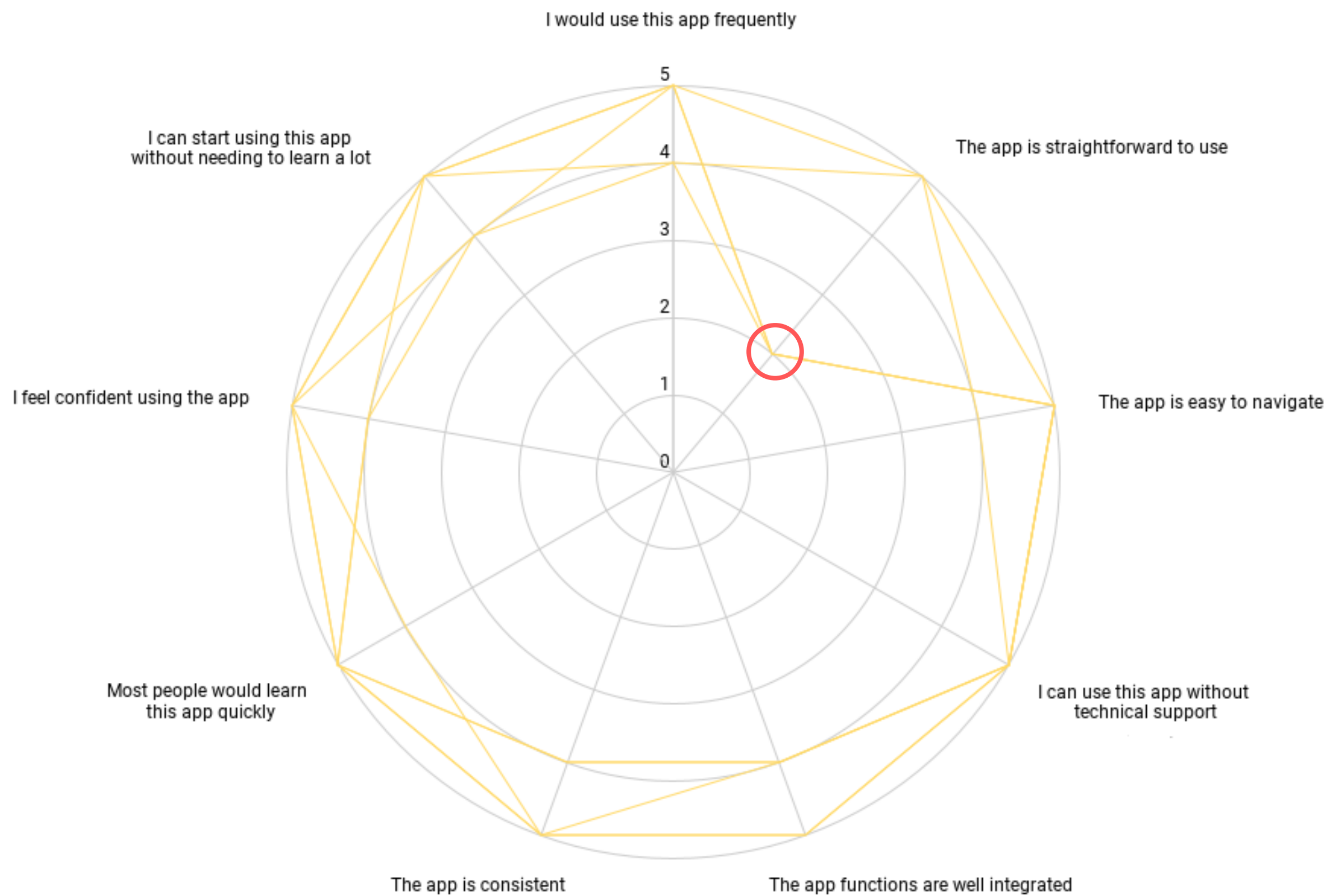


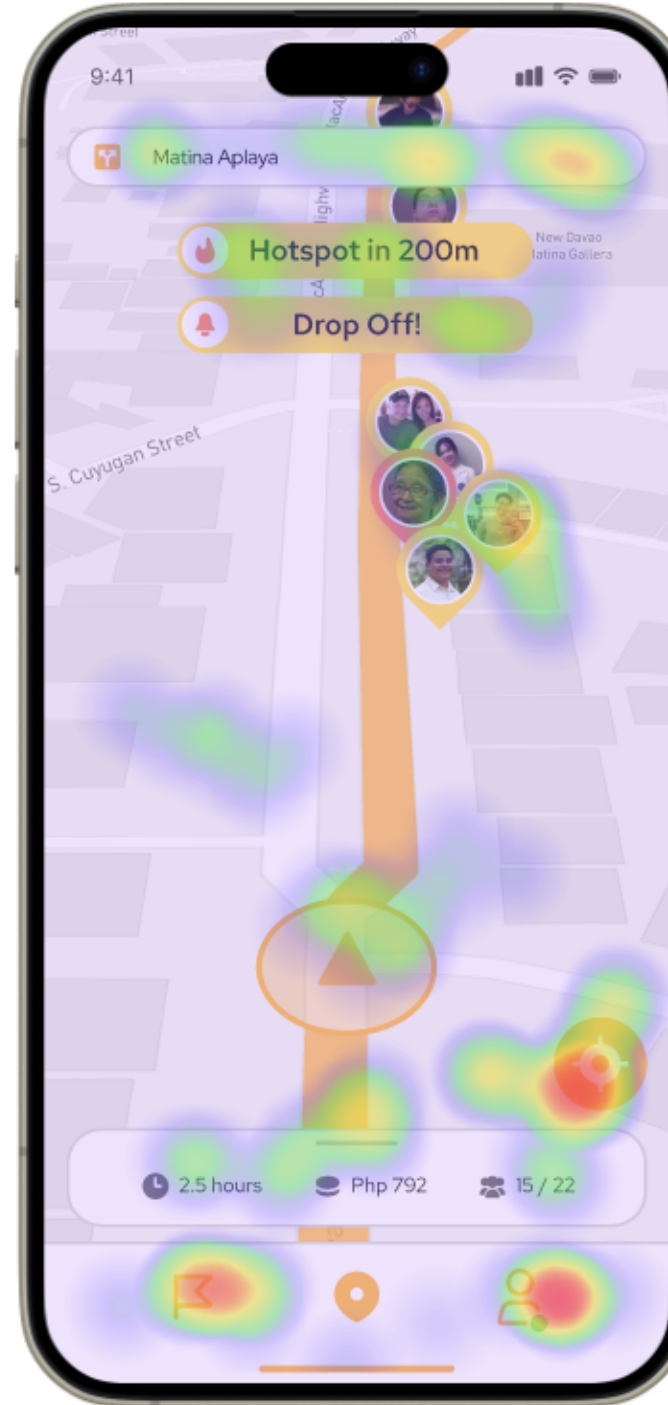
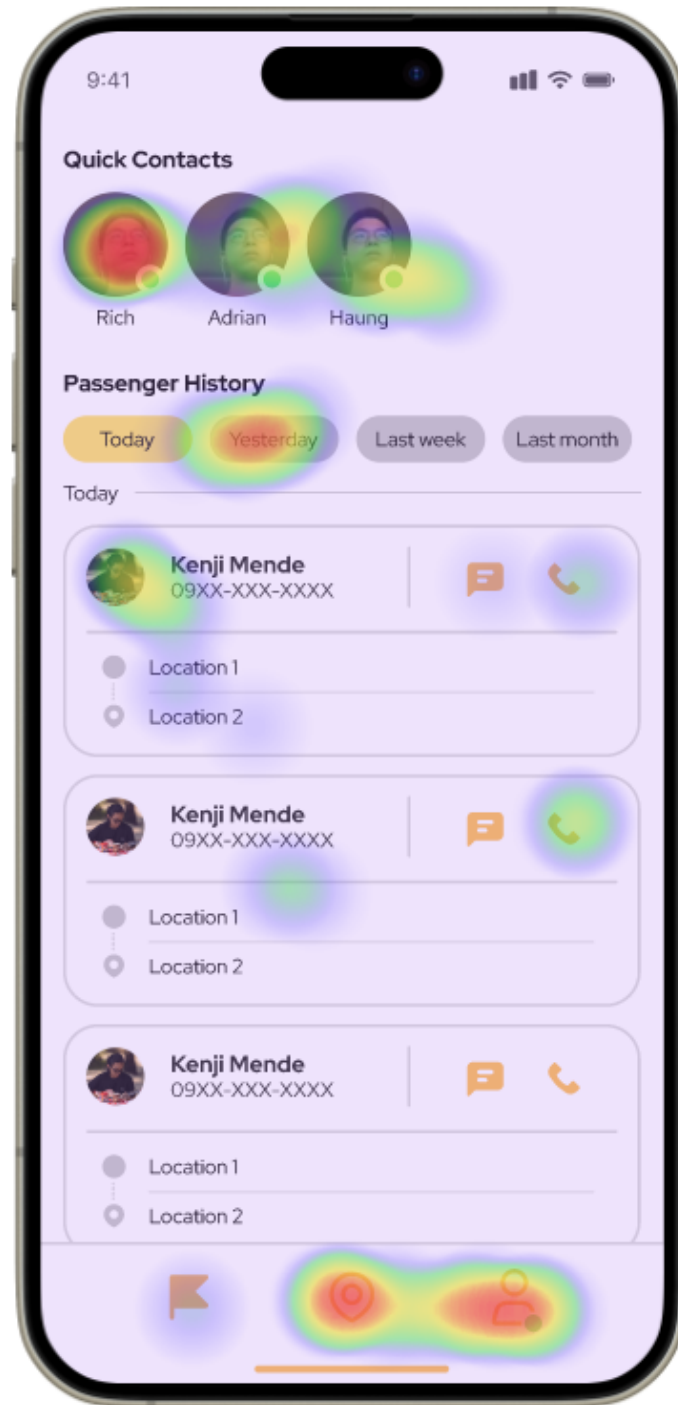


Empathy Maps

Qualitative methods helped locate pain points from the prototype







Task 1

Task 2

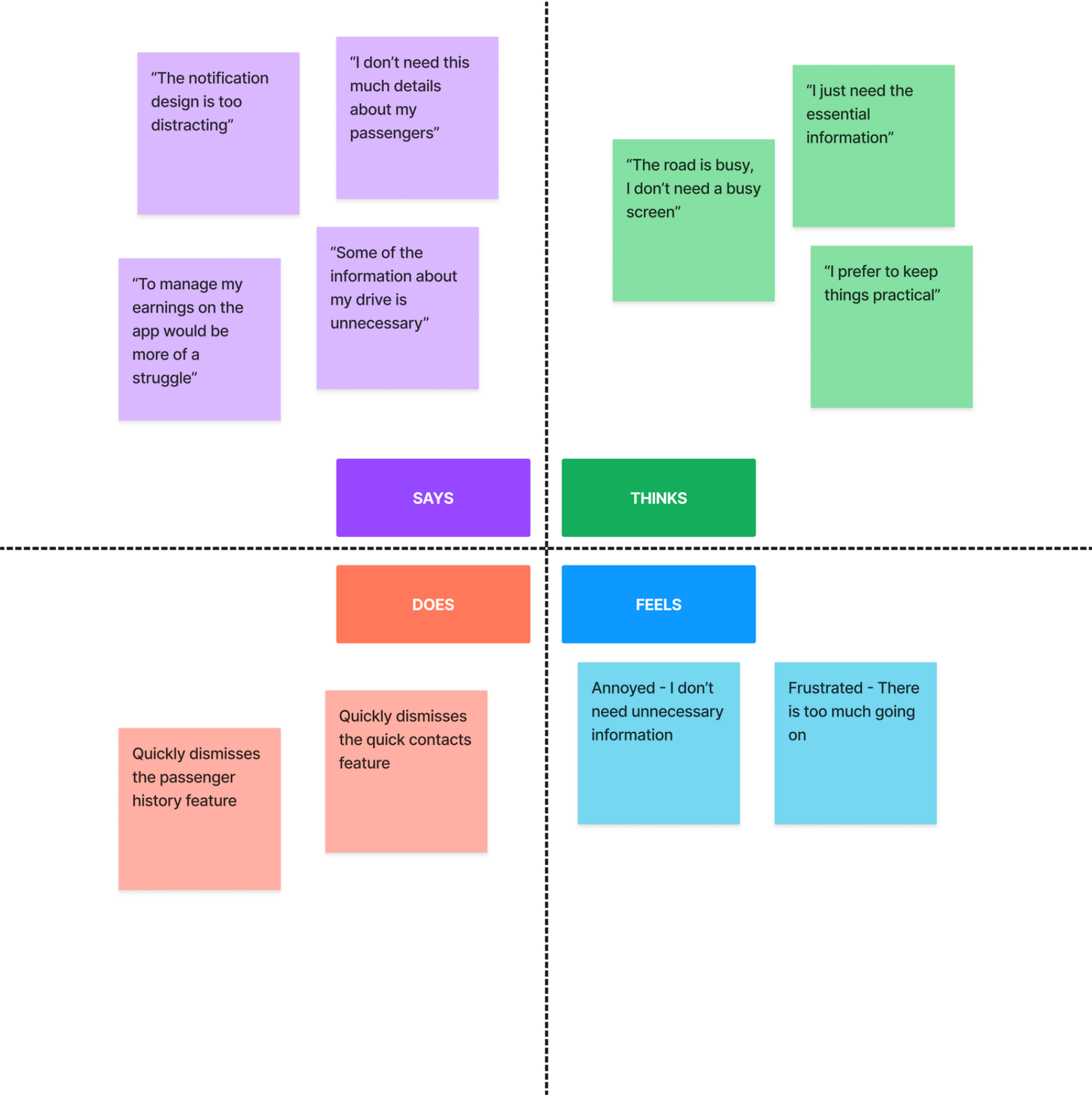
Task 3

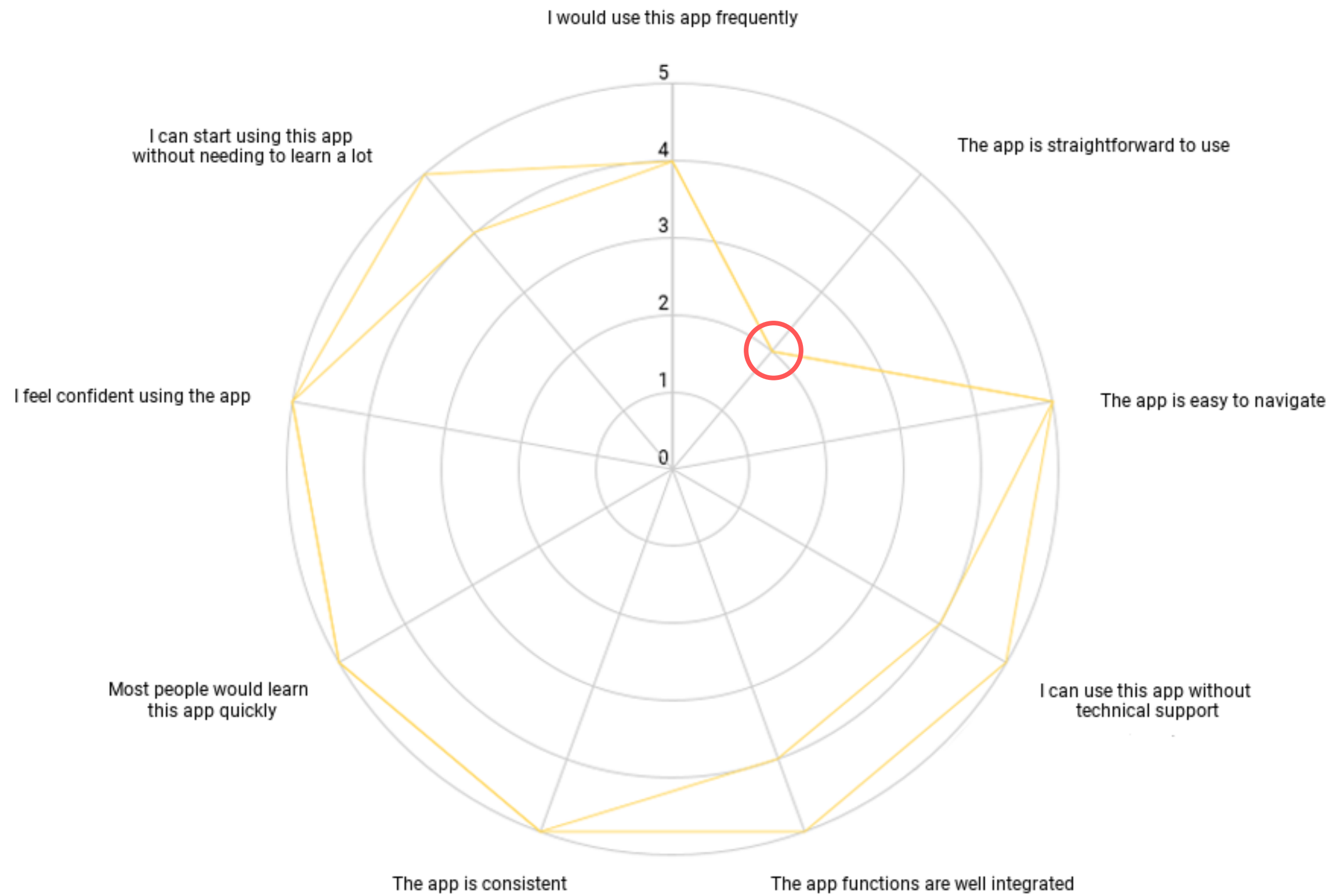
Task 4

Task 5

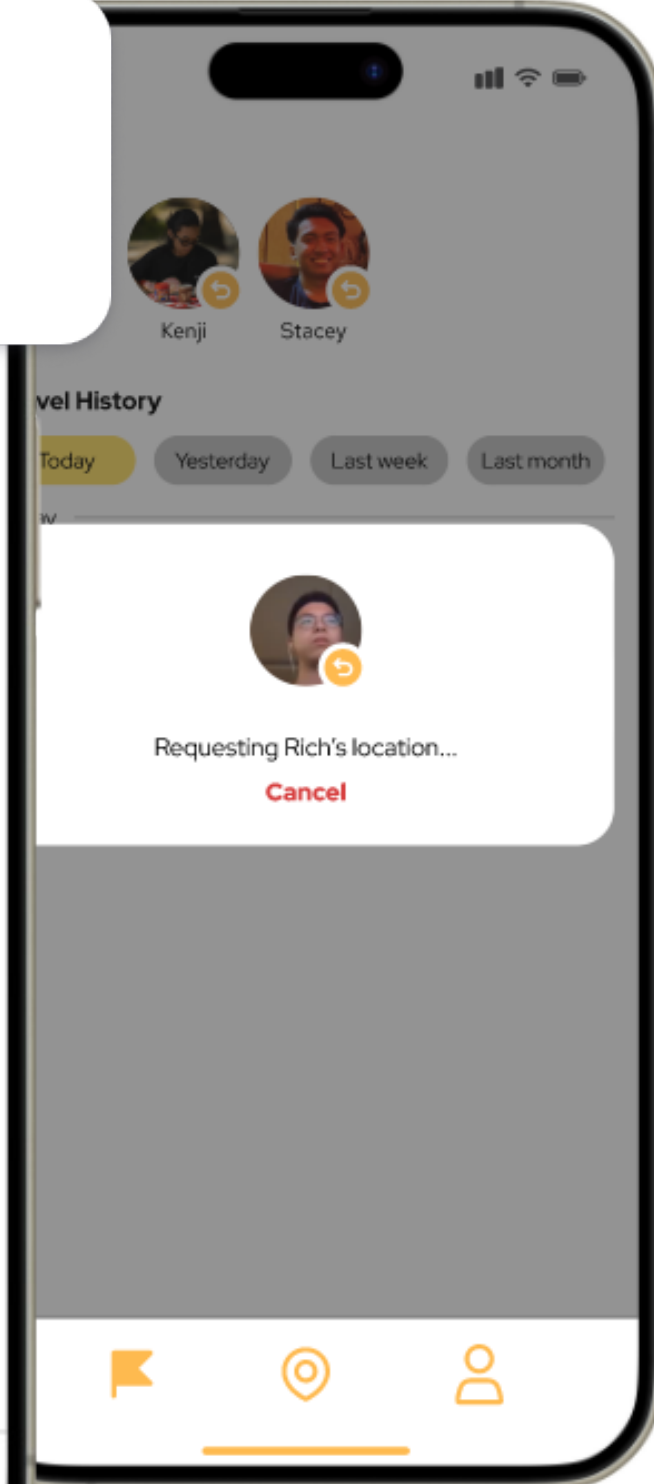
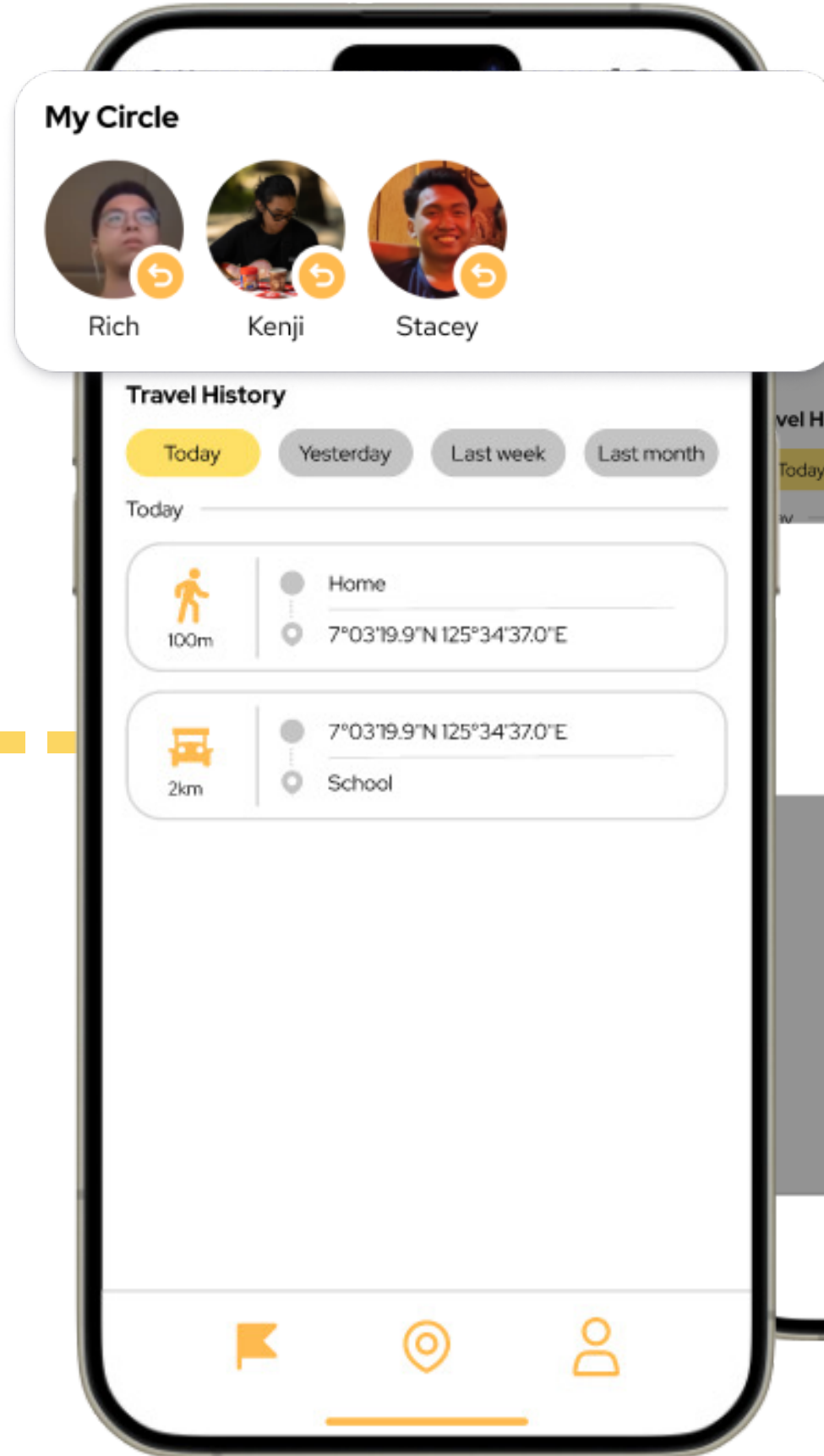
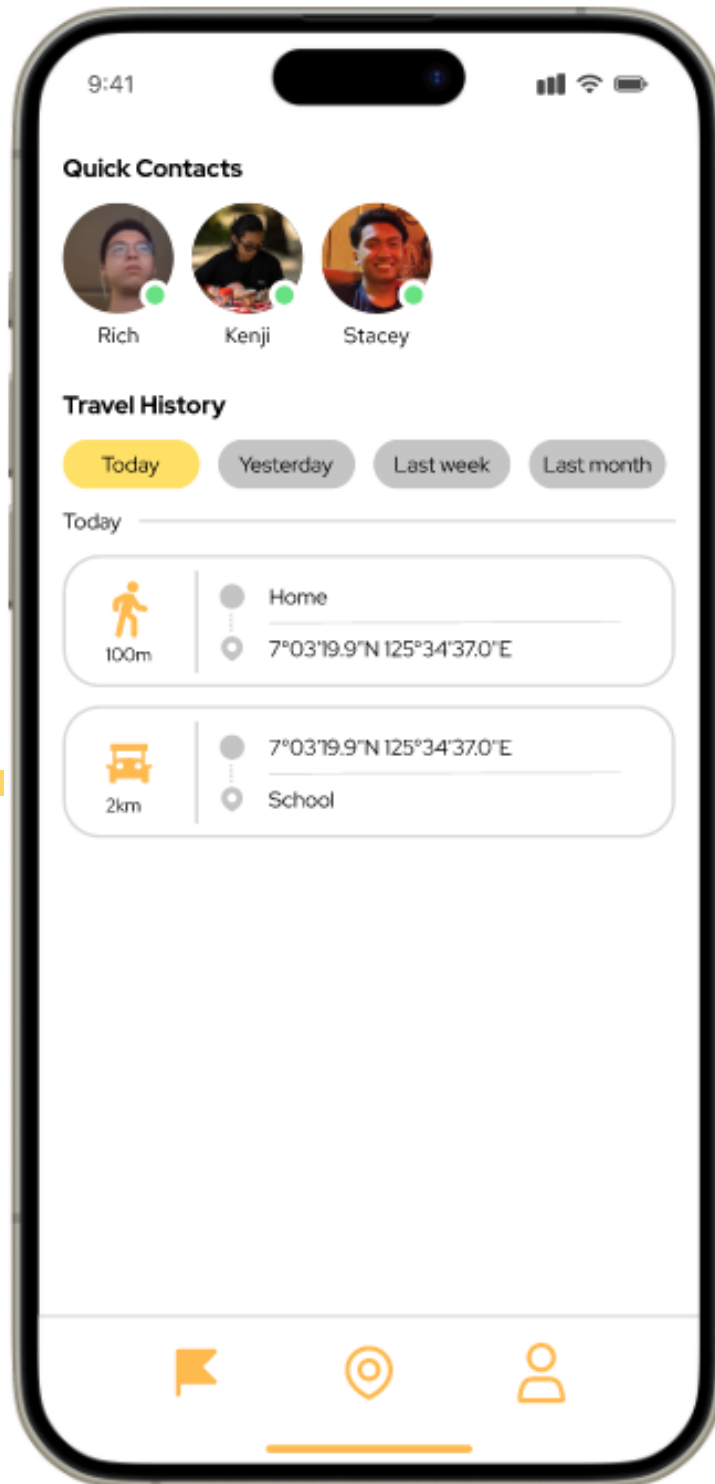
Easy to complete

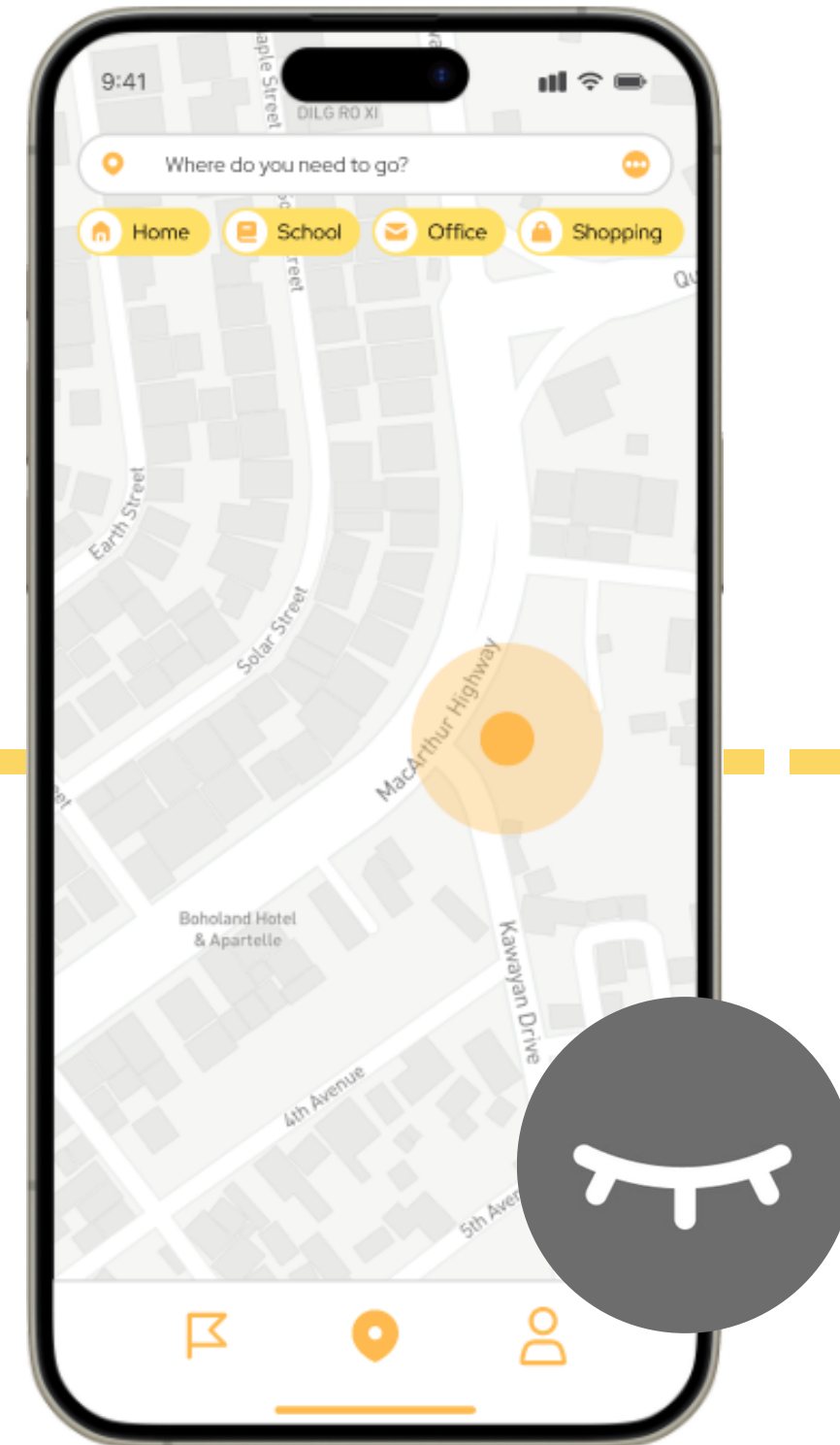
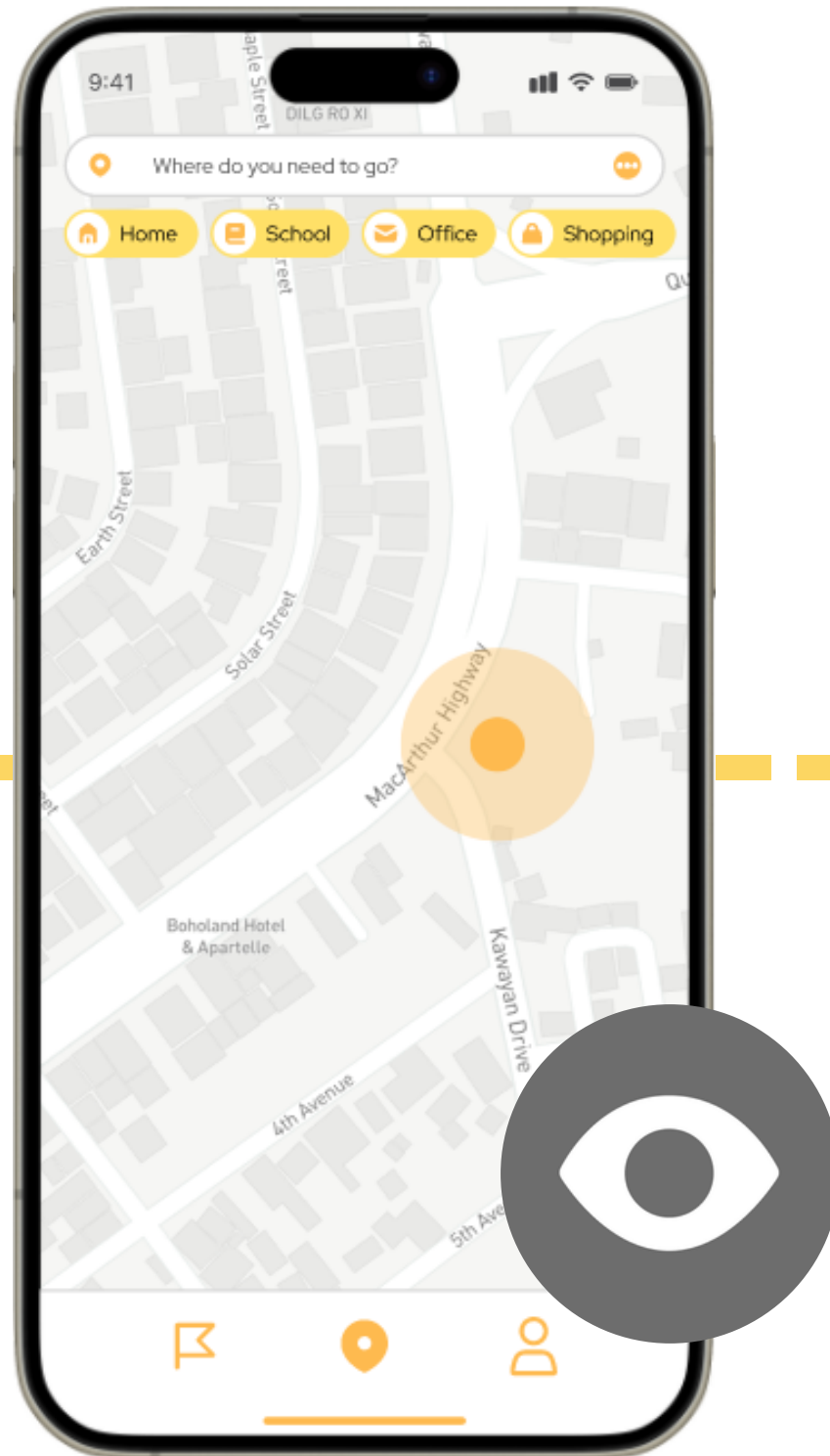


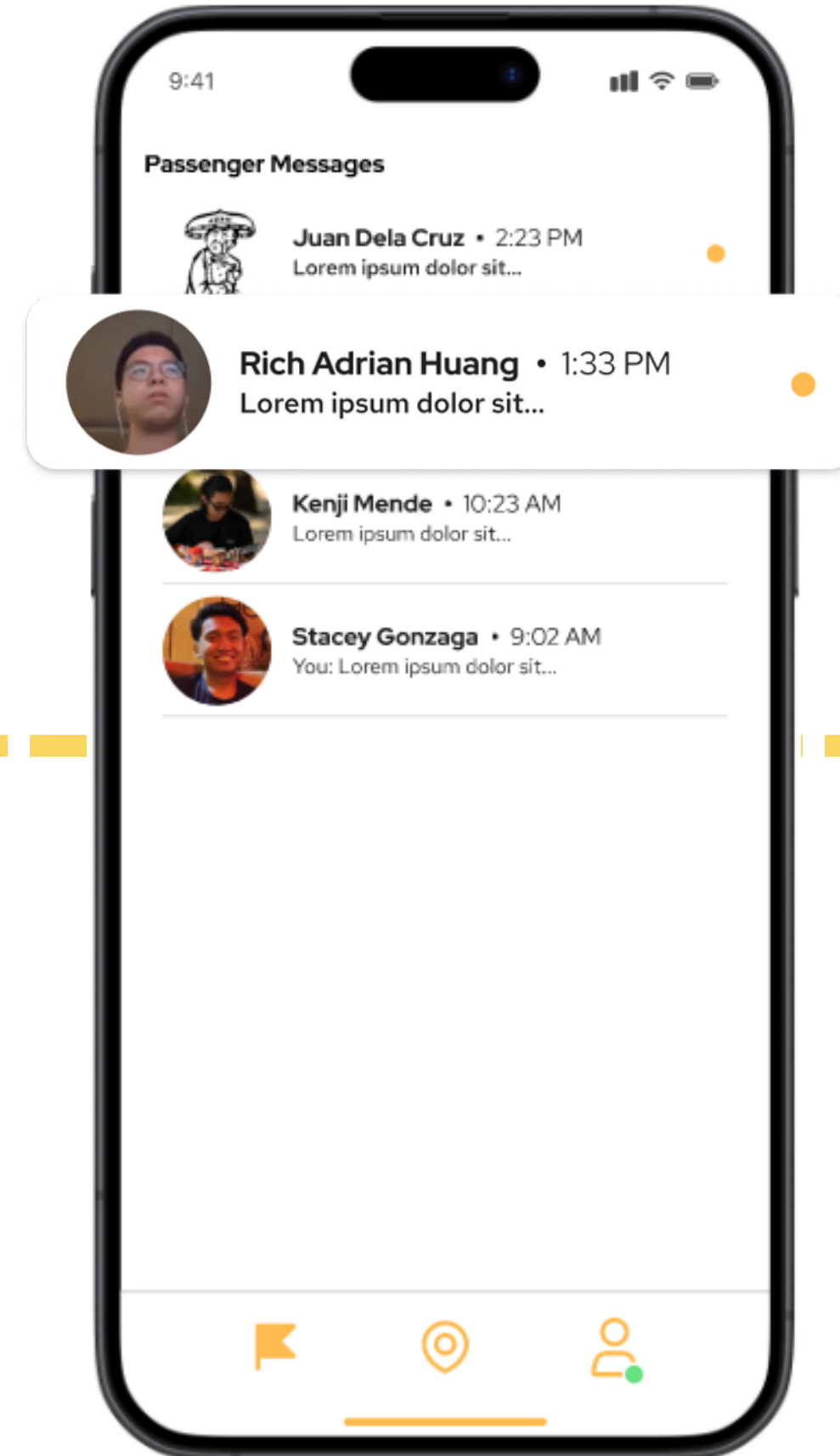
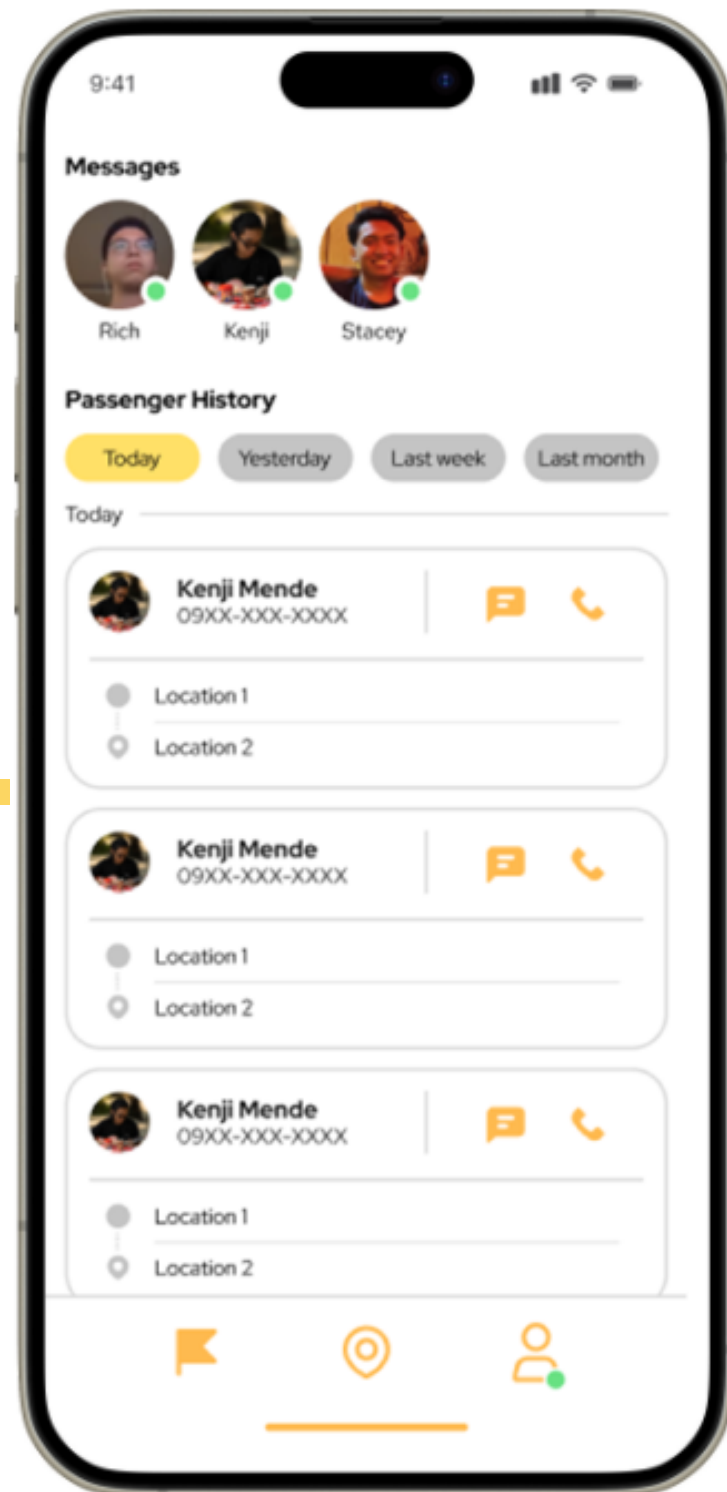




**Here are some of the changes
we applied...**







5

Prototype Demo



6

Conclusion

Throughout the design timeline, we designed for two kinds of users: passengers and drivers. From our user testing, we found that intuitiveness is the main concern of both user groups.

We made iterations on the design after understanding our users' pain points better.

There is still much to be explored with this concept—we hope our project sparked your interest! Feel free to ask us any questions!



meet the
team!



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UX Researcher

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UI/UX Designer