

# The Balkan Travelers



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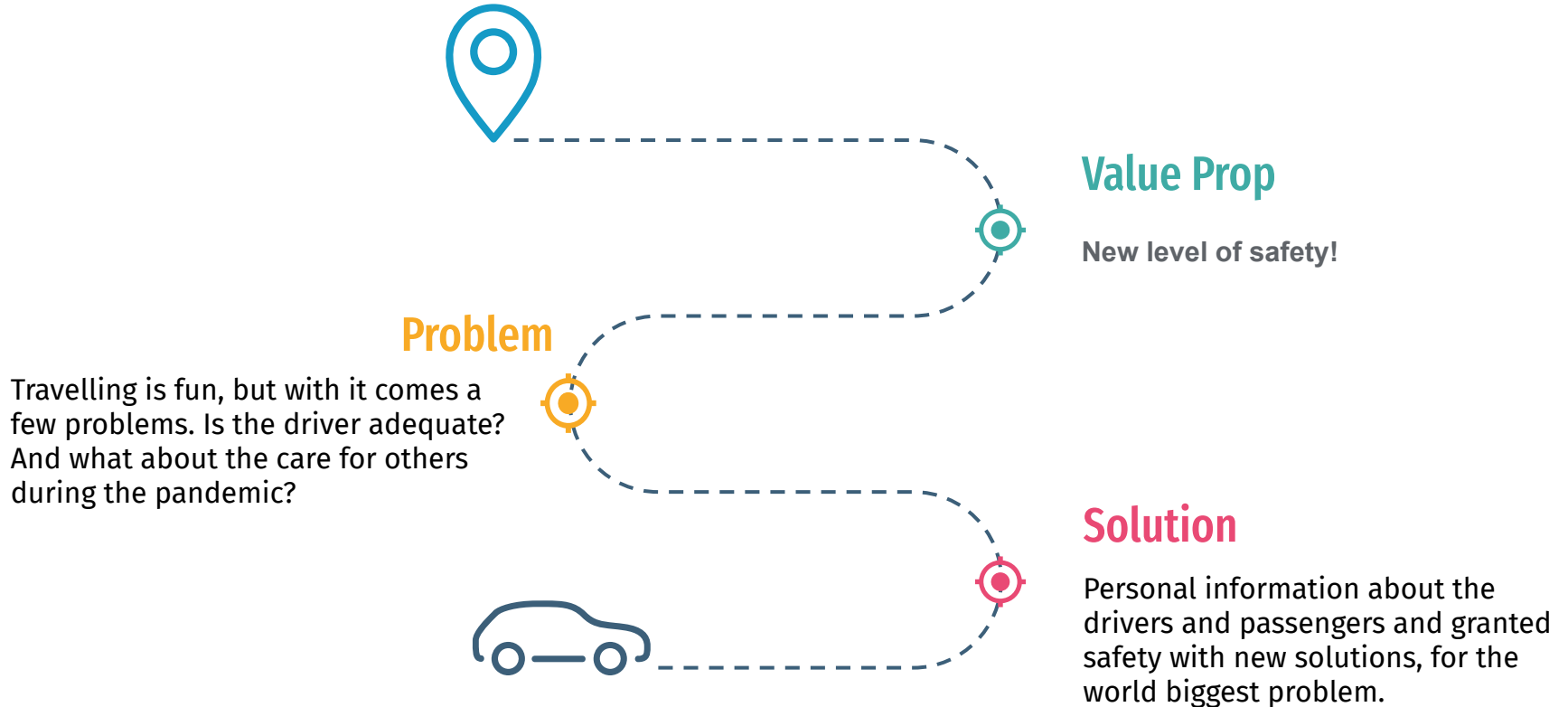
Pavle Mihailovski  
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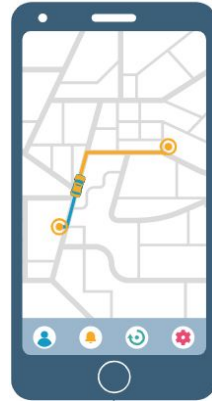
Gašper Sever  
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# Value Prop, Problem and Solution Overview



# TASKS



Creating a ride

**SIMPLE**



Reserving a ride

**MEDIUM**

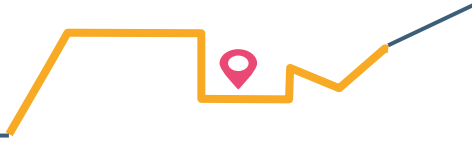
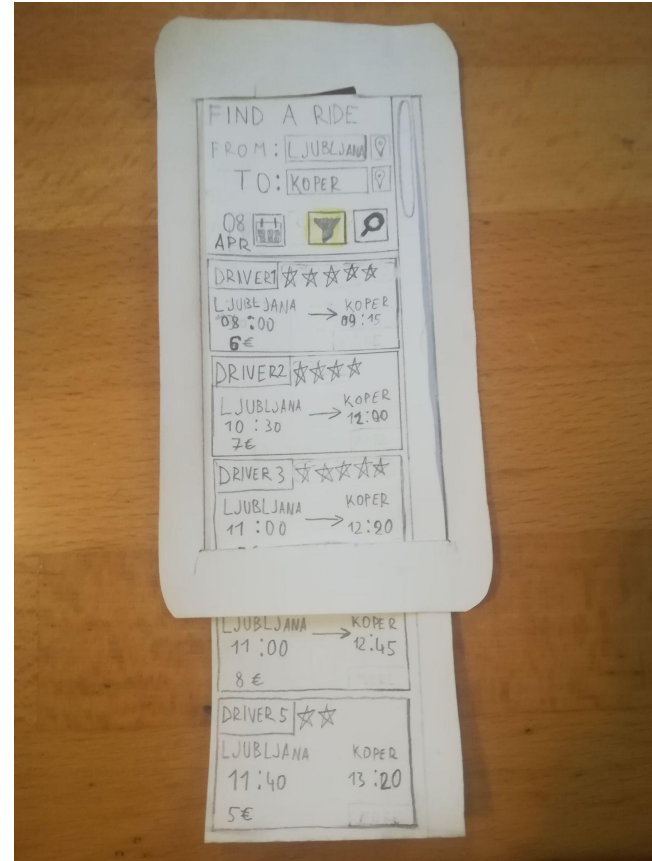
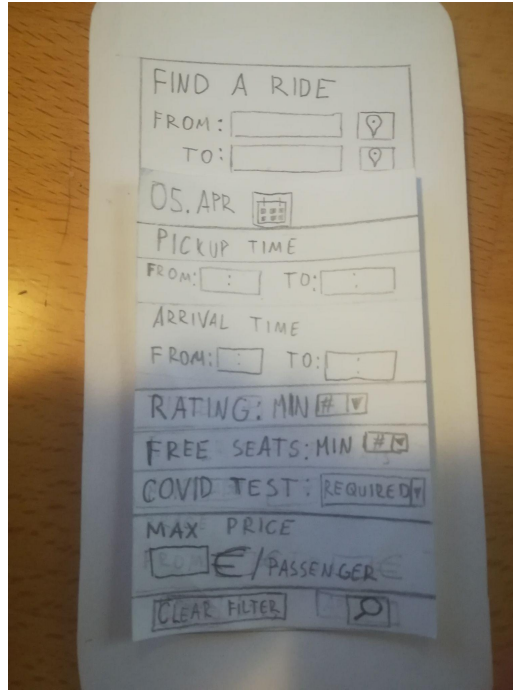
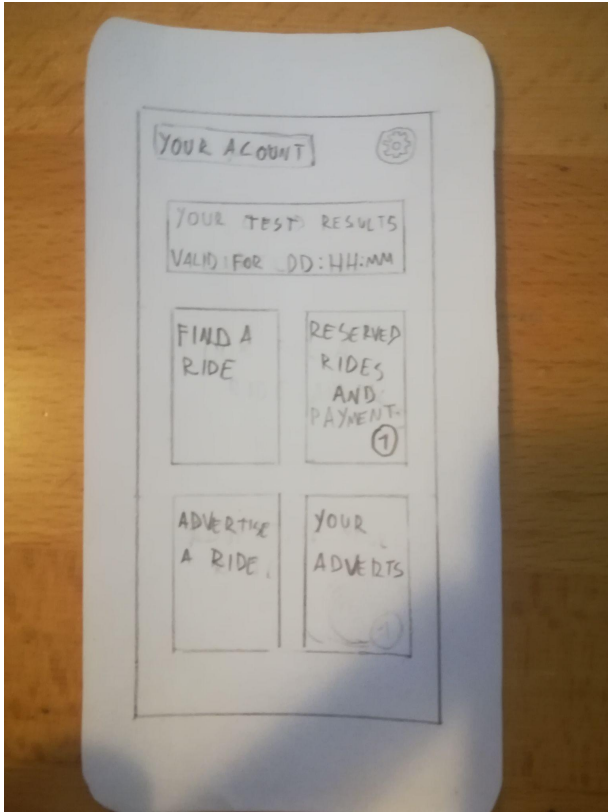


Payment

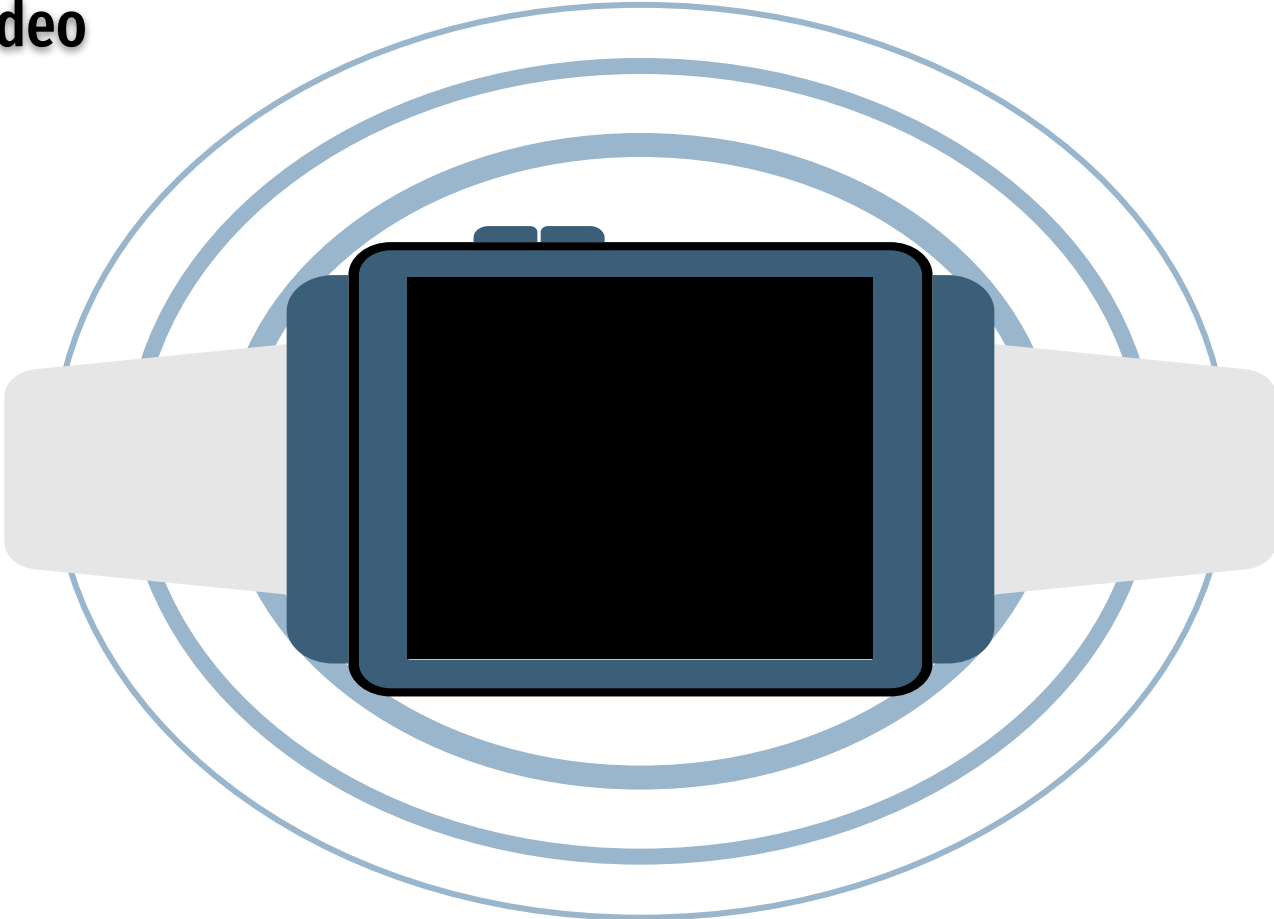
**COMPLEX**



# Paper Prototype



**Paper Prototype  
video**



# Paper Prototype Testing Methodology

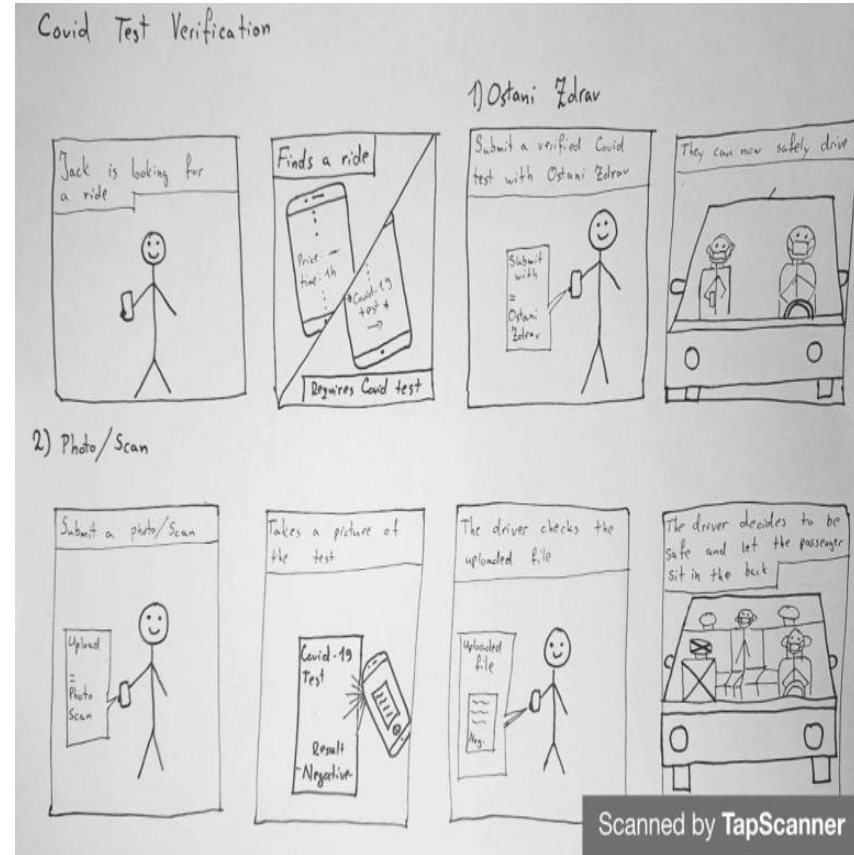
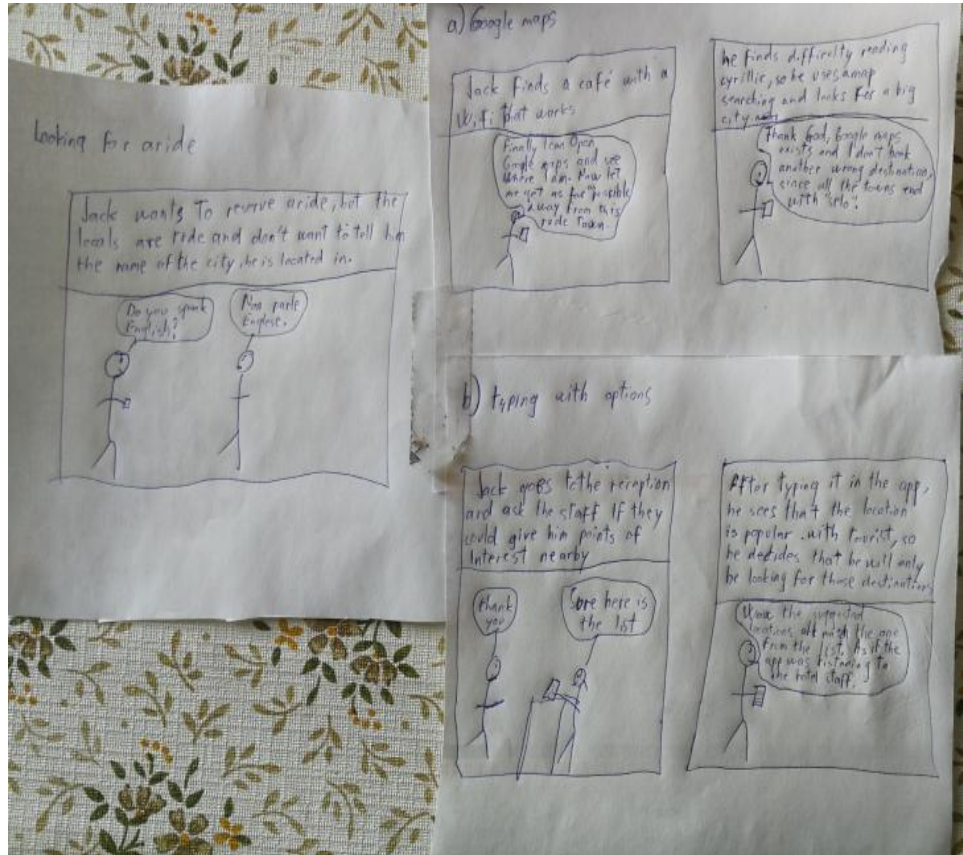
Participant	Age	Review	Procedure
Person 1	32	<ul style="list-style-type: none"> <li>-Possibly move "add stops" between "from" and "to"</li> <li>-Vehicle info maybe more useful if simpler</li> <li>-The phrase "number of free seats" could be shortened/changed</li> <li>-Price "from to" is not needed, just one price</li> <li>-Change the clear filter icon to just a button that says "clear filter"</li> <li>-Remove the "more" and "..." buttons, you can just tap the advertisement to see more of its details</li> <li>-Add option to filter need for Covid test</li> <li>-Add "pay requested" to rides, that you haven't paid yet (if driver requested it). Just a red (1) notification might not be enough</li> </ul>	<ul style="list-style-type: none"> <li>- Explained the application to the participant</li> <li>- Gave them a task to complete in the application</li> <li>- mimicked a fully functional application using the "wizard of oz" method</li> <li>- Watched and noted how intuitive the app was to them and where they had problems</li> </ul>
Person 2	55	<ul style="list-style-type: none"> <li>- "price" -&gt; "MAX price"</li> <li>-The phrase "number of free seats" could be shortened/changed</li> <li>-Titles maybe shouldn't be the main rating system, could be used alongside 1-5 star rating</li> <li>-Advanced filter change "apply" to a magnifying glass to unify with normal filter design</li> <li>- "(1)" payment notification could be changed to another symbol, that seem more urgent like "!" - payment is from this year onward no longer confirmed through SMS</li> </ul>	

# Paper Prototype Testing Result

We learned that we did not focus enough on the basic parts, leading to some changes to the UI. But from the reviews we upgraded our ideas, that leads us to the final product:

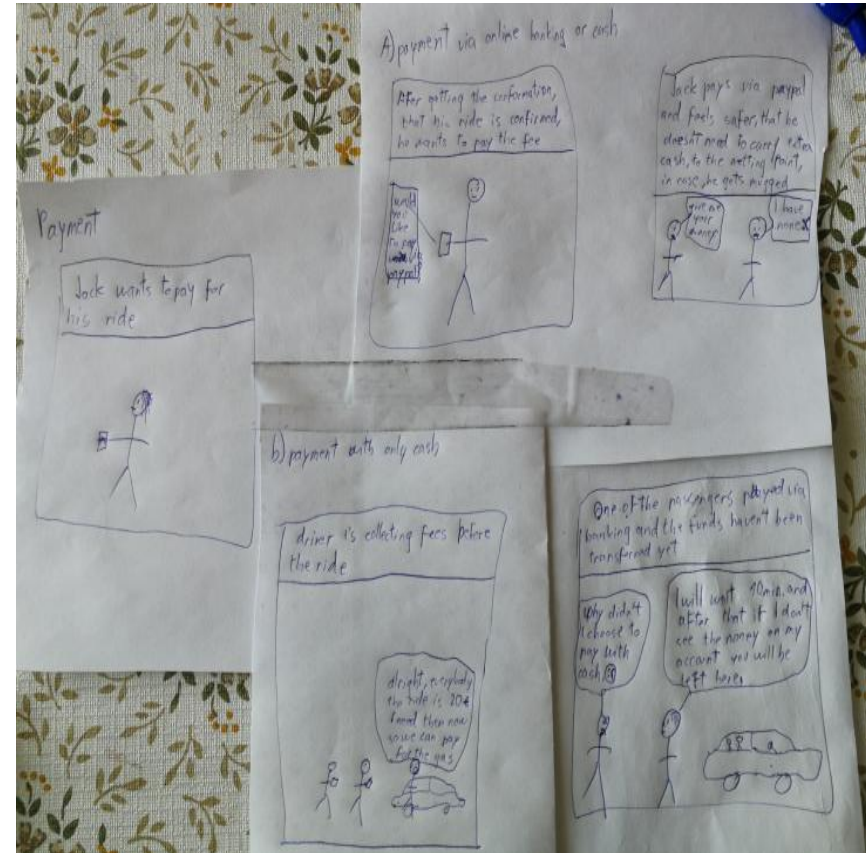
- **Location choosing:** typing with the option to use google maps, and possibility to add stops
- **Ratings:** optional, 1-5 stars
- **Titles:** used as a secondary feedback system
- **Contact:** phone number with option for apps like viber/whatsapp
- **Covid test:** verify with Ostani Zdrav or similar apps
- **Payment method:** online banking or cash

# Medium-Fi Prototype Task Flows



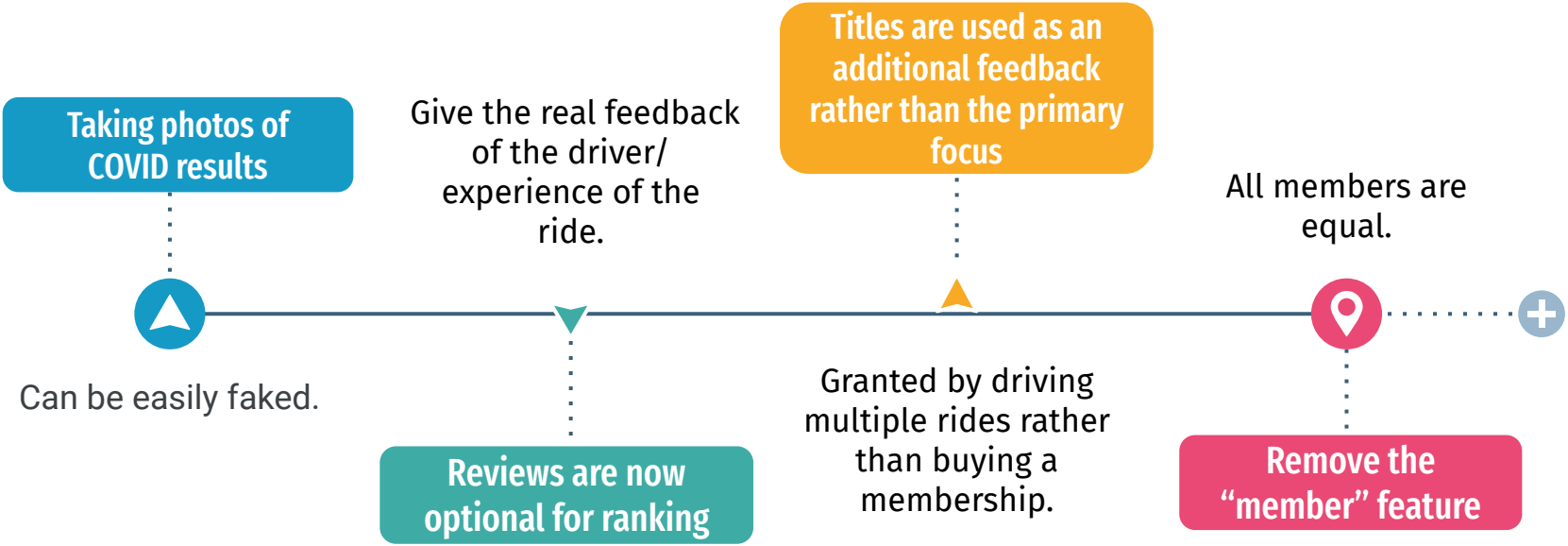


# Medium-Fi Prototype Task Flows



# Prototype overview

## Limitations



# Prototype overview

## Wizard of Oz techniques

● Finding a ride

● Reserving a seat

● Seeing details about the ride

● Creating a ride



# Prototype overview

## Hard-coded features

Covid test results submission

Finding location via Google maps

Online payment



*\*All of these features requires a connections to other applications or some sort of verifications.*

# Thank you!



Do not forget to be connected and safe wherever  
you travel!

**QUESTIONS?**

