In My Seat

Prototyping Workshop
15th August 2018, 2pm
In My Seat

• Part of Horizon Services Campaign
• Funded project until early 2019
• a digital experience designed to make everyday journeys more enjoyable
• delivered through an app and your specific seat or vehicle during travel
• include various types of content, including
  • Utilities: bus times, route planning
  • Local content: Information and UGC about the local area
  • Fun: Collect badges and rewards
IN MY SEAT

HYPERLOCAL EXPERIENCE

PERSONAL ACCOUNTS OF USER CONTENT

HAVE YOU BEEN TO THAT RESTAURANT? IT'S MY FAVORITE ITALIAN

MORE THAN JUST A BUS SERVICE

horizon
DIGITAL ECONOMY RESEARCH
Workshop 1: Passengers

• 14 regular users of public transport
• Paper-based exercises and discussion
Workshop 2: Stakeholders

• 6 representatives of public transport related schemes
• Exercises based on passenger workshop
Workshop 3 Aims

• Explore potential functionality of the app
• Discover
  • when and how you would access different types of content
  • How you would switch between different ‘modes’
  • What information you would save and/or share with other travellers
The In My Seat App

- Accessed through My Nottingham App
- Aimed at people new to Nottingham and the University
Task 1: Content (part 1)

- What information do you want here?
- Where would you go next?
- What does the page look like?

(you don’t need to answer all of these for every page)
In My Seat: Utilities

• Before travel
  • Find a stop*
  • Live departures*
  • Route planning

• During travel
  • Journey updates (including journey time*)
  • Upcoming stops**
To: The Exchange (10 mins)
Walk to bus stop
etc etc

Next stop: Portland Hill in 2 minutes

Some text etc
In My Seat: Local Content

- Bus Butler Factoids*
  - UGC contributions
  - Comment and Post
  - Ratings
- Based on location and location history
In My Seat: Fun!

• Reflecting location history back to the user
• Check-in
  • Collection Screen**
  • Rewards
• Timelines
In My Seat: Preferences

• **Settings**
  • Save journeys (timeline, personal)
  • Share journeys (social, aggregate)

• **Notifications and alerts**
  • Push/pull options based on location and location history
    • Get going or you’ll miss the bus!
    • Reminders when your stop is close
  • Disruptions (before or during travel)
  • Interruptions for different content types
  • Rate of interruption
Task 1: Content (part 2)

• When would you access different information?

https://drive.google.com/open?id=1ZClLL5X7MCr1N1F
nMiYd3cPBIIWlYWh&usp=sharing
Starting your journey
En Route: Point of Interest
En Route: Point of Interest
En Route: Point of Interest
En Route: Point of Interest
En route: At a stop
Leaving the bus: At your Stop
Task 2: Timelines

- Public sharing
  - What content would you share?
  - See what others posted to public timeline

- Private collecting
  - Save items to your personal timeline
  - What content would you save for yourself?
Task 3: Switching between modes

• Specific vs general planning
  • What other information do you want?

• Routine vs when disruptions occur
  • When do you want disruption information?
  • When and why would you be ok with being interrupted?

• Cross-vehicle options
What’s Next?

The University of Nottingham
UNITED KINGDOM • CHINA • MALAYSIA

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