



Simplifying the professional commute

Let's go!

Nick Hoppesch | Brad Roth | Diana Chen



Who are the users?

Professional commuters traveling to their work place

Ages 25-50

From suburbs into city

Mode of Transportation: car or carpool, train, subway, bus

Tech savvy: smart phones, iPads, e-readers, laptops

kaja > Gary & Sandra



34 year old electrical engineer
Lives in the suburbs of Chicago
Takes public transportation



30 year old lawyer
Lives in San Francisco
Drives one hour to Palo Alto



What Do They Value?

A word cloud of values associated with Kaja. The words are arranged in a cluster, with 'productive' and 'professional' being the largest and most central. Other prominent words include 'modern', 'sophisticated', 'conscientious', 'efficient', 'timely', 'seamless', 'tech savvy', 'adventurous', 'on the move', 'confident', 'fast-paced', 'every day', 'urban', 'passive', and 'proactive'. The words are in various colors including teal, brown, green, and orange.

productive
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What Do Users Need?

Two dominant concerns arose from our research:

Is there traffic? What is the best way to get there?

- “I’m afraid of getting completely stuck in an accident.”
- “Delayed or cancelled routes, and how soon the next train is coming [are important] so I know if I need to find an alternate route...”

I want to let people know when I am going to be late.

- “If you are going to be late, you just try to let people know who may be affected.”
- “Since [my wife] has to pick me up and I don't want her to have to sit there and wait.”

Integrated Solution

Smart

- **Location- aware**

Accurate

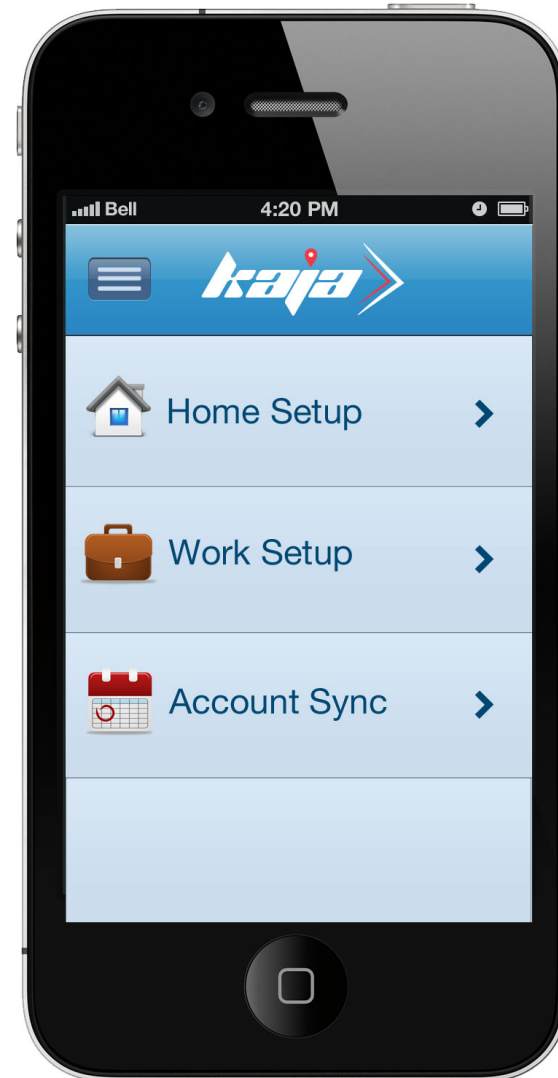
- **Uses historical GPS data to improve arrival times**

Seamless

- **Calendar, e-mail, phone and GPS integration**

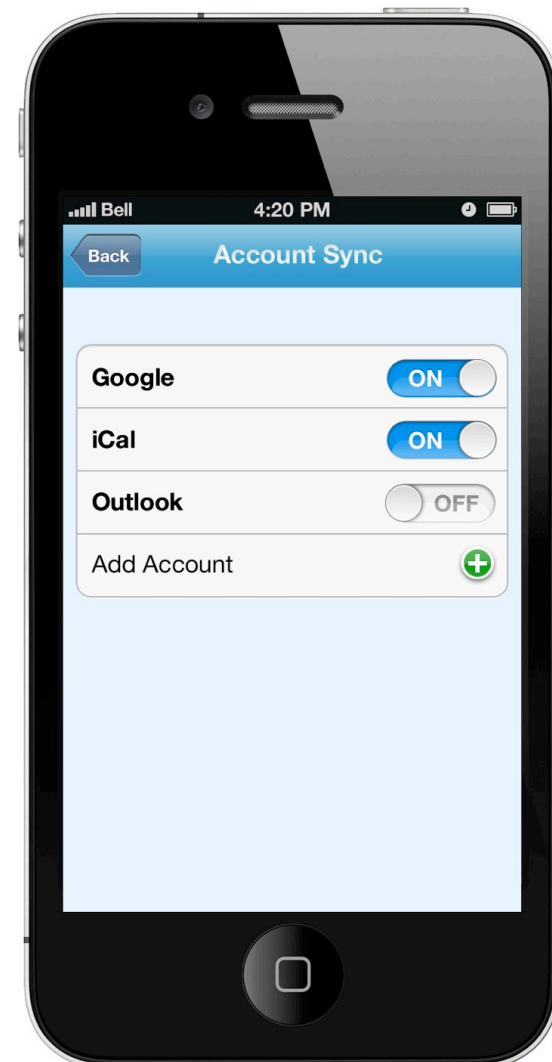
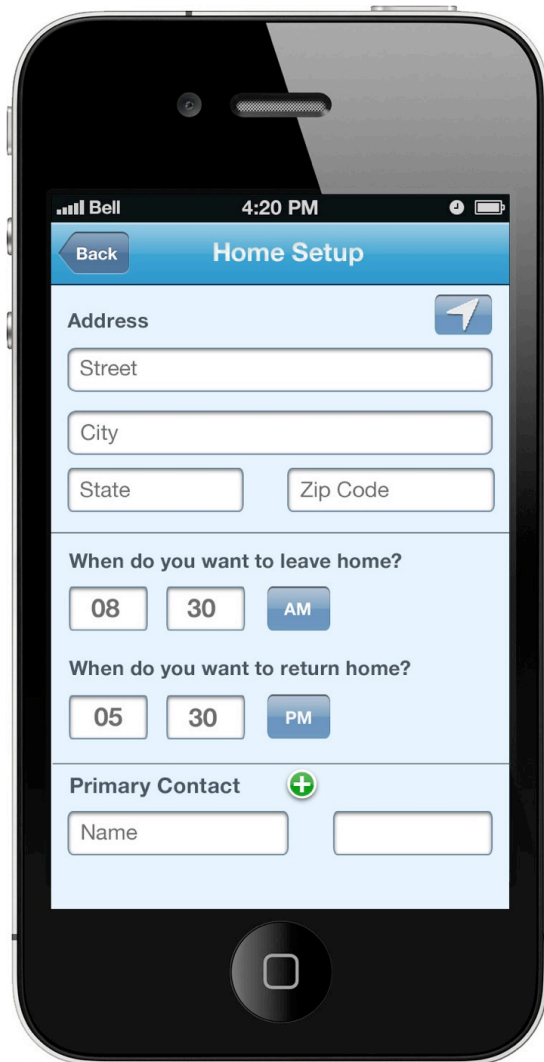
Simple

- **Easy and safe to use while driving**



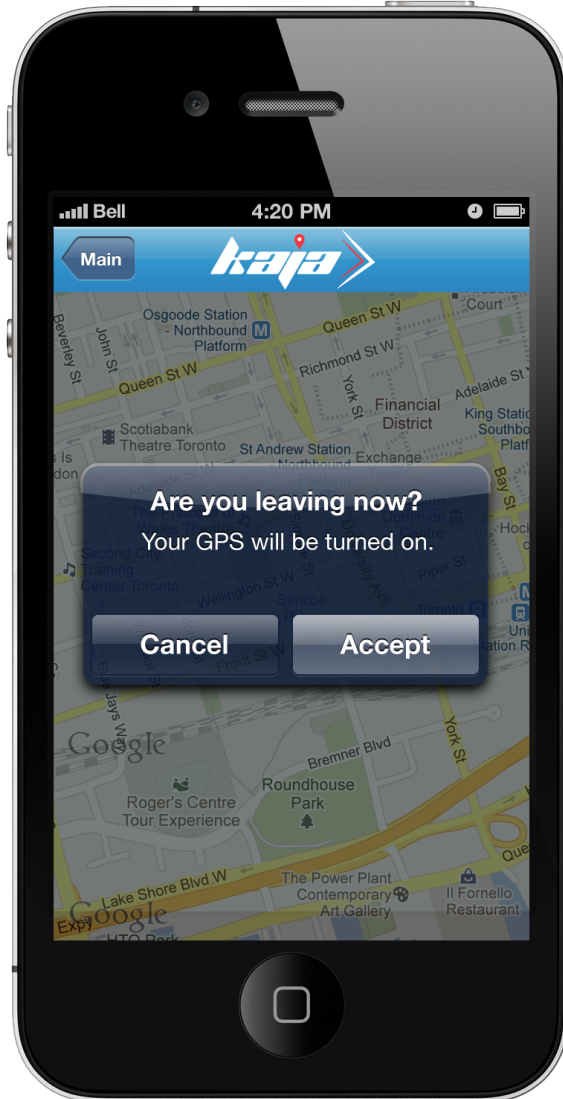


Calendar And Contact Integration



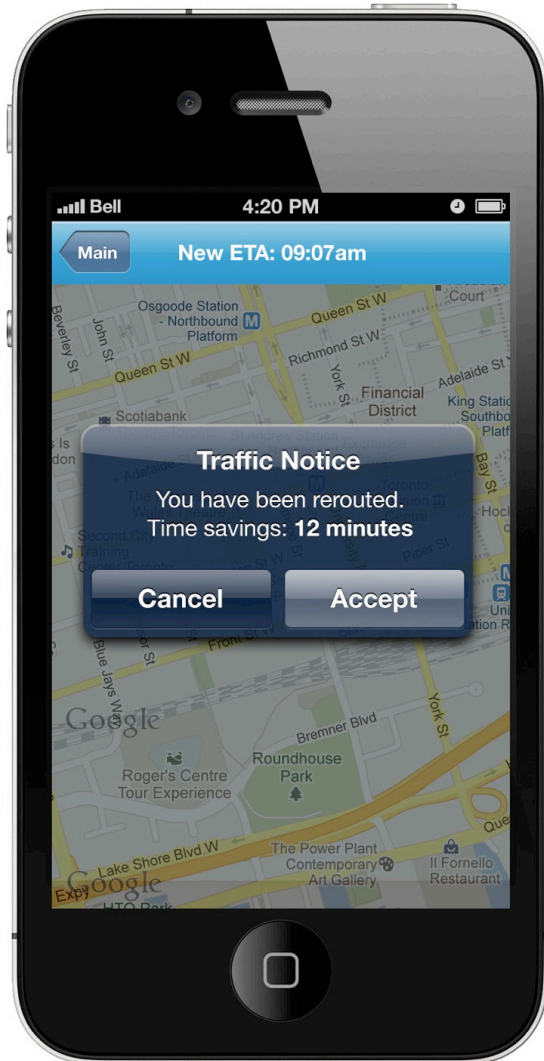


GPS automatically turns on when leaving for work



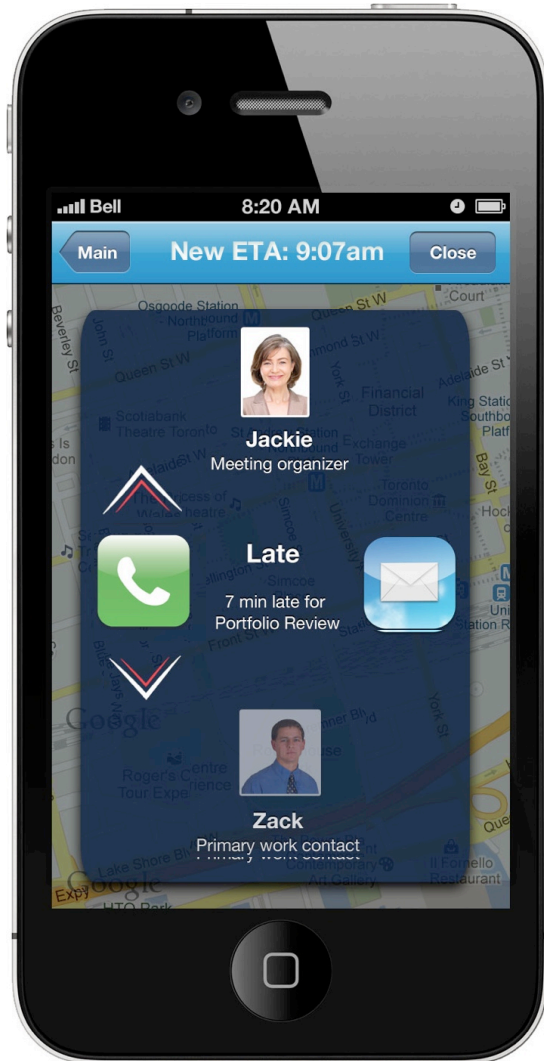


Alerts and reroutes when there is traffic

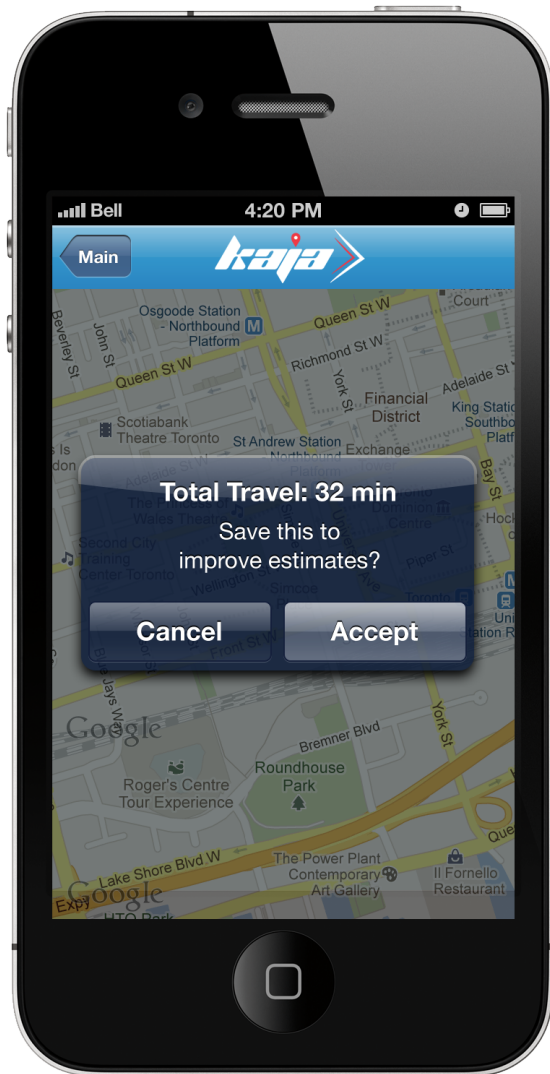




Simple interaction to notify others



Logging the trip improves accuracy



No need to be late, Let's Go!