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3.23.20

Special Topics Course: Mobile Media

App Report

Double Map Rebrand App Report

For this project, Julia and Jen are redesigning Double Map, an app used by Loyola University Maryland’s shuttle system, amidst other bus lines, to track busses and shuttles. In order to assess what needed to be updated, the team interviews five different members of the Loyola student body regarding their experiences with and perceptions of Double Map. A question guide can be found attached to this report, along with a detailed analysis of their responses and our key takeaways.

**Daniel**

Daniel is a senior at Loyola majoring in Finance and minoring in History. Living off campus with a car, Daniel still finds himself riding the campus shuttle with a likelihood of a seven out of ten. His likelihood to use Double Map is a four out of 10, due in part to his struggle with the app. Daniel commented on the usability and features of the app saying, “I have struggled using Double Map because the overlap in the colors of the routes confuse me and sometimes I do not know if a shuttle is going to my desired location.” Daniel’s main feedback for the application is that it could use more indicators of the direction and next stops of various routes, focusing on color differentiation and “next stop” signals.

**Isabelle**

Isabelle is a member of the Class of 2020 majoring in Communication and minoring in Marketing who lives in Loyola’s on-campus senior housing, Rahner Village. Without a car on campus, Isabelle tries to walk as much as possible to get in exercise and appreciate campus, making her likelihood to ride a campus shuttle a five out of ten, usually grabbing them if they coincidentally pass by. Her likelihood to use Double Map is a three out of ten, only turning to the app when it was raining or on colder days, or if she was running late for class. Isabelle has struggled greatly to find shuttles when in need adding, “I’ve found myself waiting for a shuttle for the gym too long, so I’ve decided just to go on my own because by the time I would've waited I could’ve walked back and forth.” However, her experience with Double Map has been positive, as she finds the app to be reliable. Her advice for rebranding it would be only to modify and update the appearance to “spruce it up a bit.”

**Christine**

Christine, a Business and Computer Science student, is a sophomore at Loyola living in Newman Towers. Christine does not have a car, and says that her likelihood to ride a campus shuttle and to use Double Map are both a five out of ten, mostly due to weather-related concerns or running late. Christine has struggled often both finding a shuttle and using Double Map, commenting that, “Sometimes the system is lagging, or it will draw a blank and just show no shuttles at all.” Despite these software issues, Christine finds Double Map to be very helpful, as she wouldn’t otherwise know where the shuttles were heading. Her favorite feature of the app are the lines being bolded in red, making it noticeable and easy to track.

**Adelina**

Adelina is a Sociology major with minors in Spanish Language and Peace and Justice Studies and is a senior at Loyola. Adelina lives on campus in McAuley Hall, and while she does have a car on campus, her likelihood to ride a shuttle is an eight out of ten, and her likelihood to use Double Map is a nine out of ten. Some factors that have influenced Adelina’s use of Double Map and the campus shuttle include living far from the main campus, getting to work at the Motorpool lot, going to the FAC and inclement weather. While Adelina has struggled with finding a shuttle, Double Map has not given her much trouble, her only complaint being, “Sometimes the location of the shuttle is not accurate and it is closer/farther away than it really is, or the shuttle drivers don’t indicate they are going out of the stop order.”

**Gavin**

Gavin is a sophomore Finance major and Computer Science minor who lives off campus and has a car. His likelihood to ride a campus shuttle or use Double Map both fall at a one out of ten, only being used to go from campus to the FAC. Despite having difficulty finding a shuttle without the app, Gavin notes that Double Map is, “Up to date and gives accurate representations of where shuttles are located/headed.”

**Key Takeaways:**

After interviewing five different Loyola members, Jen and Julia confirmed that there is a great need for a high-functioning app, as all participants, despite how regularly they use shuttles or the app, have struggled when looking for a campus shuttle. While there have been some software errors with the app, many people feel that it works efficiently and just needs and updates with some modifications. Overall, Julia and Jen have the direction they need from these interviews to begin sketching their wireframes and these participants will provide their feedback before designing their prototype. Key updates plan to include a profile where students can add their favorite stops/routes, color distinction between lines, and a real-time “Help” chat room for students to field questions and concerns.

Question Guide: Redesign of Double Map

Name:

Class Year:

How often do you ride the campus shuttle? (1 being never used the shuttle and 10 being rely on it daily)?

How often do you use Double Map on a scale from 1-10 (1 being never used the app and 10 being rely on it daily)?

What factors cause you to use the shuttle and/or Double Map? (ie: live far from campus, weather, late-night class)

Do you live on or off campus?

Do you have a car with you at school?

Have you struggled finding a shuttle when in need?

Have you struggled using Double Map?

If you have struggled using Double Map, please explain:

If you have not used Double Map, why not?

Please comment on the usability and physical appearance of the app. If you have never used Double Map, write N/A