

## Assignment 2: Communicate The Multi- Modal Transportation Options Available in University Circle

This rapid, team based exercise will introduce the class to User Experience in all of it's forms via creating communication solutions for all the multi-modal transportation options available in University Circle; RTA buses, Circle Link, UH Bikes, Zip Cars, Enterprise Carshare. And, need we mention, Walking?

A communication system includes much more than some ads, maps and a few signs. Components can include:

- Spatial Graphics and Environmental Design
- Multi-Modal Wayfinding App For Phone And/Or Tablet
- Organizations and/or Clubs
- Social Media
- Web Components
- A Variety Of Visual Cues Including Artwork, Foliage, Etc

This list is by no means exhaustive, and is only meant as a jumping off point for you to begin brainstorming solutions.

### Stakeholders

Please keep in mind the diverse stakeholders in U Circle. Not only are there all the people associated with the schools and medical complexes in the area, there are tourists, visitors, and variety of residents in the community.

### Part 1:

Familiarize yourself with all of the transportation options in U Circle. Ask yourself if you knew about all the options before we began the project. If so, how did you find out? Then, ask people in your nearby circle the same questions.

List **all** of the stakeholders, and choose the stakeholders you will be designing for. Brainstorm **at least** 50 solutions. The crazier, the better. You want to release your inhibitions as you write your list. Start the d.School method and begin interviews for Empathy Maps.

### Part 2:

Brainstorm solutions, following any method you wish (d.School's is recommended) and create a central concept and strategy for realizing your solution. Continue interviews and observations.

### Part 3:

Create a digital presentation of the final idea, highlighting the various components of the system (including quick sketches and renderings for Apps, simulations of spacial graphics and visual elements, etc). Show how and why you arrived at this solution: How does your proposal meet the needs of the stakeholders? What insights did you gain from interviews and observations? What did you learn that you didn't know before you began to talk to the users? Integrate all of these ideas into the team presentation.