DESIGN SPRINT

**Design Thinking Crash-course for
ICM512, assignment M1.2**

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Define > Ideate > Decide > Prototype > Test

Problems During QU Experience

The academic buildings are too cold

- Makes it difficult to focus and get work done when the temperature feels uncomfortable
  - Avoiding work in academic spaces
  - Has potential impacts on grades
  - Felt pain in joints/ other physical discomfort

Campus transportation is inconsistent

- Has to rely on shuttles given that her housing requires her to be off main campus
- Shuttles are not guaranteed to show up when needed and often haven't
- Harder to plan when to leave dorm
- Causes late arrival to campus, impacting other parts of life (work, classes)

Campus housing has fire alarms that are sensitive and often triggered

- Frequent false alarms occur
- Interrupts sleep
  - difficulty falling back to sleep
  - sleep cycle is impacted
- Sensory overload
  - Loud and bright
- Causes anxiety/stress
- Takes long time for public safety to arrive once alarm is triggered

Jobs on campus are hard to come by

- Many students are looking for jobs on campus, but there aren't enough opportunities available
- Some students aren't able to have off-campus jobs
  - no transportation
  - little time to get off campus
- difficulty making money
- Students struggling with finances aren't getting the support they need
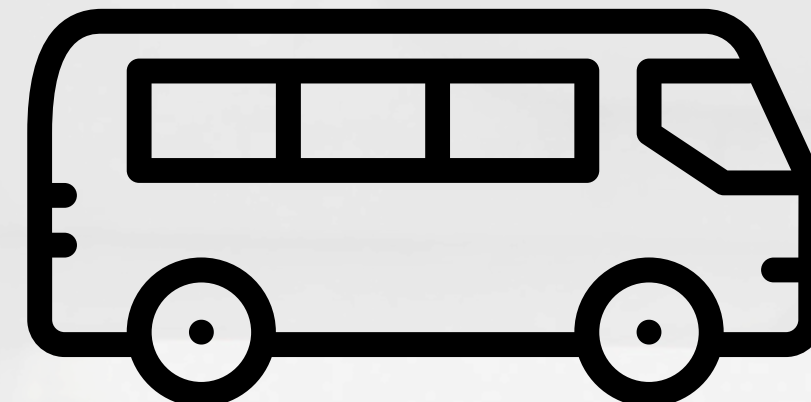
Findings, Facts, Insights

- There is already an app students can download that tracks each shuttles location in real time.
  - Even with the app, shuttles often arrive at the same time, which leaves some areas crowded with multiple shuttles while other places have none.

- Taking the shuttle causes a lot of stress and leads to further problems
  - Ex: money taken off pay check when late to work

- The problem is most common for upperclassman who live on York Hill and don't have a vehicle with them at school

Define problem

Campus transportation **is a challenge for** Quinnipiac students (i.e., Dylan) **because** the shuttle system and schedule are inconsistent and unreliable.

HMW Statement

How might we: Help QU students (like Dylan) have better/more reliable experiences with transportation to and from campus?
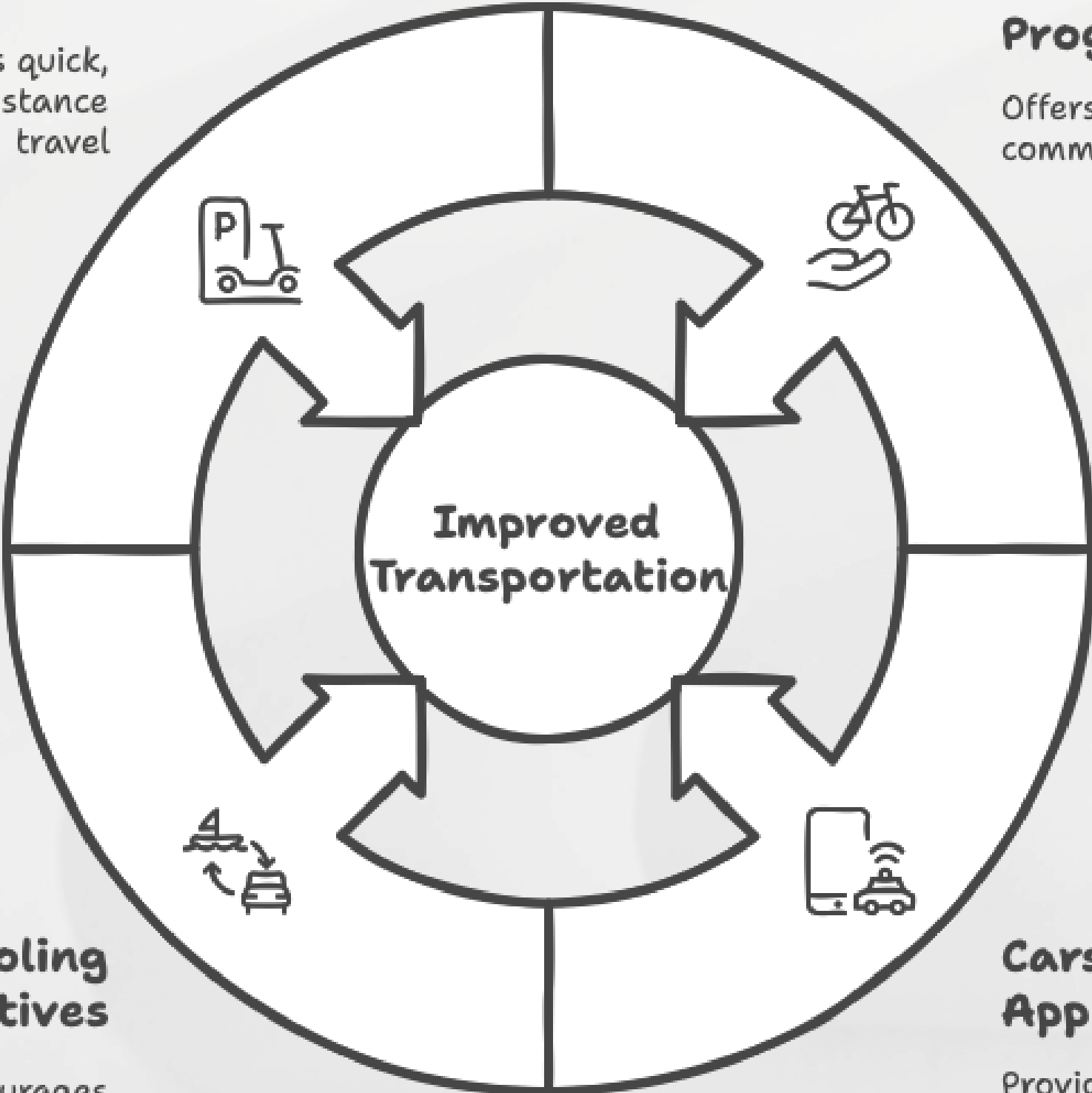
2. Ideate

Part A. Lightning demos

E-Scooter and E-Bike Programs

Facilitates quick, short-distance travel

Bike Rental Program

Offers eco-friendly commuting options

Improved Transportation

Carpooling Incentives
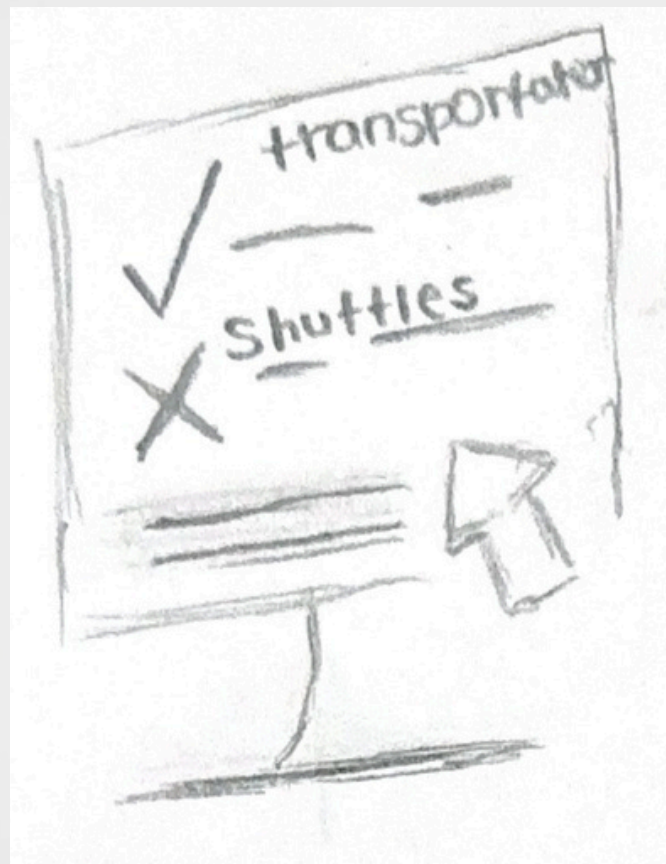
Encourages sharing rides to reduce traffic

Carsharing App

Provides convenient carpooling opportunities

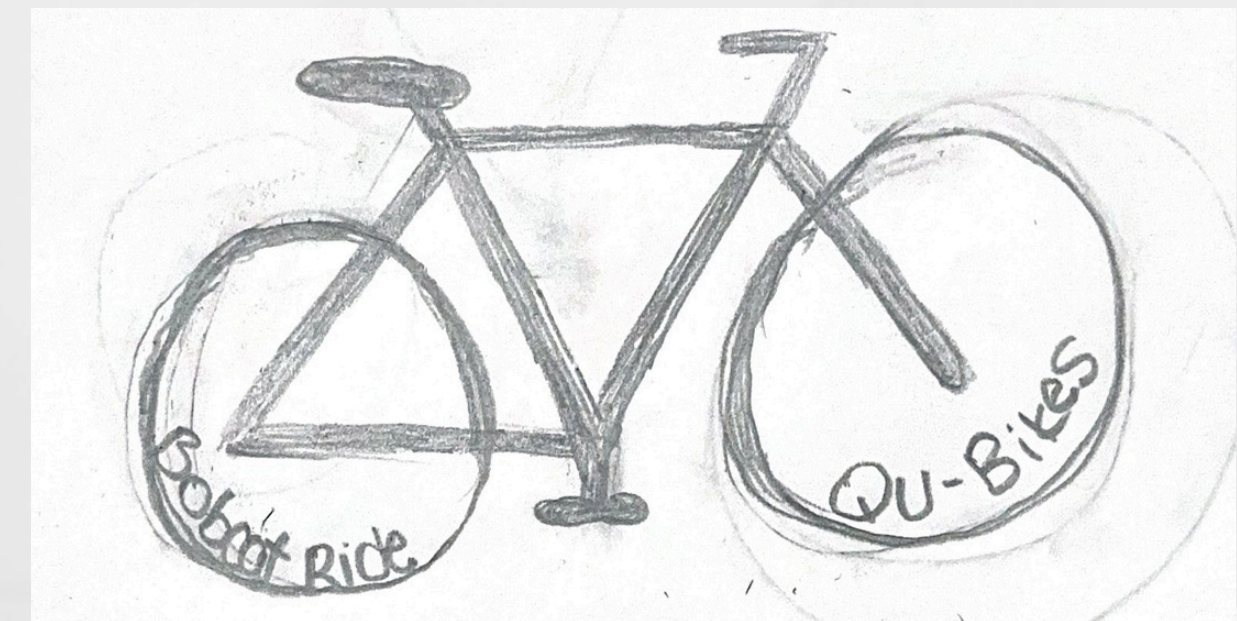# 2. Ideate continued
Part B. Concept sketches

Regular surveys asking students when they most need the shuttle, used to create a better schedule for shuttle arrivals and departures.

University collaboration with a ridesharing app that provides drivers specifically for students on campus.

University Bikes can be rented by students for the semester to take them to and from campus
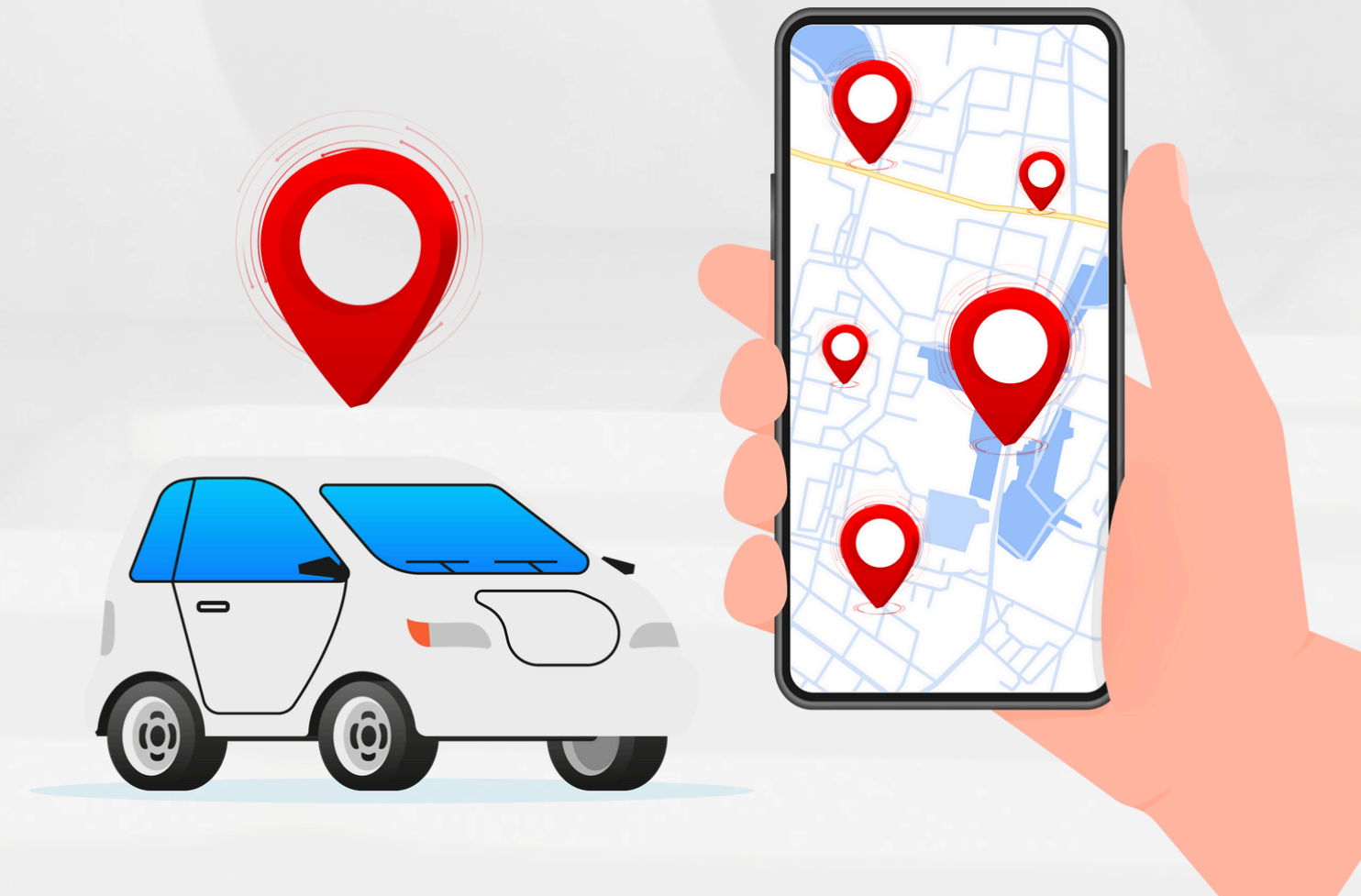
3. Decide

The university ridesharing app received the most votes as the best solution to the transportation difficulties caused by the shuttles.
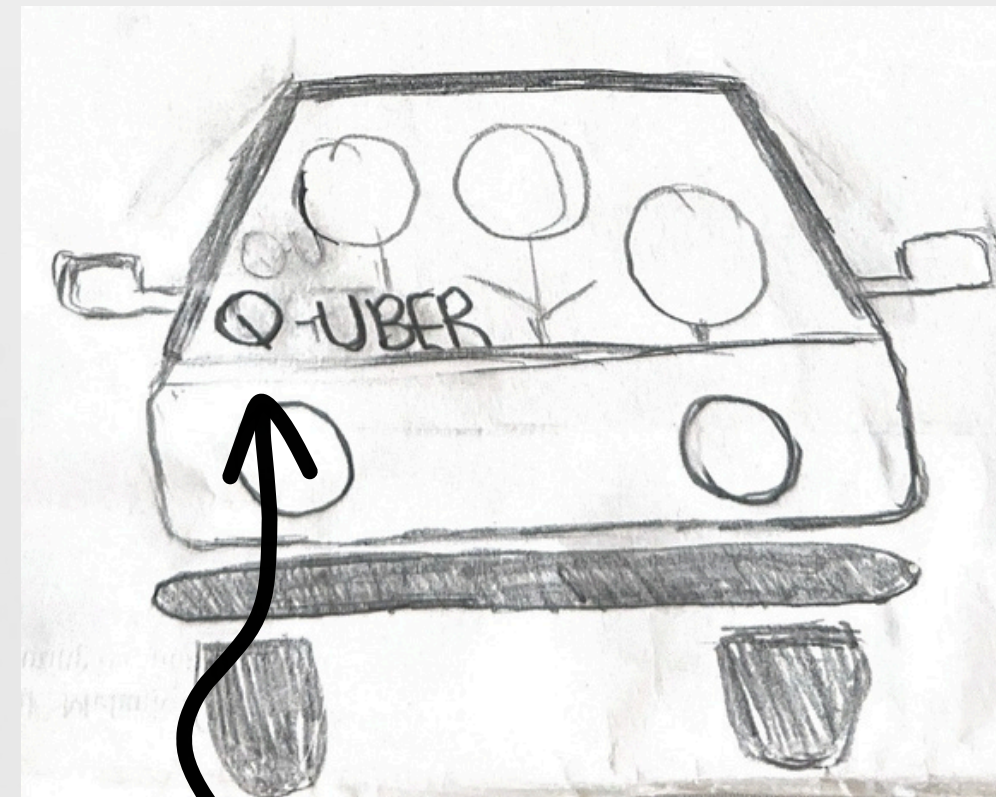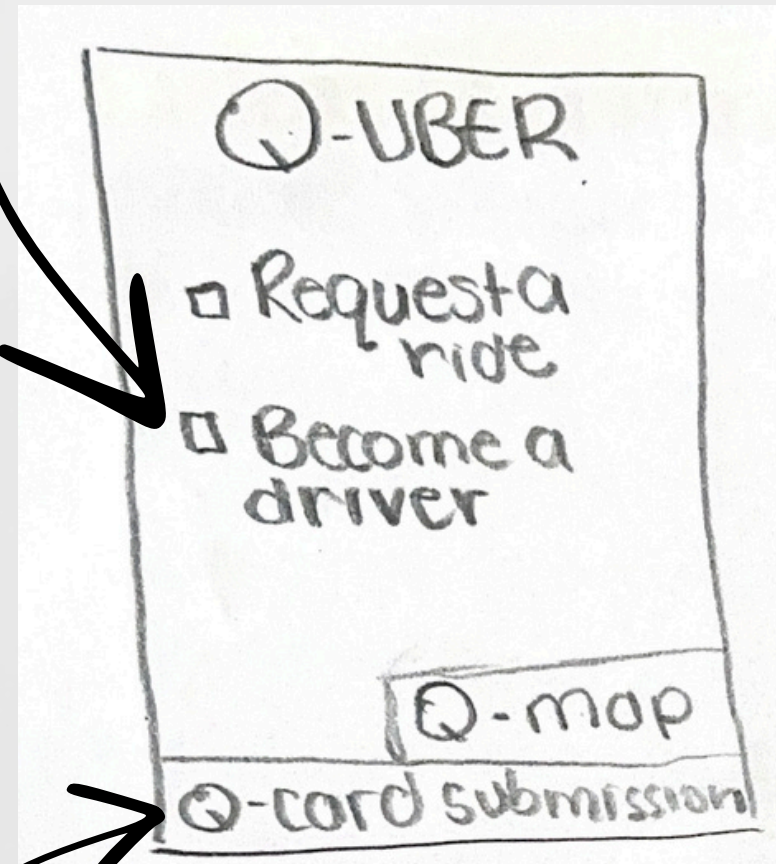
Feedback:

- Safety concerns for students
  - The campus is gated off
- Financial restraints
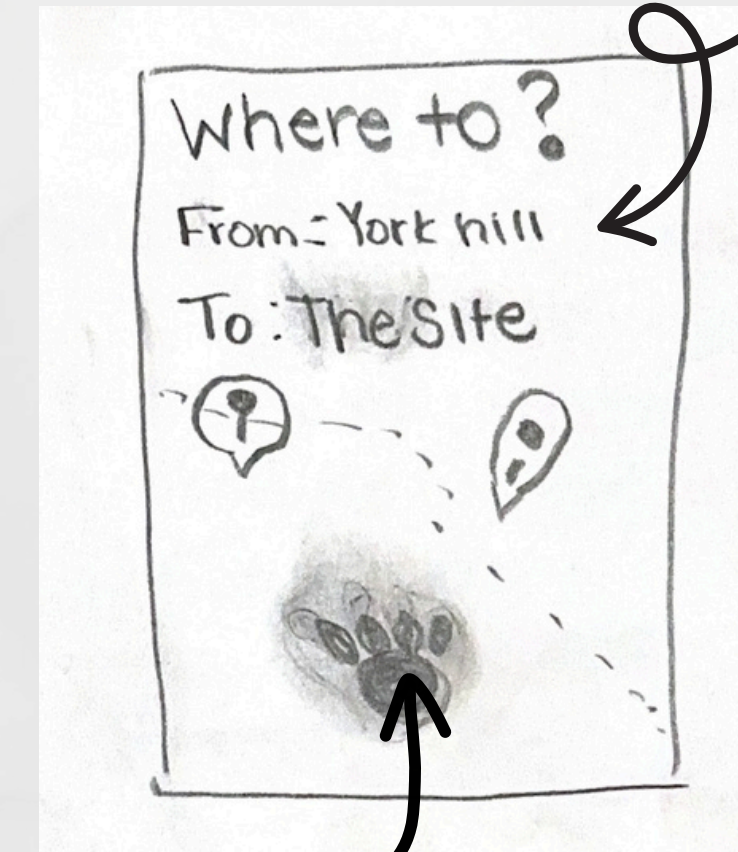 - How would students be able to afford using ride-sharing apps?

Introducing the *QU–BER*

New student job opportunities

Drop offs right on selected campus

Q-Cards submission for drivers & passengers

Drivers are paid through the University, students don't need to pay for services

Click here to start

What worked?

- Students have a more personalized transportation experience

- Allows for job opportunity on campus

- Safety on both ends (driver and passenger) with Q-Card submission required for use of services

Areas to improve

- Specifics on how students will be paid

- Rules and regulations (safety)

- Travel radius

Questions/Ideas

- How can we make sure students don't take advantage of the service?

- How are gas fees handled ?

- Adding incentives to decrease amount of students choosing to park on campus (potential parking solution)

THANK YOU

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