CASE STUDY: AWAY

DESCRIPTION
Develop and brand a series of applications that provides a solution to transportation needs, across different regions and methods of travel.

PROBLEM
There are many sites independently devoted to regional public transportation, rail transportation, and city-wide sites for light rail, bus and ferry planning, but there doesn’t exist something across different methods of travel, across different cities, states or even countries. Users should be able to type in an address and get inexpensive door-to-door transportation options to any destination in the world.

CONSIDERATIONS
Not all methods of transportation can get you to any point, nor is it likely that you will need only one method to get you there. Integration is a key feature needed for seamless transportation. Users also want to compare possible methods, because their trip may depend on time, on cost or on the reliability of a certain method of transportation.

DEMOGRAPHIC
Users who would use this application are 15-40 year olds. These users take weekend trips with their friends or families. This application is for the occasional traveler, explorer, who wants to get to point B without difficulty, and doesn’t want to rely on multiple resources to get them there. This application is for anyone who wants an all-in-one travel application that can get them anywhere in the world.

COMPETITION
TriMet, HopStop, Google.

VISUAL RESEARCH

LOGO ATTEMPTS

INFORMATION ARCHITECTURE
The challenge was organizing all of the content of the app in an easy-to-use way. By starting with the method of travel at the beginning of the app sequence, all other functions respond respectfully.
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Old vacation photos show users what they can get from using this app.

Combining all methods of travel into one app allows users to make the best decision for what their travel needs are. By comparing all travel methods, users can decide based on price or time.

The first step in using the app is simple to insert where you want to go. That way, the app can recommend the proper method of travel, as not all methods will be available for every trip.

By choosing one method, you’ll have anything you need for that specific method, i.e. directions for car, ticket purchase for train. The app also helps you organize the trip, including setting a budget and tracking purchases, and finding the nearest gas, food, etc. The help function can be used at any time, for new directions or for serious help.

SOLUTIONS

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SOLUTIONS

Using the smartphone’s GPS service, maps are available at anytime to show you where you are. Driving directions tell you step-by-step where to go and offer voice instructions as well.

Not everything goes as planned while traveling, and Away’s help feature is vital—which is why it’s always displayed on the menu. You can get new directions, call for roadside assistance, or call for medical help. Away will guide you back to where you need to be.

You can plan your trips ahead of time and save your itineraries. Access these by going to “my trips.” From there, you can view step by step instructions, maps, or set your trip budget. You can also access your boarding passes when you need them.