A UNITRAVEL SYSTEM FOR SETU CARLOW

SETU — Ollscoil Teicneolaíochta an Oirdheiscirt / South East Technological University

Problem Overview

- No parking left. Users park illegally and get clamped
- Encounters traffic queue
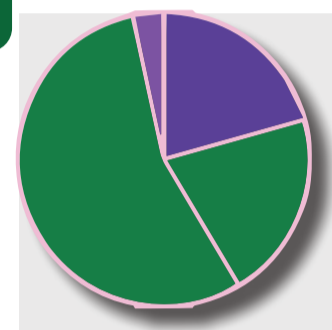- Users wake up too early to find parking
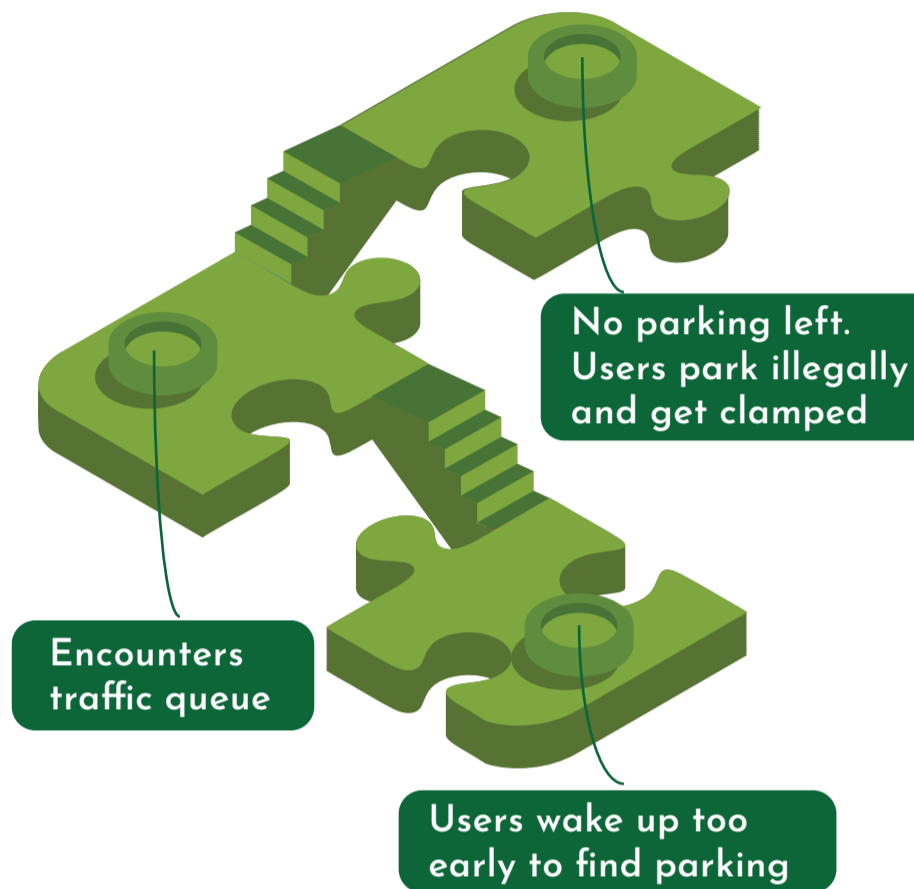
" The Challenge...

How can a sustainable parking system be implemented in SETU Carlow by making better use of space and help the user interact by having better accessibility to sustainable travel methods prioritising a positive user interaction experience? "

Key statistics

Parking rated by users ★★☆☆☆

More than 75% have difficulty in finding parking
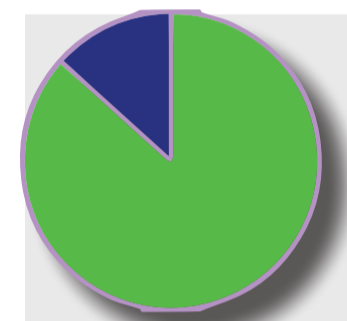
More than 85% experience lateness due to no parking

Less than 18% have ever used carpooling

SOLUTION

UNIRIDE

Find Students Offering Carpooling ....
- Get started
- Share

Use electric car ride and get a discount

Student logs in using SETU account
- Log in
- Sign up

Student chooses car
- Car 1 - Nearest
- Car 2 - Has accessibility access
- Car 3 - Furthest away

Car 1
Car 2
Car 3

Student & car interact
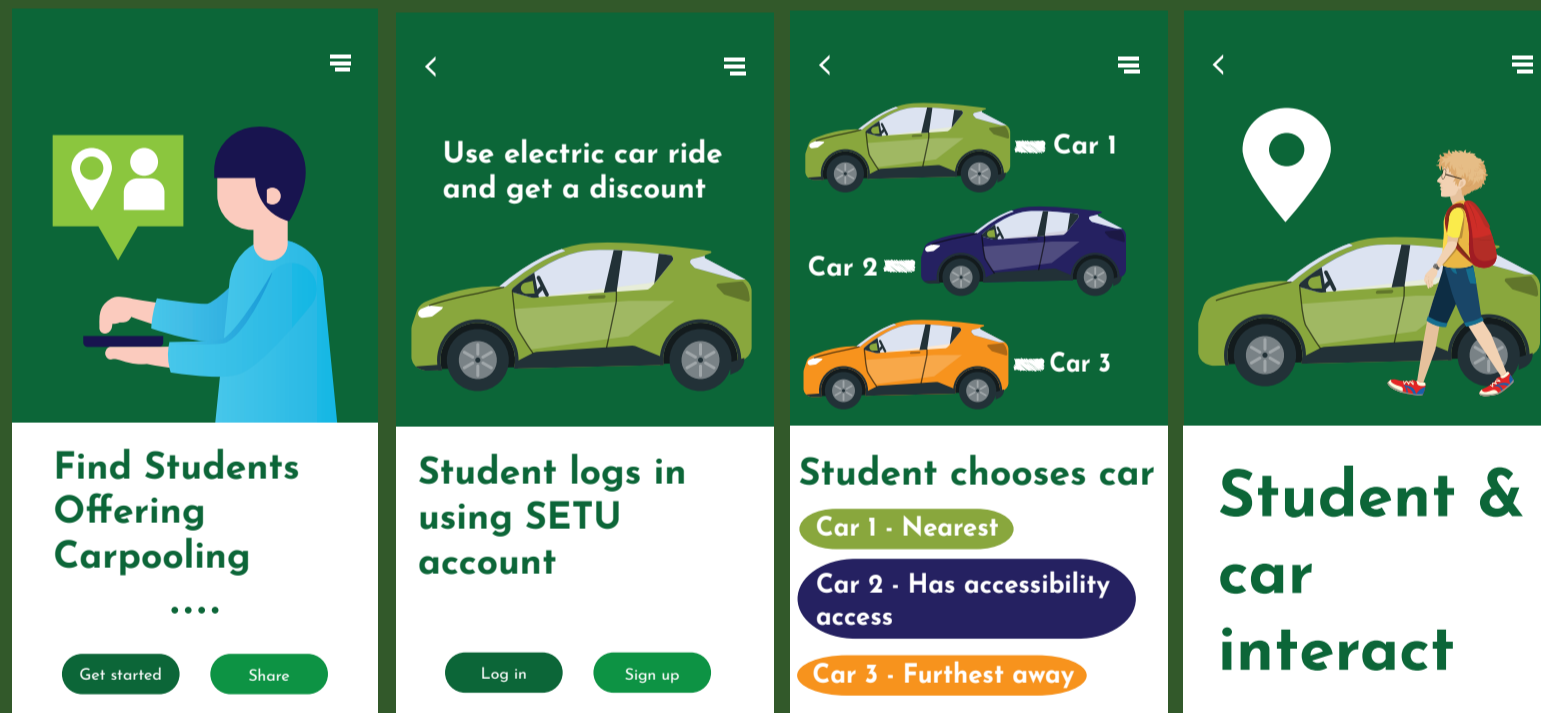
Testing phase
- Testing for 2 weeks
- Get user feedback
- Update & beta testing
- Give awards & incentives

USER JOURNEY

50 km/h

min

Driver is another student or lecturer

M.A. Interaction Design Student: Giacomo Grech
Lecturer: Bernadette Douglas

Smarter Travel
Student Awards