

4. The Methods Selection Table

Question or Hypotheses	Priority	Justification of Priority	Method	Benefit	Costs	Importance / Cost
How do people get to campus currently?	5	We need to figure out user's current habits if we want to best tailor to their needs.	Background Research: search on the internet using Google, CMU website, Pitt website, and our past materials Intercept interviews: Spend 1 hour at the Forbes loading area and do a quick interview with at least 10 students asking what method they are choosing and why.	We can best tailor to user needs and not be too destructive to their current habits.	1 person day <ul style="list-style-type: none"> 1 * hours to write survey *1 person 2 * hours to conduct background research on available transportation options * 1 person 1 * hours to compile research and write summary *2 people 	5
What information do users care most about when they are running late?	4	The main reason users would possibly use the app is to get the most important information they need in time crunch.	Survey: ask to rank the factors of a form of transportation	We will know what information to offer to the users when they are running late.	2 person day <ul style="list-style-type: none"> 1 * hour to write & distribute survey 1 * hour to analyze survey 	2
How do users select transportation in different weather conditions?	2	The information gathered could give insight to the features that a solution should include.	Log data analysis of ridership data in comparison weather reports	We would know what methods to offer depending on different weather condition.	1 person day <ul style="list-style-type: none"> 2 *hours to analyze and summarize data * 2 people 	2
Understand the pros and cons of each form of transportation	4	Understanding the pros and cons of each current transportation can help us make recommendations to users.	Competitive Analysis of the current forms of transportation that affect students Survey sent out to students about	We would understand what factors make a transportation mode desirable, and which modes to recommend.	2 person days <ul style="list-style-type: none"> 1 * hours to write survey *1 person 2 * hours to conduct competitive analysis research on available 	2