

Lisa Ratner

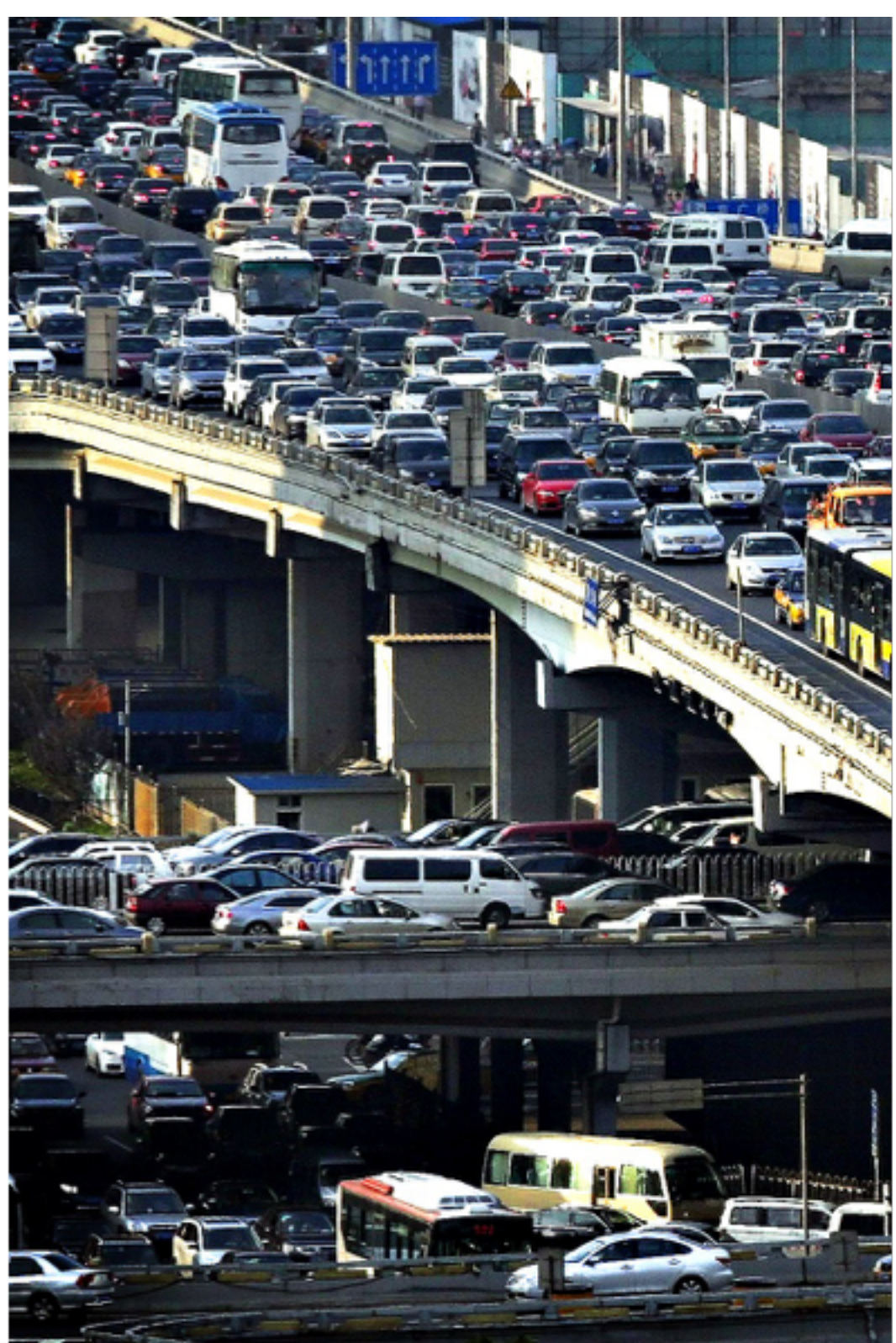
UX Designer

RideScout, Transit App

Bike Ambassador

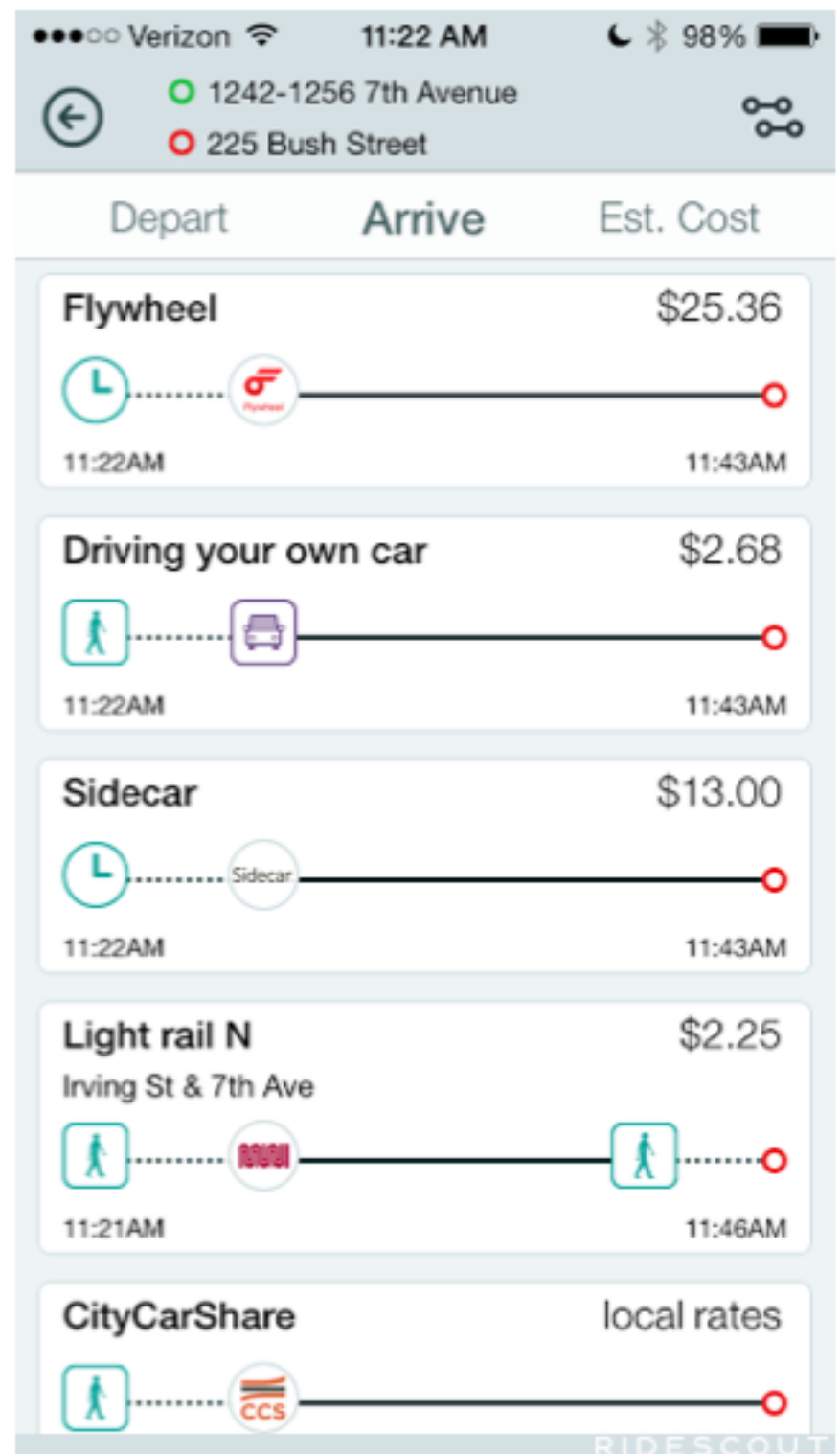
SF Bike Coalition

I am passionate about reducing the number of cars there are in the world.

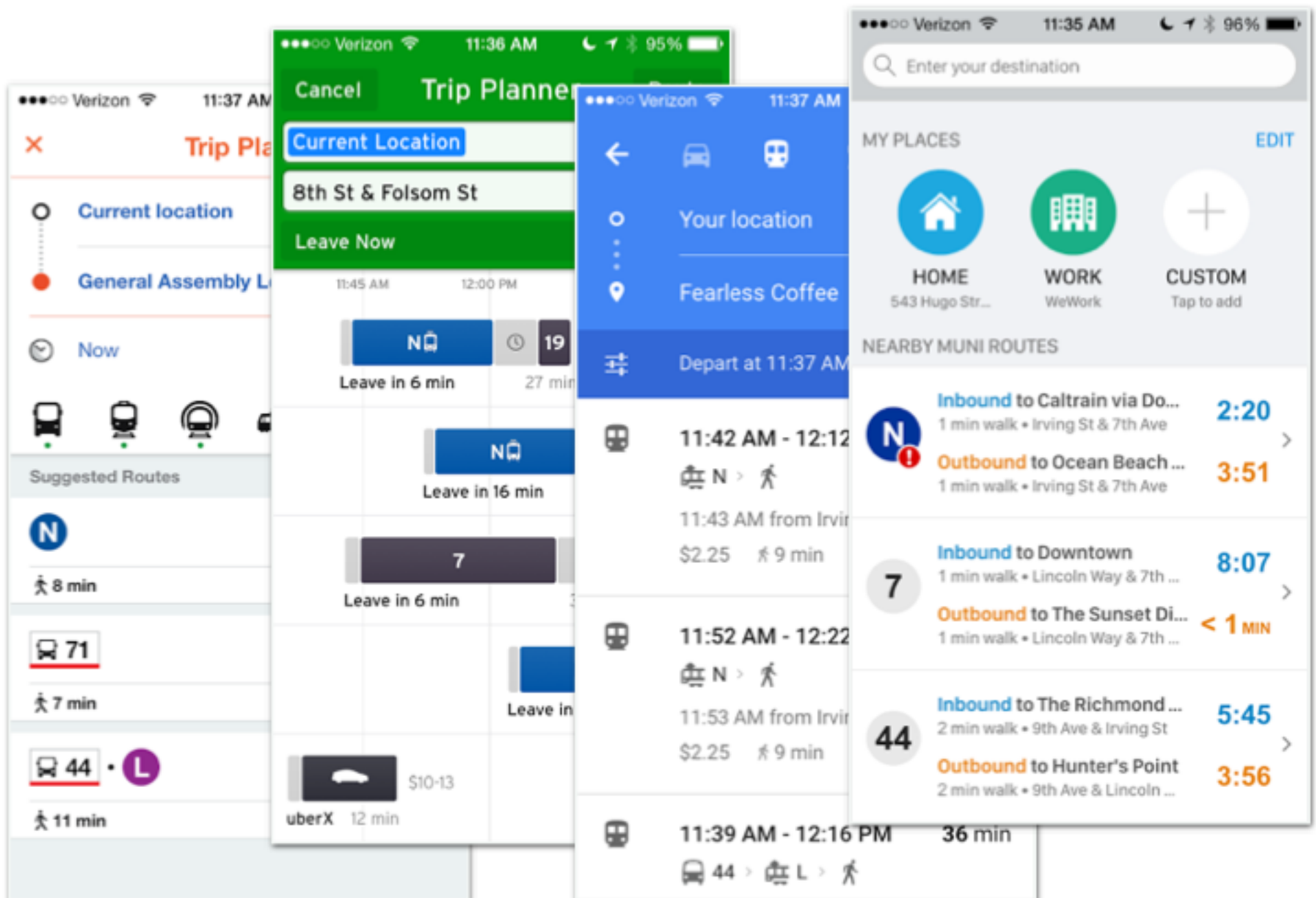


Mode Comparison

Fastest, Cheapest, Environmental way to get from A to B.



Lots of Competitors

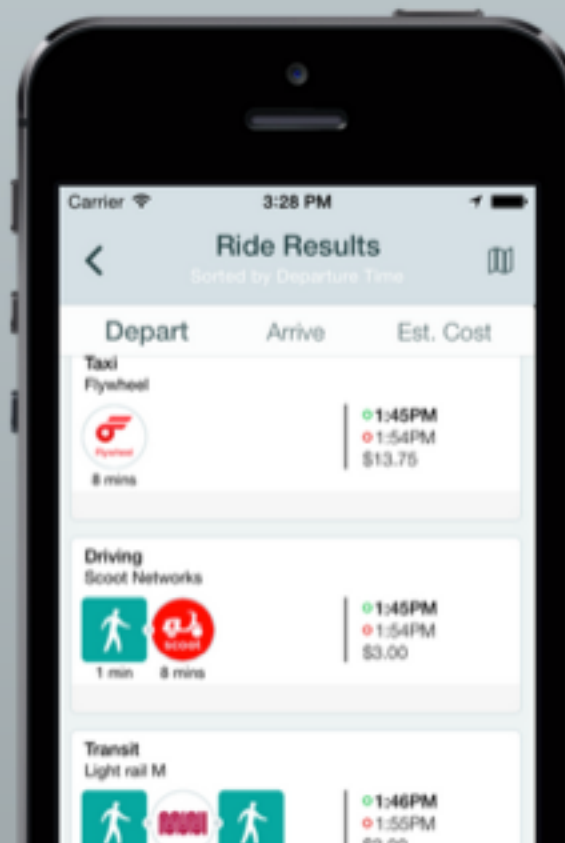
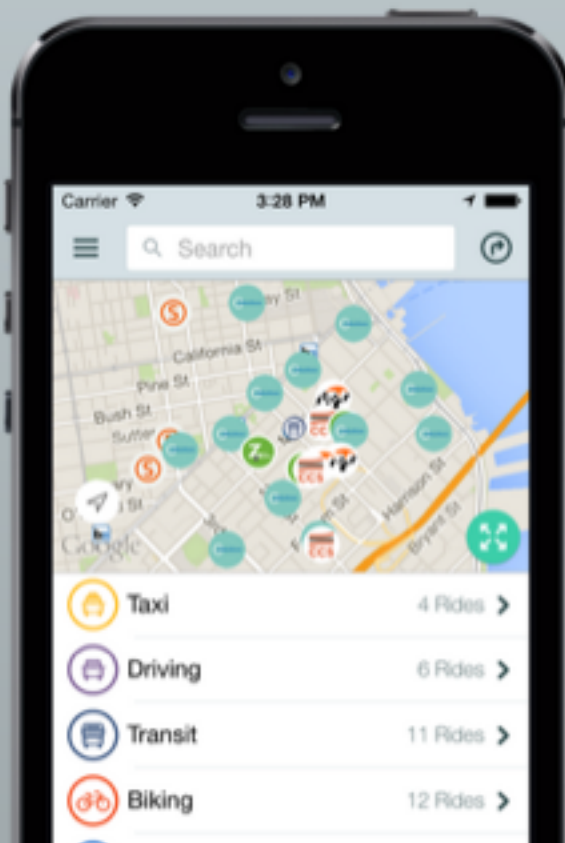


Evaluate RideScout's current visual design and see if there are opportunities for improvement

See all your options in one place

Compare rides by cost and type

Activate alerts to arrive on time



Target Audience

Smartphone users that are comparing their transportation options in an urban environment.



GOAL

Get our users to fall (back) in love with public transit and other alternative forms of transit.



Keywords
transportation
navigation
direction
efficient
time-saving
cost-effective
green
sustainable
eco-friendly
pampering
relaxing
smart
helpful
do the work for you
personal assistant
chauffeur
playful
humanistic
technological

Moodboard – Chauffeur
transportation
navigation
direction
efficient
time-saving
cost-effective
green
sustainable
eco-friendly
pampering
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Moodboard – Technological
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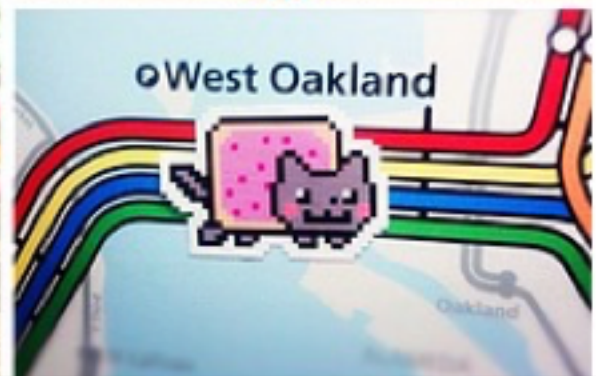
Moodboard – Playful
transportation
navigation
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Technological / Futuristic



W/ i n t e r n a t i o n a l L A B O R A T O R Y

Whimsical / Playful



D W D W E

Past / Present / Future



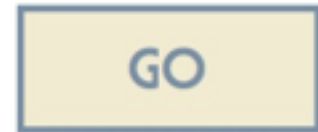
Q U A S T A

Golden Age of Transit

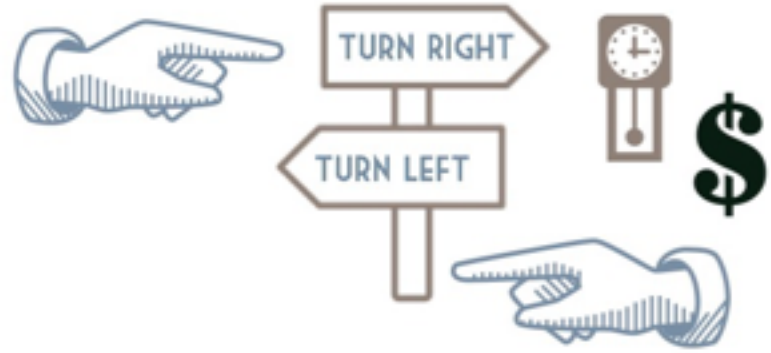


CHAUFFEUR

The app that anticipates your transportation needs

DURATION	COST	DEPART
20 min	\$15	1:30 pm



CHAUFFEUR

CHAUFFER

Chauffuer



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CHAUFFUER

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CHAUFFUER

The mobile app that anticipates your transportation needs



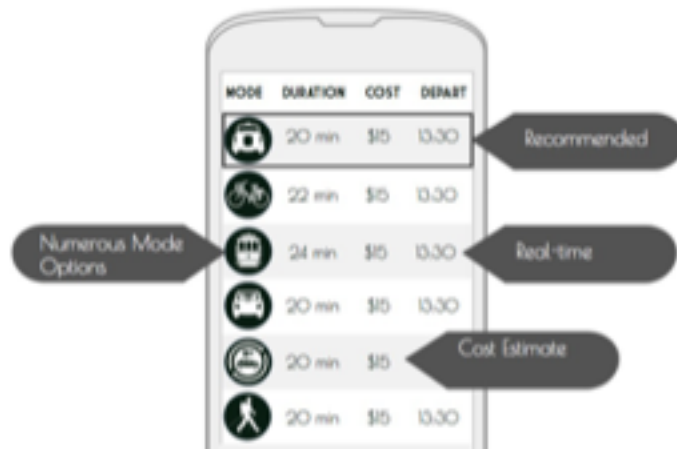
(Image of calm transportation rider)

DOWNLOAD

CALENDAR INTEGRATION



COMPARE



RIDESCOOUT

The best Way from A to B

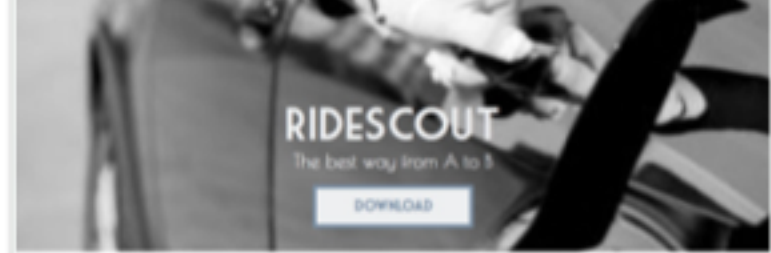
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CALENDAR INTEGRATION



ROUTE RECOMMENDATION





CHAUFFEUR

The app that anticipates your transportation needs

5th STREET

GO

GO

DURATION	COST	DEPART
20 min	\$5	1:30 pm

CALENDAR INTEGRATION



ROUTE RECOMMENDATION




AirBNB:

Romanticizing staying in someone else's home

random | RideScout Slack

airbnb

Lisa ▾  ² Help ▾

List Your Space

WELCOME HOME

Rent unique places to stay from local hosts in 190+ countries.

How It Works

Where do you want to go? Check In Check Out 1 Guest ▾ Search

Romanticize Transit

AirBNB : Vacation Housing

RideScout : Transit

New Tagline

The Journey is the
Destination





THE JOURNEY IS THE DESTINATION

DOWNLOAD RIDESCOUT

FEATURES



NEXT EVENT

Calendar
Integration






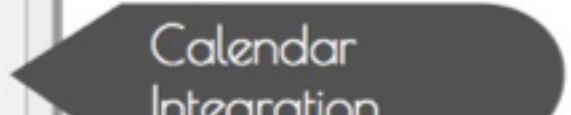
THE JOURNEY IS THE DESTINATION

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FEATURES



NEXT EVENT



Calendar
Integration

FEATURES





Calendar
Integration

Numerous Mode
Options

COMPARE MODES

User Test

Next Steps

Pitch Vision to RideScout

Feedback Welcome!

Does this more emotive visual design work?
Or should we stick with functional?