

University of Georgia for Apple Watch

Competitive Advantage Report

Table of Contents

INTRODUCTION	3
MARKET RESEARCH	4
USER RESEARCH	6
PRODUCT COMPARISON	7



Introduction

UGA for Apple Watch is an extension of the official app of the University of Georgia, UGA. This app will provide necessary resources and information for students, faculty members, and visitors.

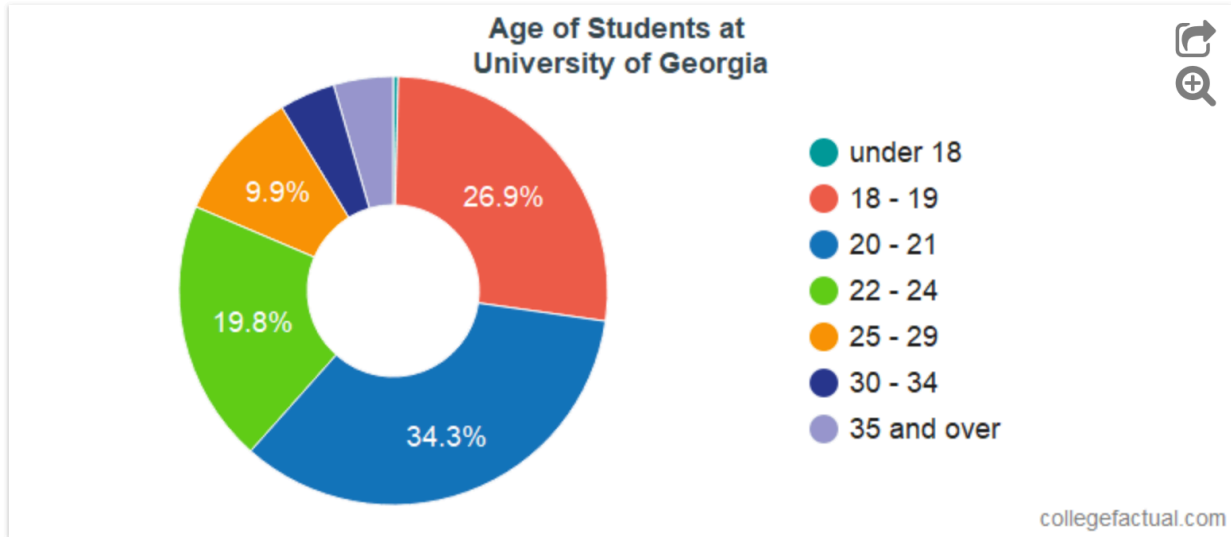
Stage one will provide access to important bus route and stop information. There will no longer be a need to fumble around at bus stops to pull out your phone and open the UGA app. Users can quickly glance at their wrist and see when the next bus will be arriving.

Stage two will add capabilities for UGA's Deck Check. Deck Check shows how full each parking deck is around campus so students and visitors alike can judge where it is best to park. Instead of dangerously checking this information by navigating through the mobile app while driving, users again will be able to quickly glance at their wrist to access the information they need.

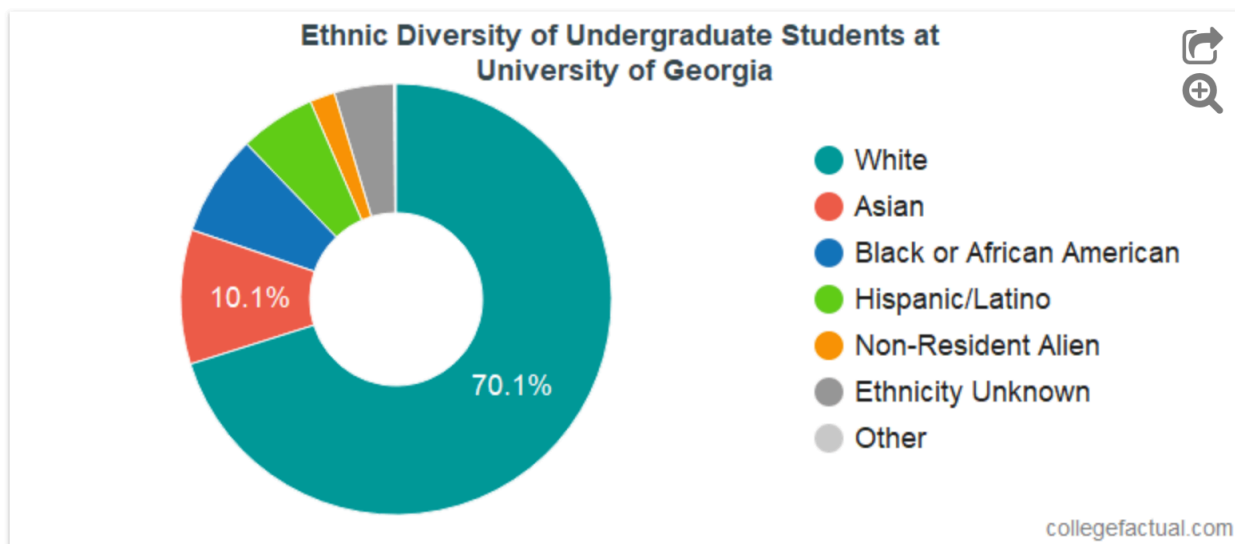
Market Research

The target market for the Apple Watch app is college students at the University of Georgia.

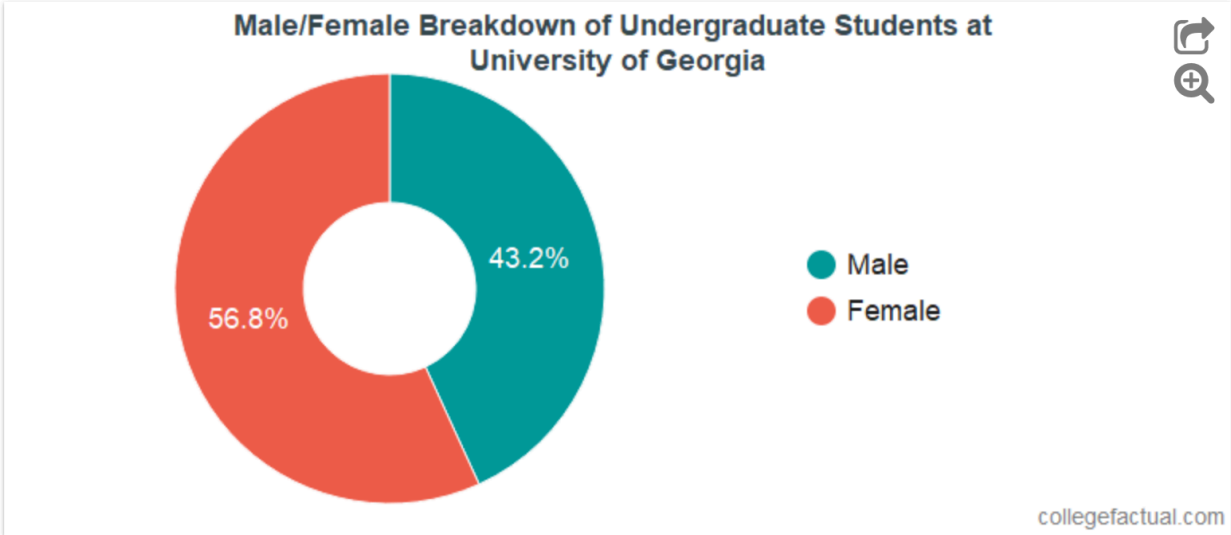
The estimated age of the average user is between 18-24 years old.



UGA’s racial diversity will be similar to the expected breakdown of users of this app. As shown in the chart below, 70% of students at UGA are white, followed by 10% Asian.



The gender breakdown at the University of Georgia is nearly 60% female. I estimate a similar user breakdown of use with the Apple Watch app.



More information is available at <https://www.collegefactual.com/colleges/university-of-georgia/student-life/diversity/>

User Research

The UGA Bus capstone group from fall 2019 conducted both exploratory and user research on this app. Through this research, it was confirmed that an extension of the UGA app on Apple Watch was something many students wanted.

Using a survey of 50 UGA students, certain patterns were discovered. Of the 50 students, 92% use the UGA app on their phones. Additionally, the majority of students who use the UGA app reported using the bus feature more than any other included on the app.

66% of the surveyed students own an Apple Watch, and most people cited activity, messages, and notifications as the most used features. Adding some of these features to the UGA app may enhance the user experience and give users a seamless interaction with the app.

When asked about receiving bus information on the Apple Watch, 60% of students surveyed agreed they would want that information on their watch.

Further in-depth interviews revealed several wants from an Apple Watch app.

“The biggest issue for students with the UGA's bus system is timing.”

This statement is confirmed by the statements on the BusMe page about ensuring customers receive accurate updates about busses so that they don't miss any.

Another key takeaway from the in-depth interviews was that “people hoped that the app would be simple and easy to access.” This is a very important desire to note. The app should be simplistic and easy to read while moving. Users will be looking for very specific information and need to get that information as easily as possible while on the go.

Product Comparison

While this app is being designed specifically for the University of Georgia, there are several working examples out there.

Apple:

Apple has its own version that is available in certain locations around the world.



Apple's watch app is available in the Maps app. This may be a good example to look at to base wireframes and the UX on. The UGA version will not include a map view, but may be considered in future renditions.

Website: <https://www.imore.com/how-use-transit-directions-apple-watch>

Washington MATA:

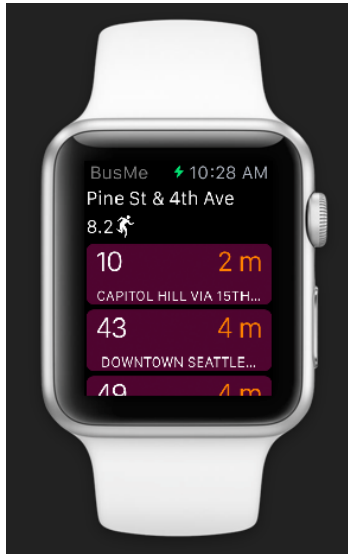
Washington Metropolitan Area Transit Authority (MATA) also has an app for their public transit system. Their app includes a payment system too. While the payment system is not something that the UGA app will include, it does prove success of another use case for a bus app. Being able to quickly swipe into and on public transit is very important to efficiency in public transit. If a functionality was ever to be built into the UGA app for Athens Transit, a similar payment system may be considered on the Apple Watch.

Website: <https://www.wmata.com/fares/mobilepay/>



BusME:

BusMe is probably the most similar app to the UGA bus feature. This app shows bus route information for Seattle, King County, and Puget Sound.



The main features of the BusMe app include: location-based bus departure times that you can easily view with the move of your wrist, accurate calculation of 'walk times' between your current location on your stop, and bus Stops/Routes for all buses in Seattle / King County / Puget Sound.

The BusMe watch app seems like the closest example of a similar product. The goals of the app and layout of the app mirror the goals of the bus feature of the UGA app. This shows a similar successful product that I will use as a reference for the UGA version.

Website: <http://www.busme.watch>