Needs Assessment Report

I. Introduction and background

● The Y-100 design challenge revolves around a fictitious date in the near future when Indiana University Bloomington’s transportation services and other traveling amenities are redefined in order to improve the student life here at IUB.

● The purpose of this needs assessment report is to effectively determine the expectations and wants of a user experience opposed to the actual experience in transportation currently at IUB.

● The stakeholder I interview is a junior studying computer science. His name was Peter and he frequently takes a bus in order to get from his home off campus to his classes. Everyday, Peter takes the bus W and A to get from point a to point b. Because of his experience with the bus system as well as walking to and from his classes often, he was the perfect candidate to ask about the traveling system at IUB.

II. Key Findings

● I began to ask questions such as “What do you think is the biggest problem(s) you have currently have with IUB transportation?”, “In what ways could you improve the infrastructure of transportation at IU?”, “What new and upcoming technology could potentially your problems?”. With these questions, Peter stated:
    ○ At peak times the buses and traffic are so packed it is hard to travel with comfort. He feels that the buses are too packed and can be dangerous/ hazardous for students and faculty members who ride the bus system.
    ○ He stated that if would be wise to add more bike lanes or bridges to high traffic areas with cross walks such as on 10th street or Jordan street. Due to Kelley school of business located on 10th street, more students are in and around the surrounding area crossing and stopping traffic. A small bridge would be cost efficient yet a great way to keep the flow of traffic.

● Peter stated that if he could incorporate a distance yet realistic technology, it would be bike that can shrink from a large bike to a bike that is small and be put into a backpack. This will solve the bike problems outside the buildings and will encourage more people to use bikes instead of driving or using buses.

III. Recommendations

● I think that at this point we could solve the easier problems such as:
○ Introduce more buses so that it is less crowded
○ Indiana University could promote the use of bike or boosted boards so less people drive or use buses.
○ Build a small bridge and less crosswalk space to keep slow of traffic and have a safe passage for students to cross without worrying about traffic

IV. Summary

● After meeting with Peter, I was surprised at the problems IUB was having with their transportation system. I wonder if other feel the same way he does about the way traffic is and how other students will react to the recommendations. Overall, transportation at IU have been improving over the years especially double maps that allow students to see and track the buses, however there is still a long way to go in order to help every student have the perfect experience.

● I want to learn more about different perspectives on IUB transportation, especially the bus system. Peter had many great ideas and technology solutions, however, there maybe many other great ways to implement a system where more innovative and artificial technology can help shape a better student experience for those in the future class of IUB.