

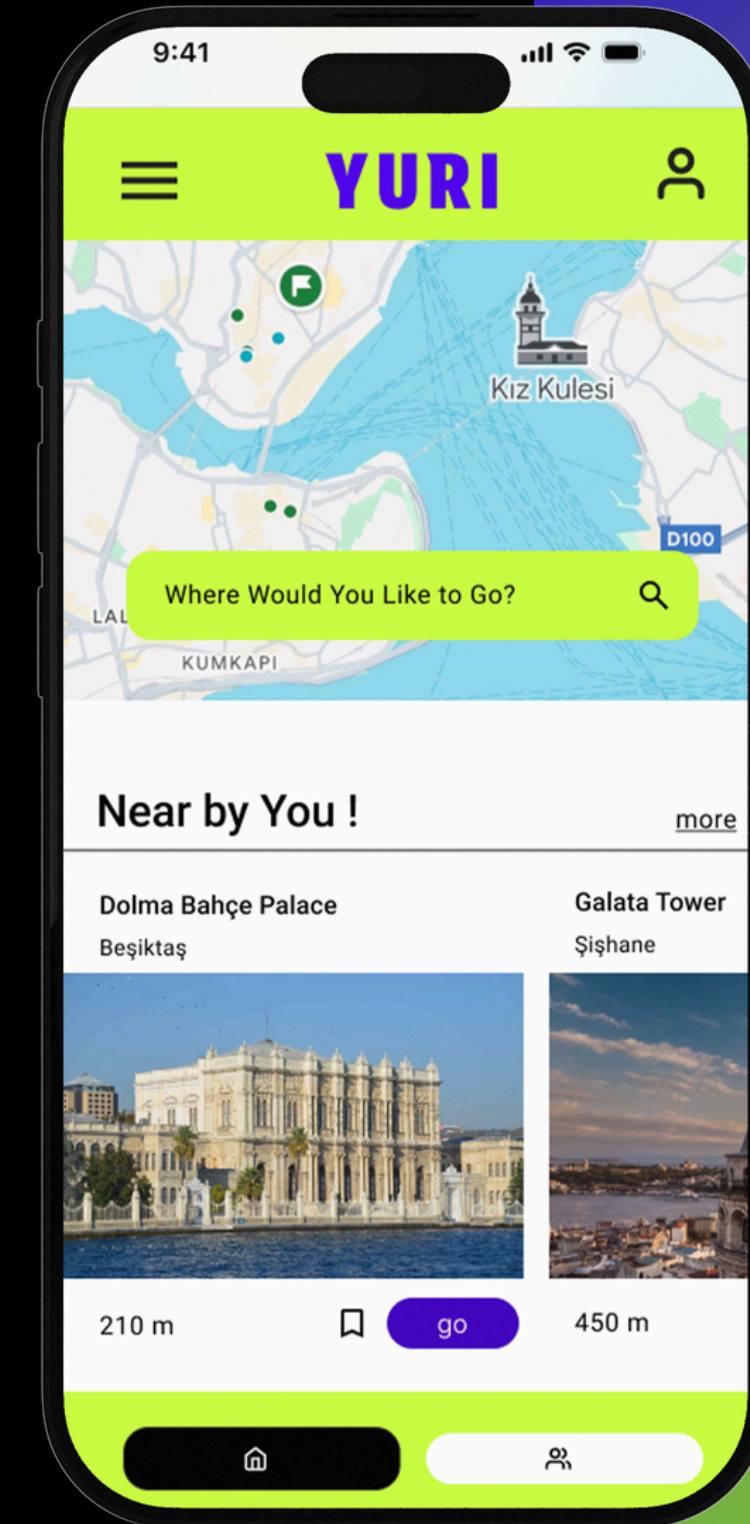
Social Being

Collective Data

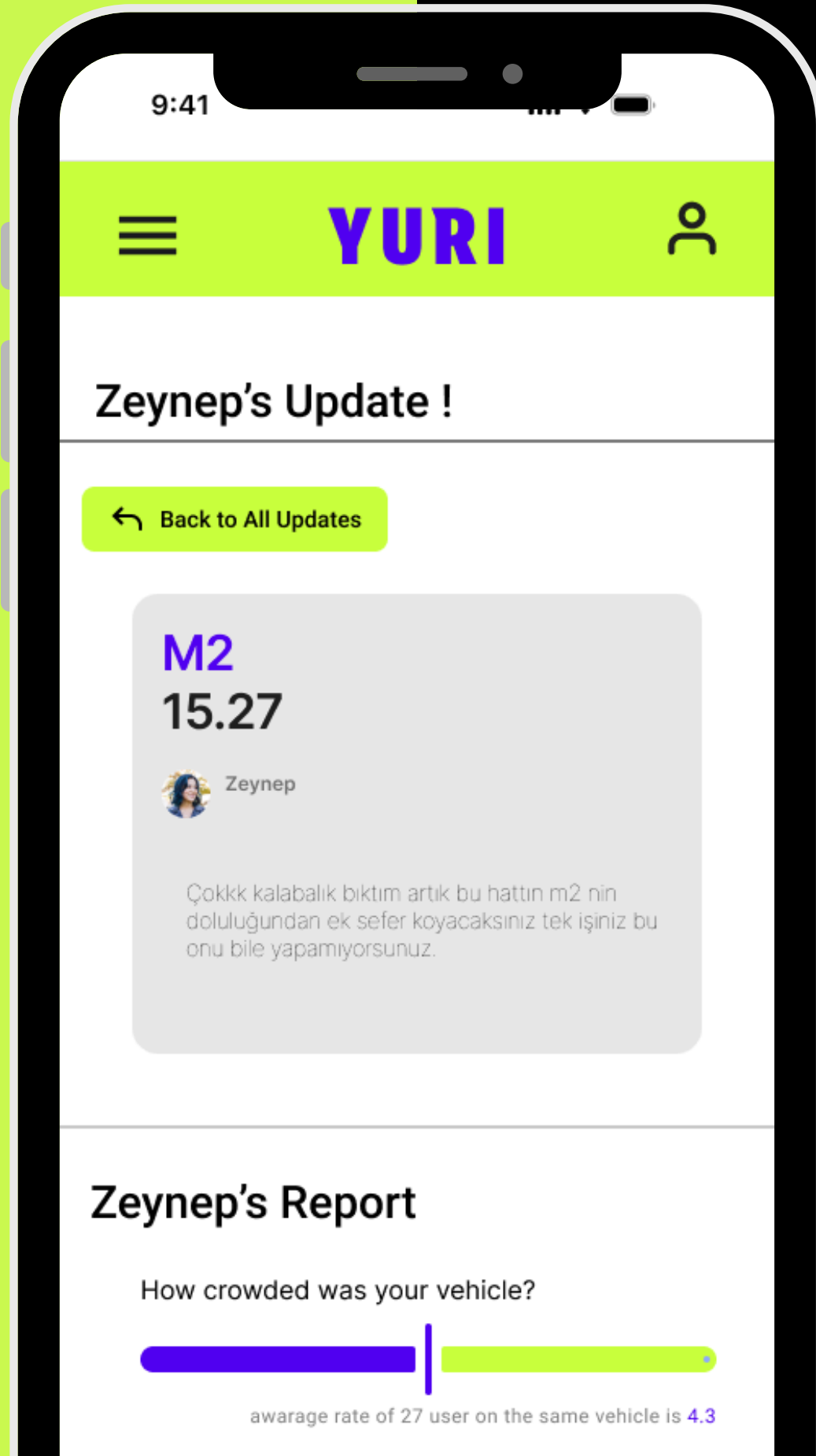
Real Time Experience

# Commute App

# YURI







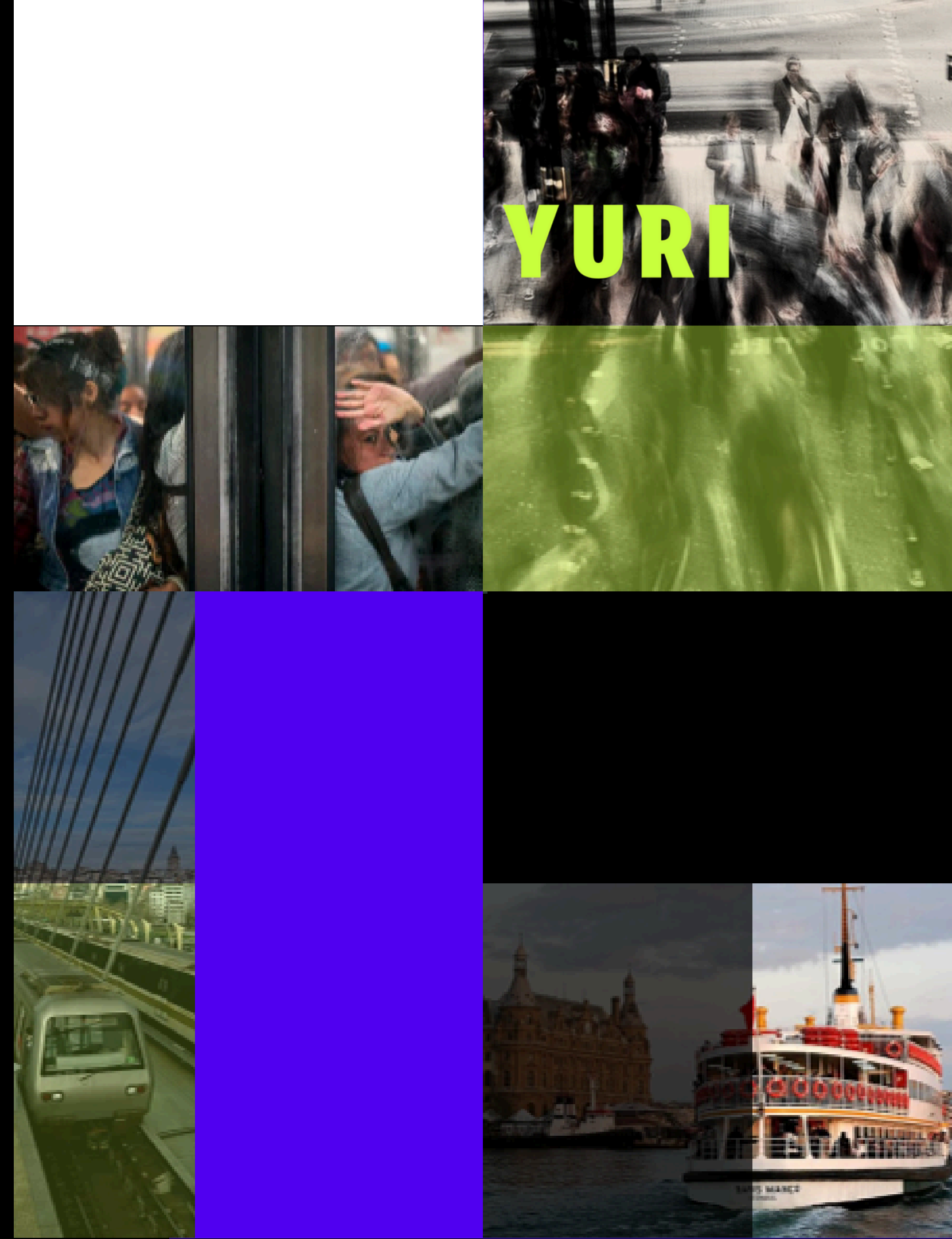
# Welcome To YURI

YURI offers Istanbul's daily commuters a new way to navigate the city not just by time and distance, but by how they want to feel. By combining **real-time transit data** with **emotional and social insights**, it helps users choose routes that align with their mood, needs, and comfort. Whether seeking calm, avoiding crowds, or just enjoying the journey, the platform transforms public transportation into a more human experience.

A human-centered mobility assistant designed for Istanbul's public transportation users. The platform integrates live transit updates, user-generated content, and emotional tagging to help commuters plan their routes based not only on efficiency but also on personal well-being. Users can track their commuting moods, **share experiences**, **receive community-verified disruption alerts**, and discover more mindful, less stressful routes which creates a **new emotional layer to urban mobility.**

# Problem Statement

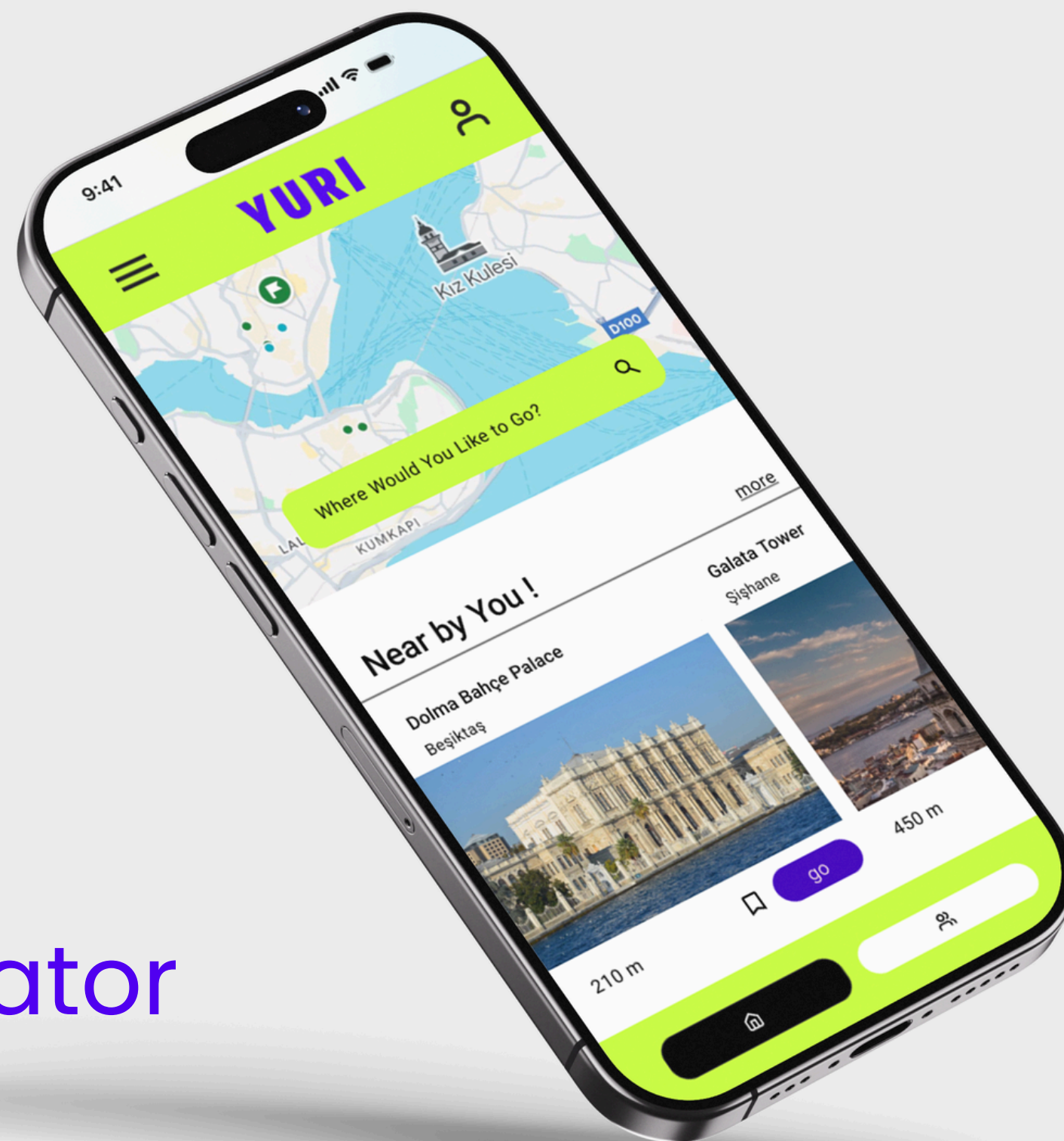
Sena is a regular public transportation user in Istanbul who needs a platform to share and access **real-time, community-driven** insights about public transportation experiences because current public transportation apps lack emotional engagement and reliable, crowd-sourced information, leading to stress and frustration during commutes.





# YURI

navigator



# YURI

social







LET'S

YURI



# USER INTERVIEWS

---

Public transportation plays a vital role in urban mobility, yet user experiences vary widely based on reliability, convenience, and comfort. Through in-depth interviews with commuters, we uncovered key insights into how people navigate transit systems, their preferred tools for route planning, and the emotional factors influencing their journeys.

Daily commuters need a way to diversify their transportation routes and types, because every daily transportation experience can be modified and improved according to personal values and preferences. Supplying the needed info about public transportation, and the cultural and social environment in Istanbul to the passengers will help to form the utmost enjoyable daily transportation experience.

## What users NEED ?

---

01

### Emotional Well-Being

Enjoying the process of commute and vehicles)

02

### Detailed Navigation Instructions

Transfer points and location of the stops

03

### Personal Alerts

Trip history, crowd alerts, and service updates

04

### Accurate Real-Time Information

Crowd density and traffic conditions

05

### Personalized Route Recommendations

Altering the routes with the given data and shared points

06

### Additional Features

Like payment integration, service updates, and safety alerts

# PERSONAS

---



## TARIK DEMİR 27 - Engineer, Istanbul

---

Tarik is a young engineer living in Istanbul. He primarily uses public transportation for commuting to work and daily city travel. To avoid Istanbul's heavy traffic, he prefers rail systems like the metro and Marmaray. Due to his busy work schedule, he values his time highly and prefers practical transportation methods.

### GOALS

---

He wants to reach work and other commitments on time and without issues.

### PAIN POINTS

---

Intense crowding during rush hours  
Beggars on public transportation make him unsettled.

## NEEDS & EXPECTATIONS

---

Efficient Transfer Process: He wants to minimize the time lost during transfers and turn this process into an opportunity.

Comfortable and Stress-Free Travel Experience: He is particularly bothered by the extreme crowding on public transportation during peak hours.



# PERSONAS



## DİLEK KILIÇ 23 - Design Student, Istanbul

Born and raised in Istanbul, Dilek is familiar with the hustle and bustle. She lives and works on the Anatolian side and studies on the European side, so she changes continents daily. She is mostly in a hurry in the mornings, but does not hurry when she is heading home from uni or work. She looks at her commute as her own time to think and relax, so she prefers her usual established routes that she has general knowledge about, but Istanbul is a fast and unpredictable city something might happen. So even though she knows the route, she checks her transportation apps for information or alternative routes.

### GOALS

- She wants to enjoy her commute and have a comfortable experience, since she has a busy schedule, she listens to music while on her routine routes.
- She wants to know if an alternative way that will somehow make her experience better exists without the time constraint (choosing longer bus routes or preferring sea travel for views and less crowding)

### PAIN POINTS

- Unreliable time schedules
- Inconsistency between apps
- The limited scope of apps can not see all the transport options together
- No-crowding leads to unsafe situations
- Wants to handle all transportation needs from 1 app to avoid confusion

### NEEDS & EXPECTATIONS

- She needs up-to-date time schedules, live stop info, and visual knowledge about the vehicles
- If trying a new route, she also needs prior opinions from female counterparts, and she needs clear visual graphics that showcase the route and transfer points
- She expects that when using the app, she will know what to expect and where to go in a station or bus stop
- She wants to be alerted about daily events so she can look for alternate routes, or better ,let the app do that for her
- She needs an app that provides consistent, real-time, and trustworthy route suggestions without the need for cross-checking.
- She needs apps to provide additional features like payment integration, service updates, and safety alerts.



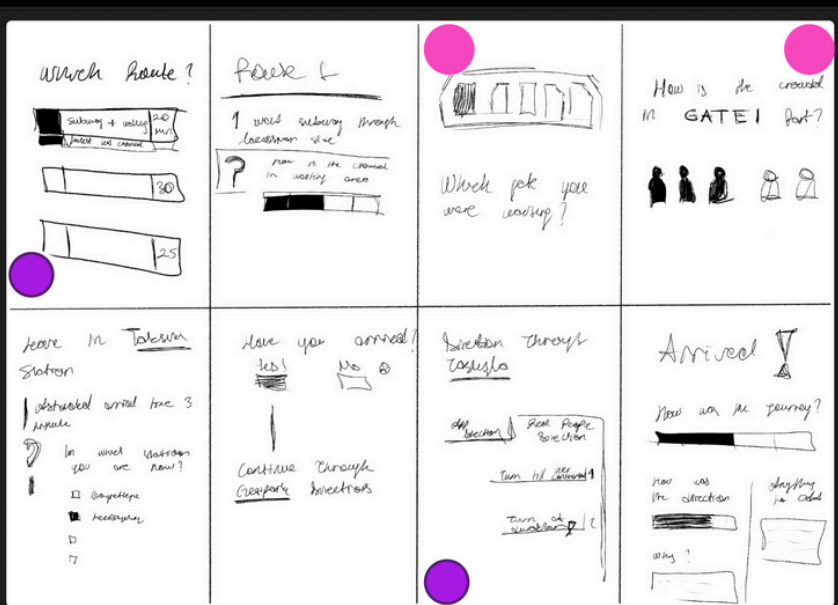
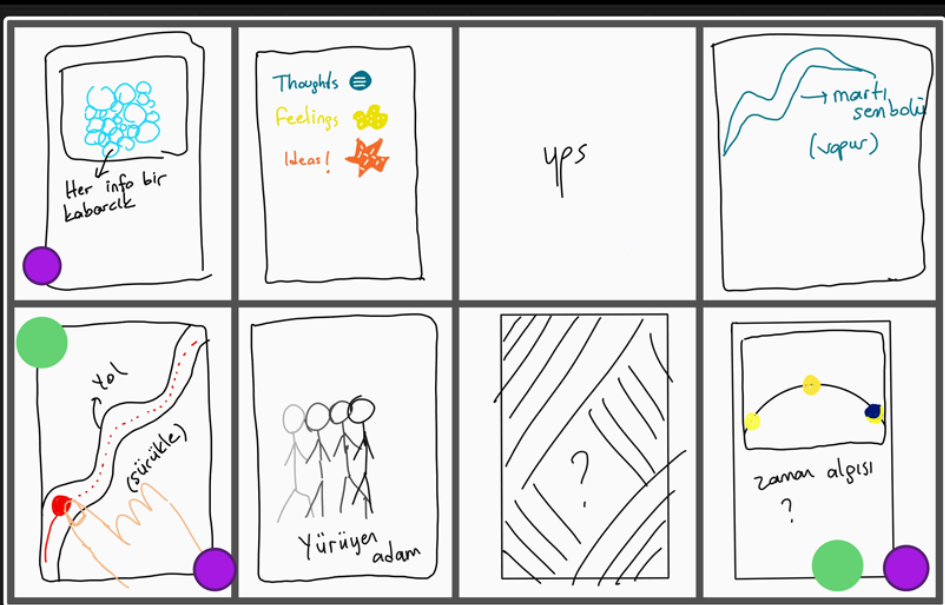
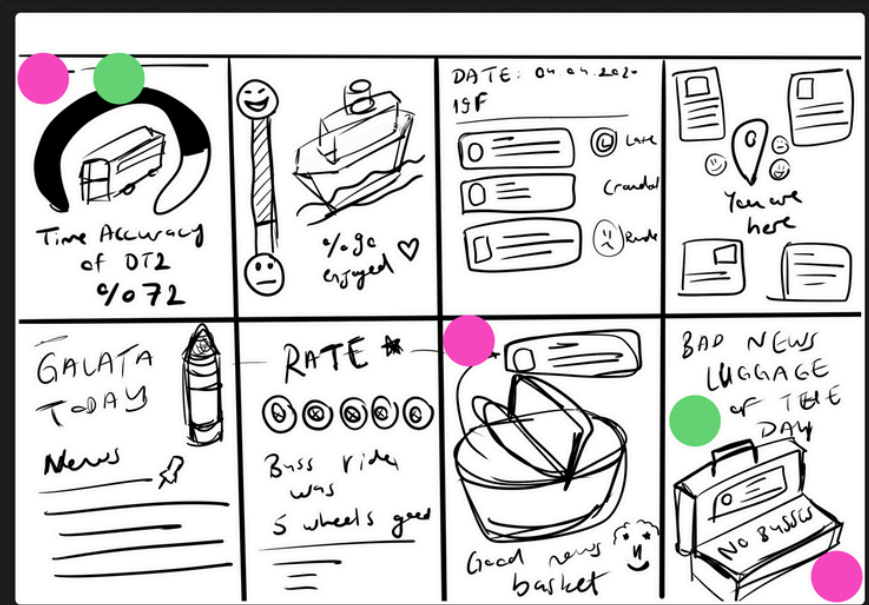
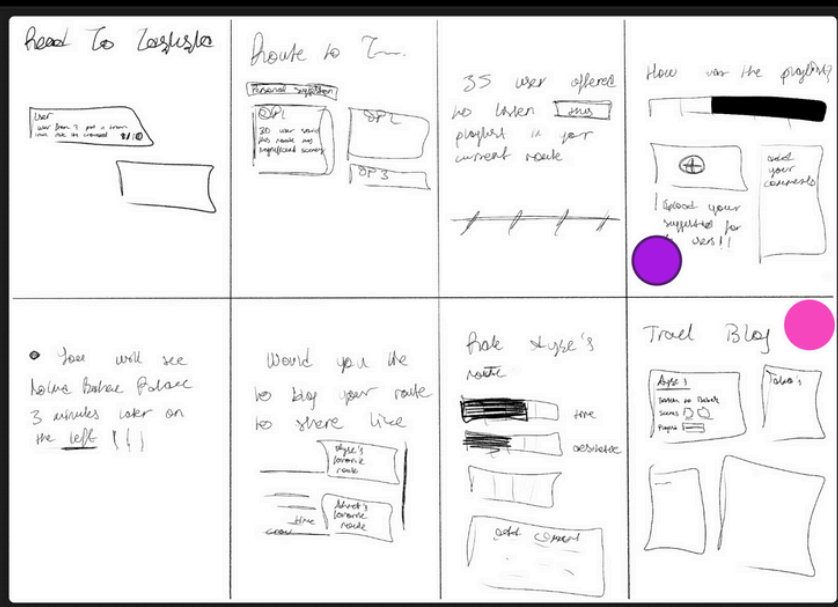
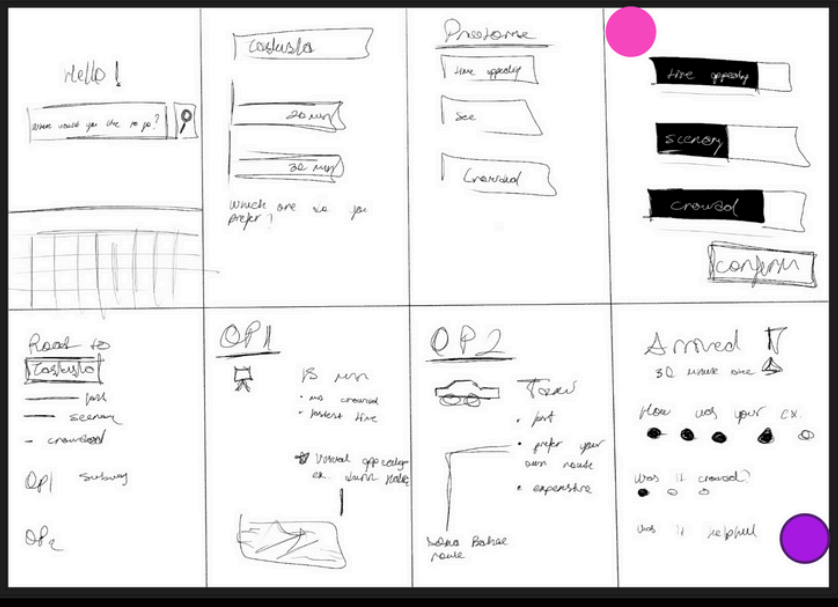
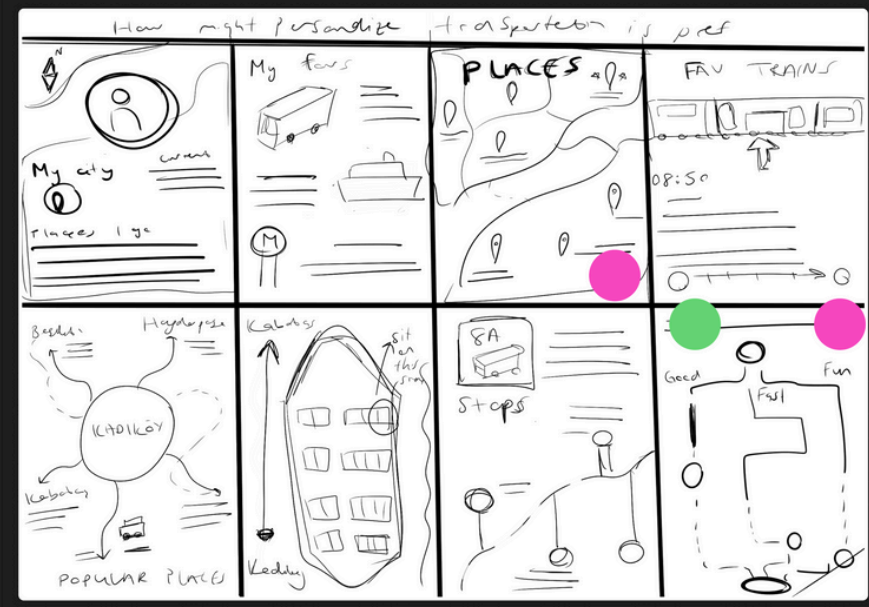
# IDEATION

## Crazy 8s

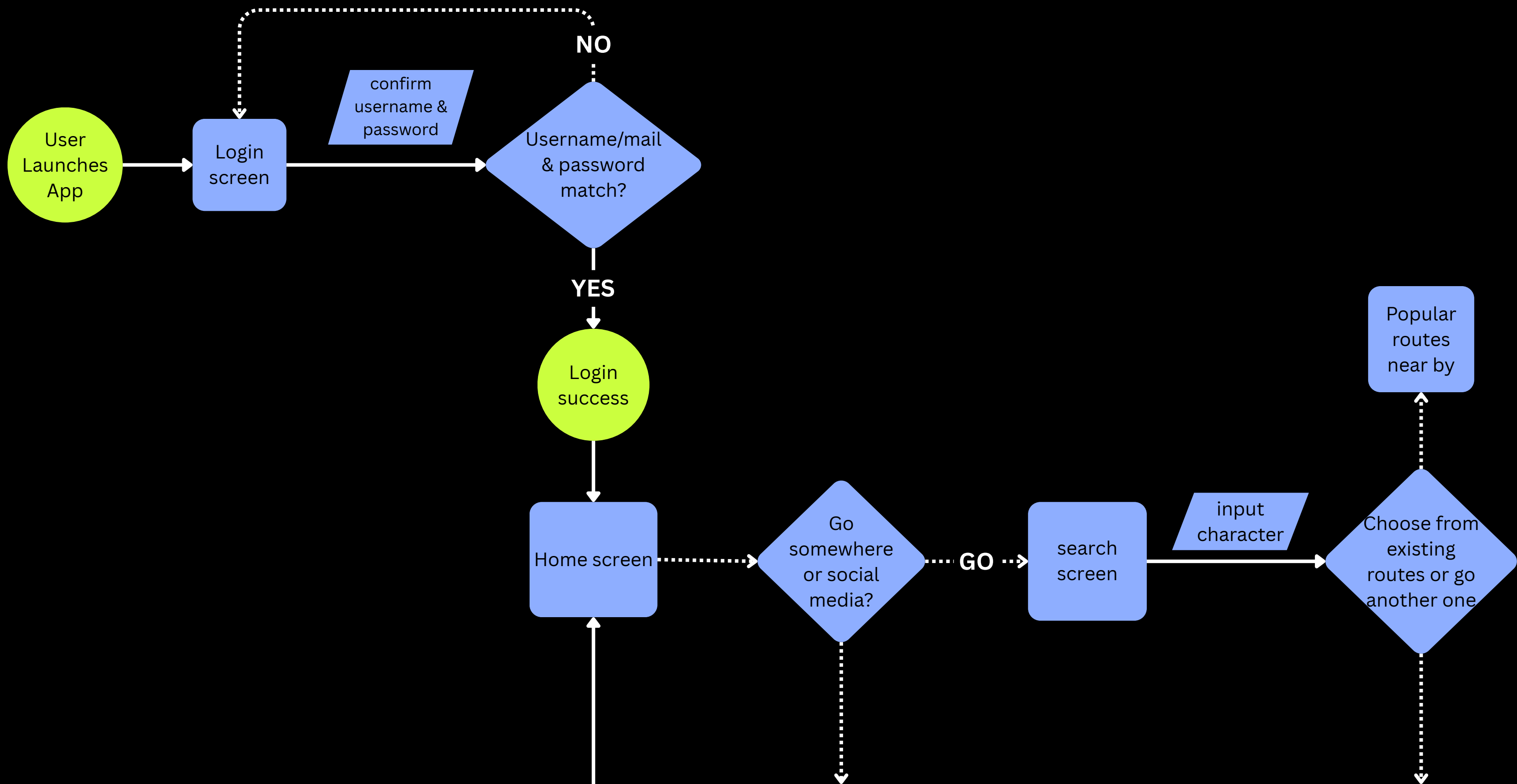
Q1- How might we personalize transportation experience in terms of the user's preferences?

Q2- How might we enable the users to share their thoughts, emotions and personal experiences for the community?

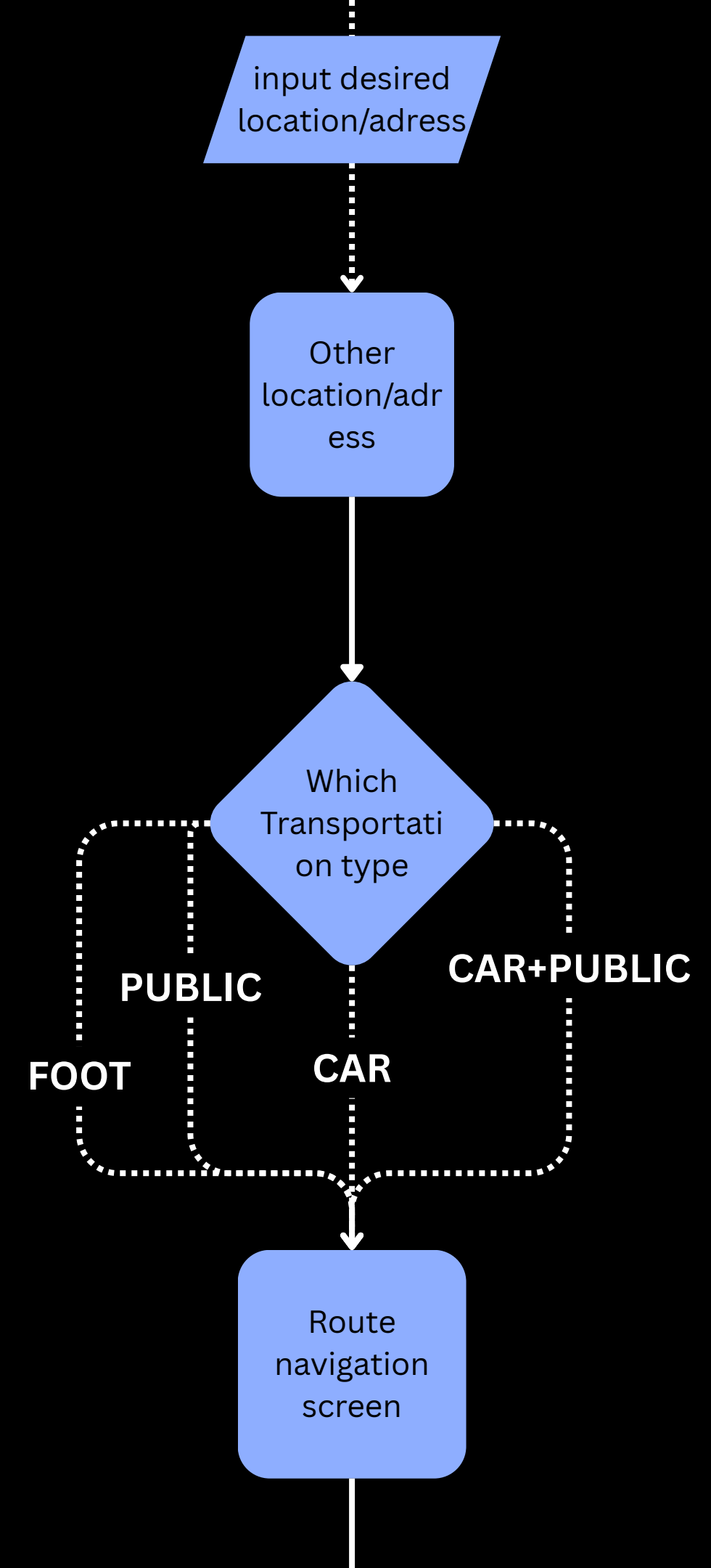
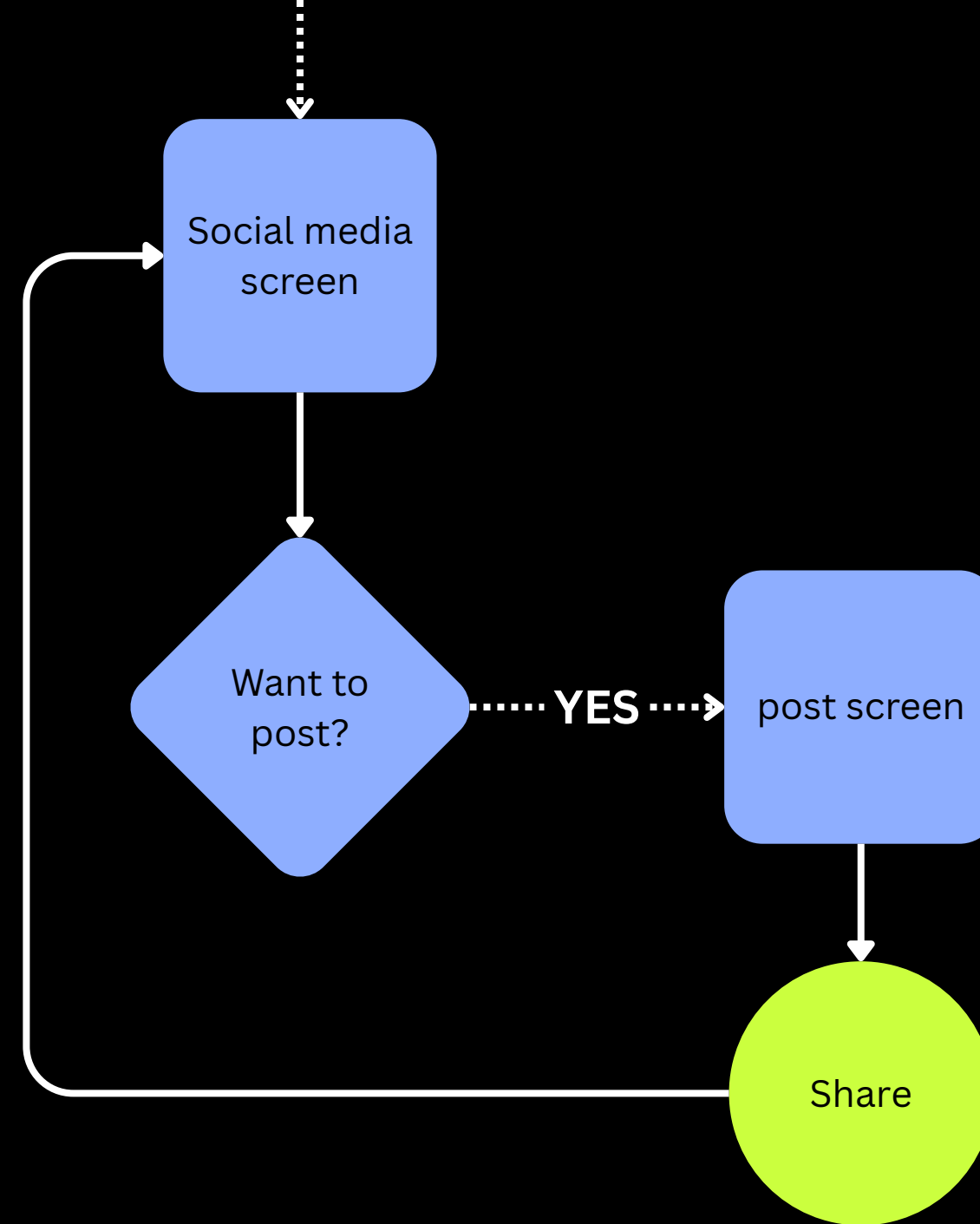
Q3- How might we visualize the relevant personal information that is gathered from the user's in the application ? (infographics, icons, texts..)



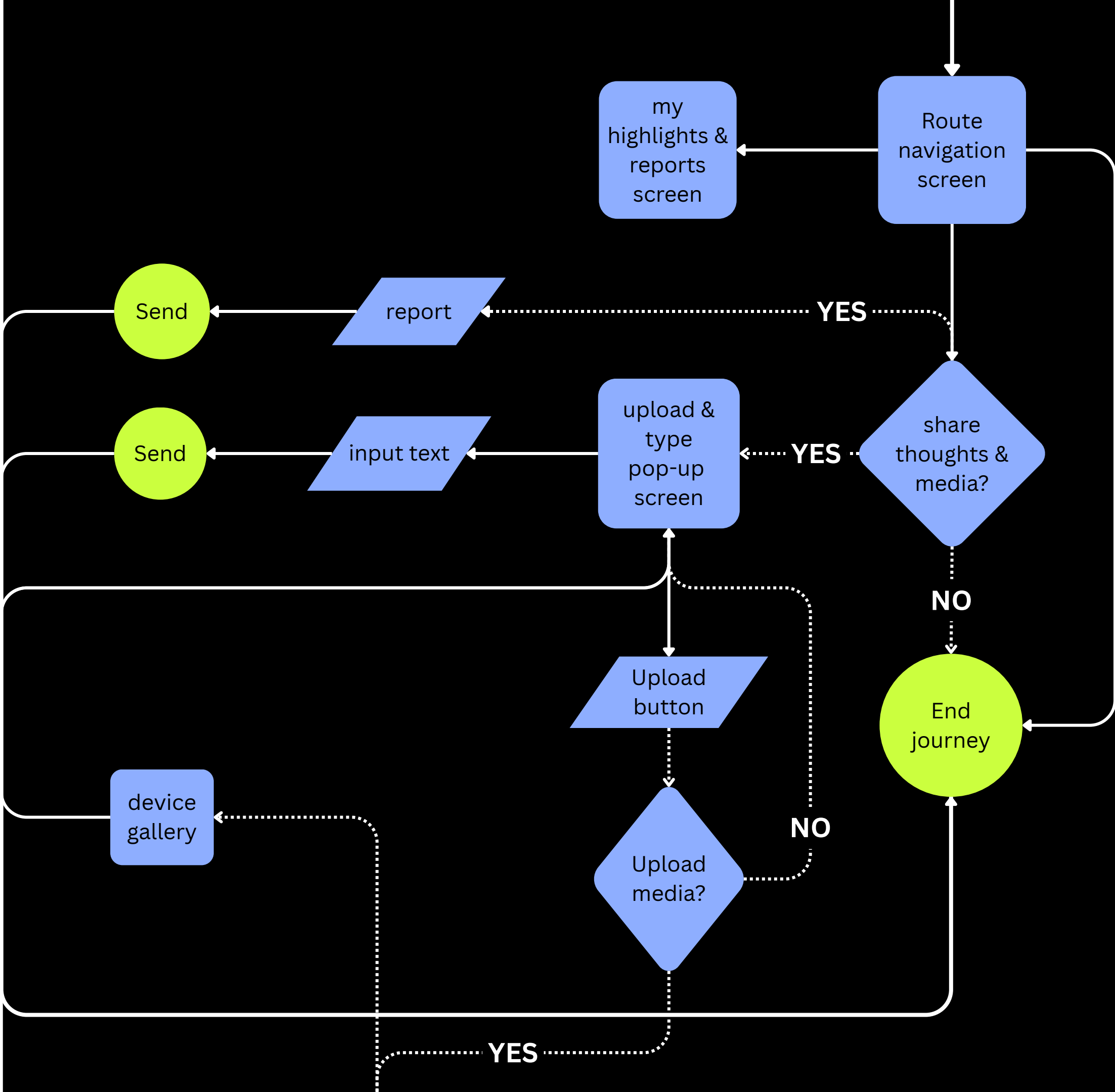
# USER FLOW



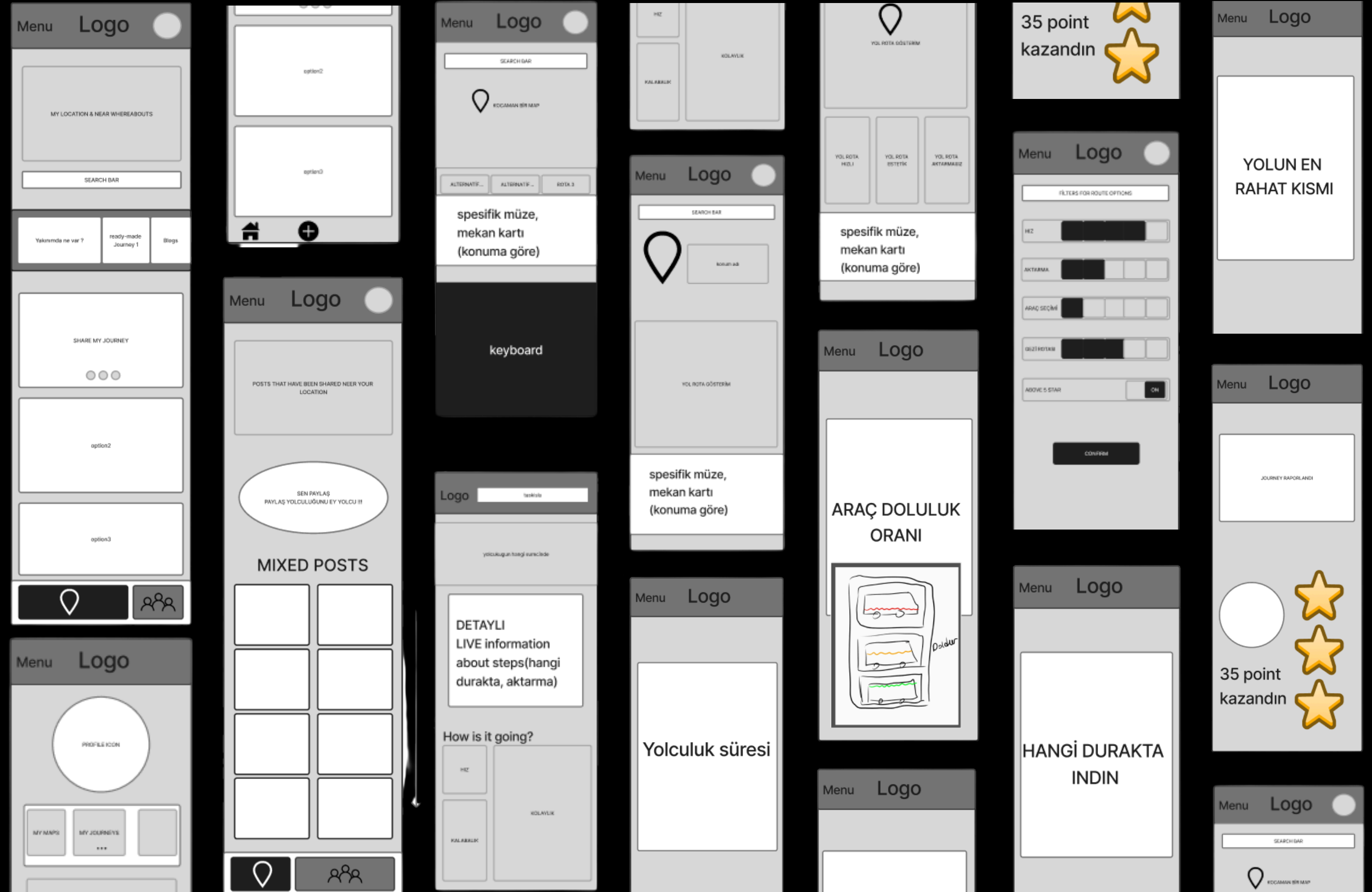
# USER FLOW



# USER FLOW



# Low-Fidelity Wireframes





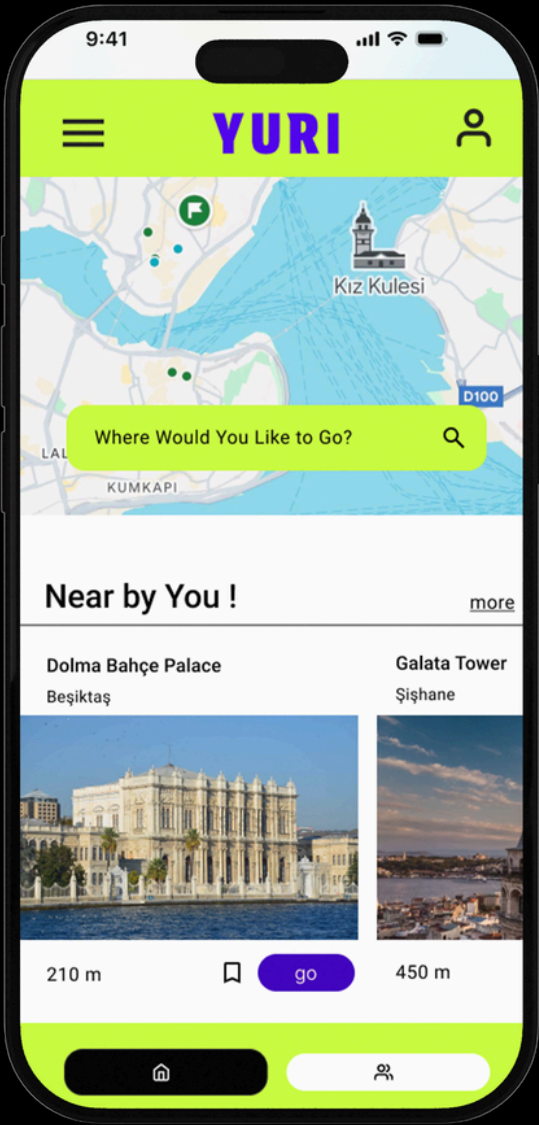
# TYPOGRAPHY

## Protest Strike



## Roboto

Aa Bb Cc

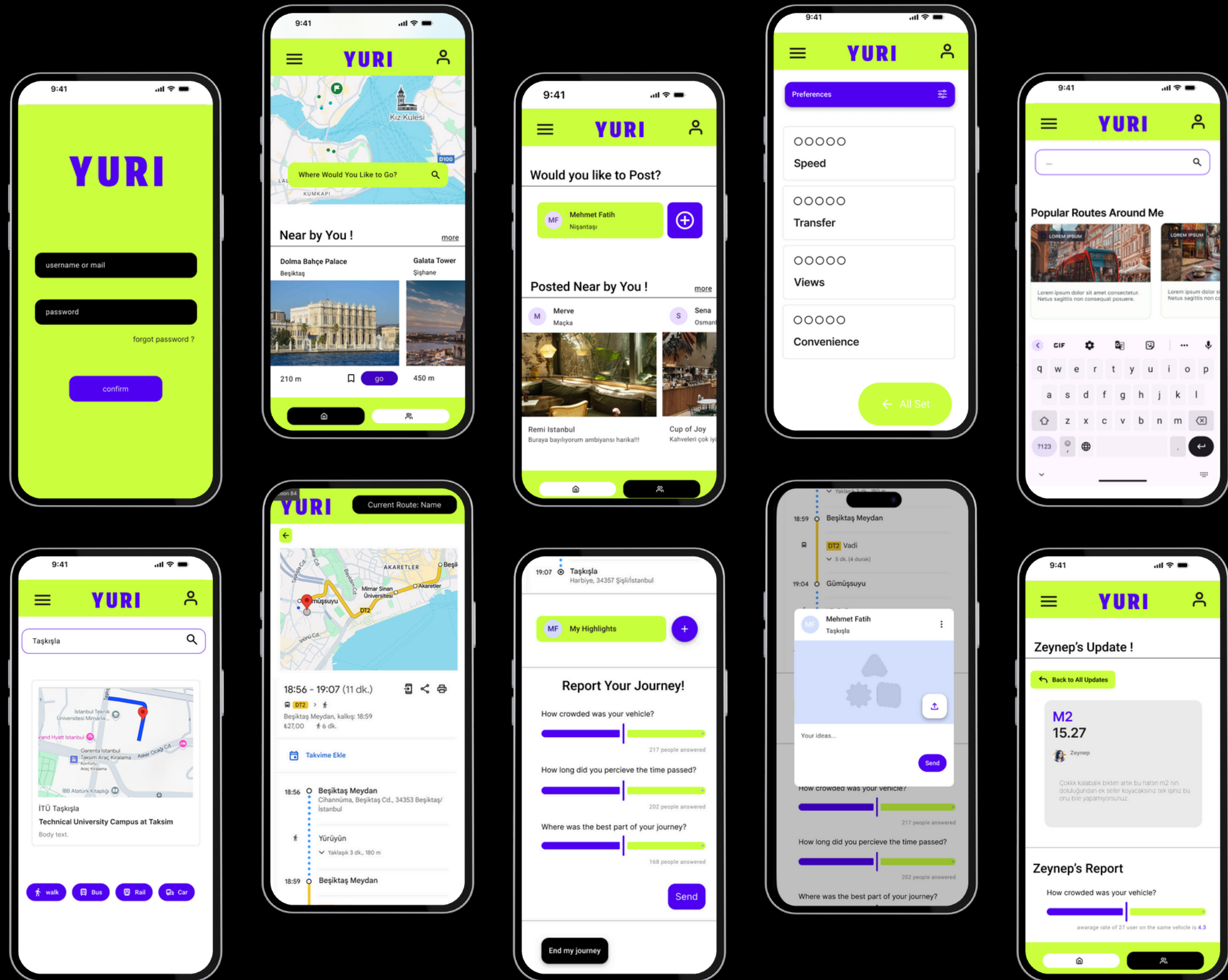


# COLOR PALETTE





# High-Fidelity Wireframes



# Application Advantages

01

A mobile application that merges route planning with user-generated emotional and situational insights

02

A platform to share emotional reactions and crowd status with other users

03

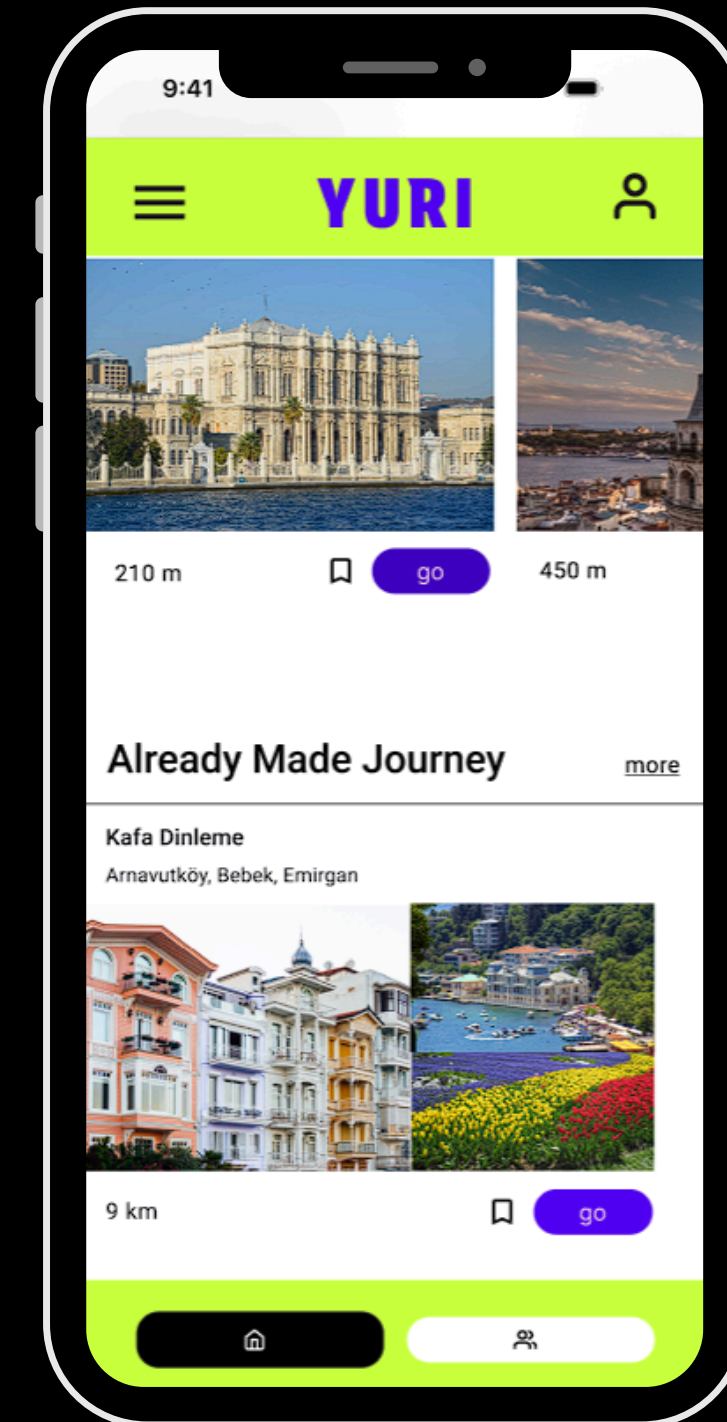
Live crowd tracking and travel condition updates verified by users

04

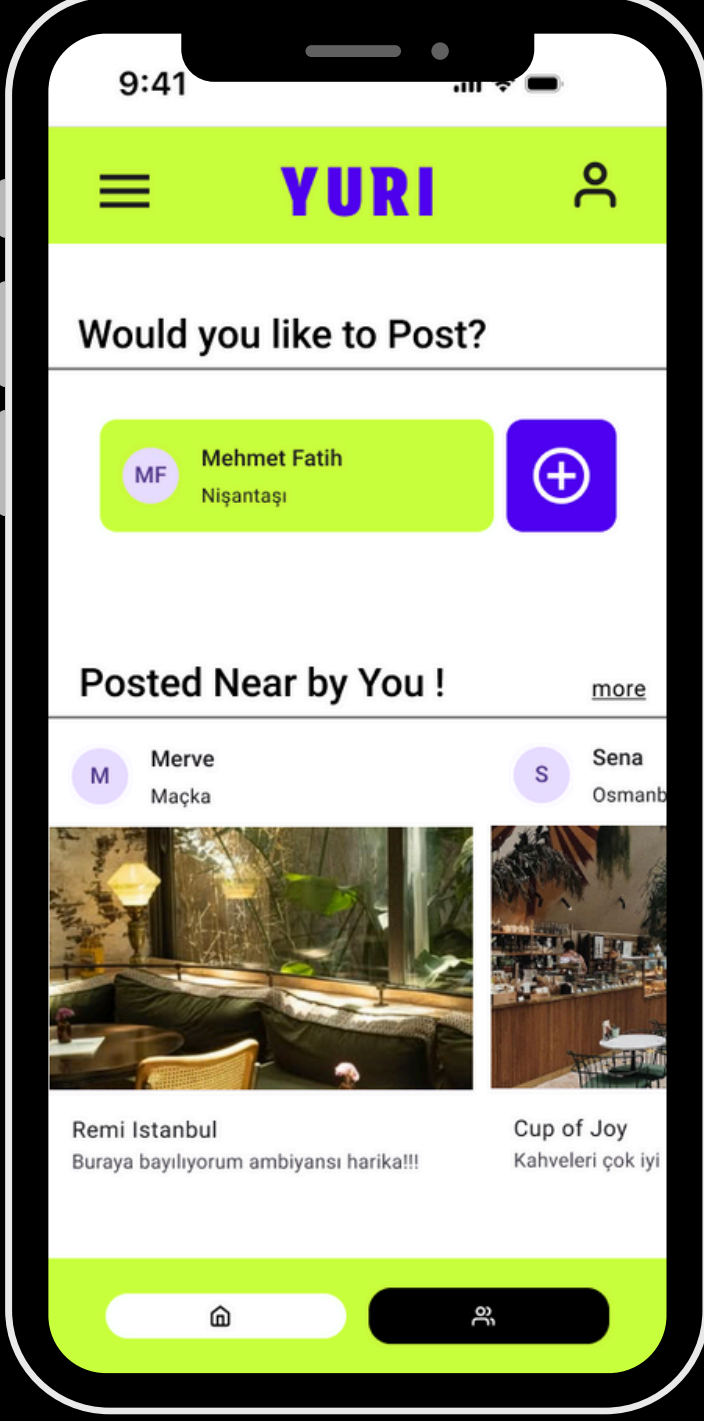
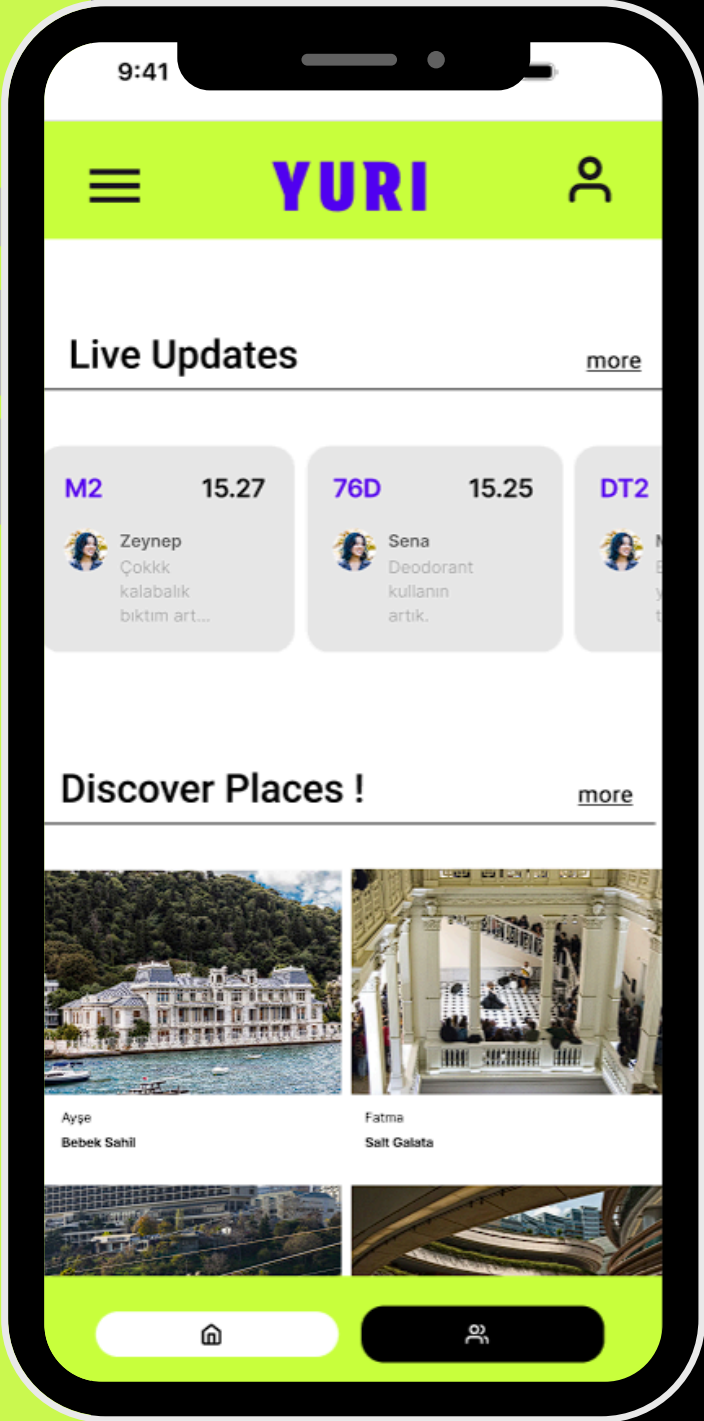
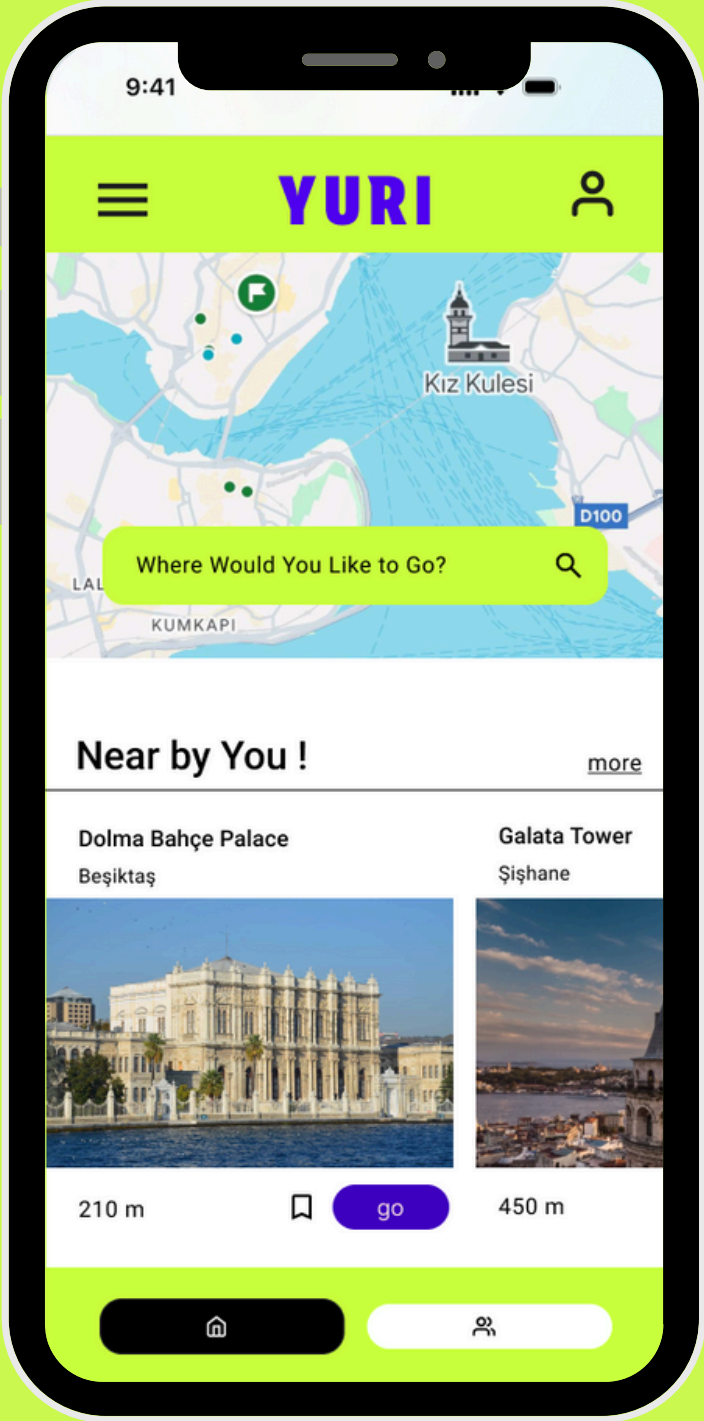
Enhances user trust by letting them see real experiences from fellow travelers

05

Supports emotional well-being by recognizing and designing for mental fatigue, noise aversion, and frustration





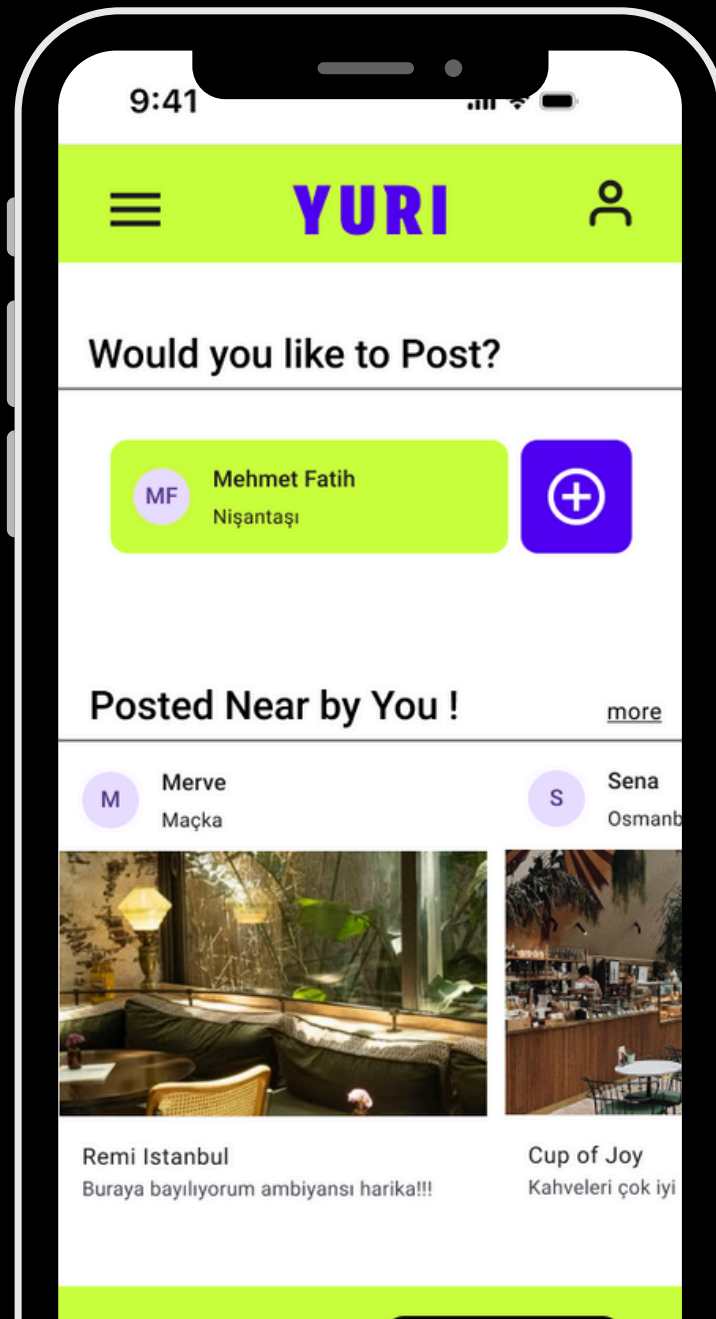


# Menu Display

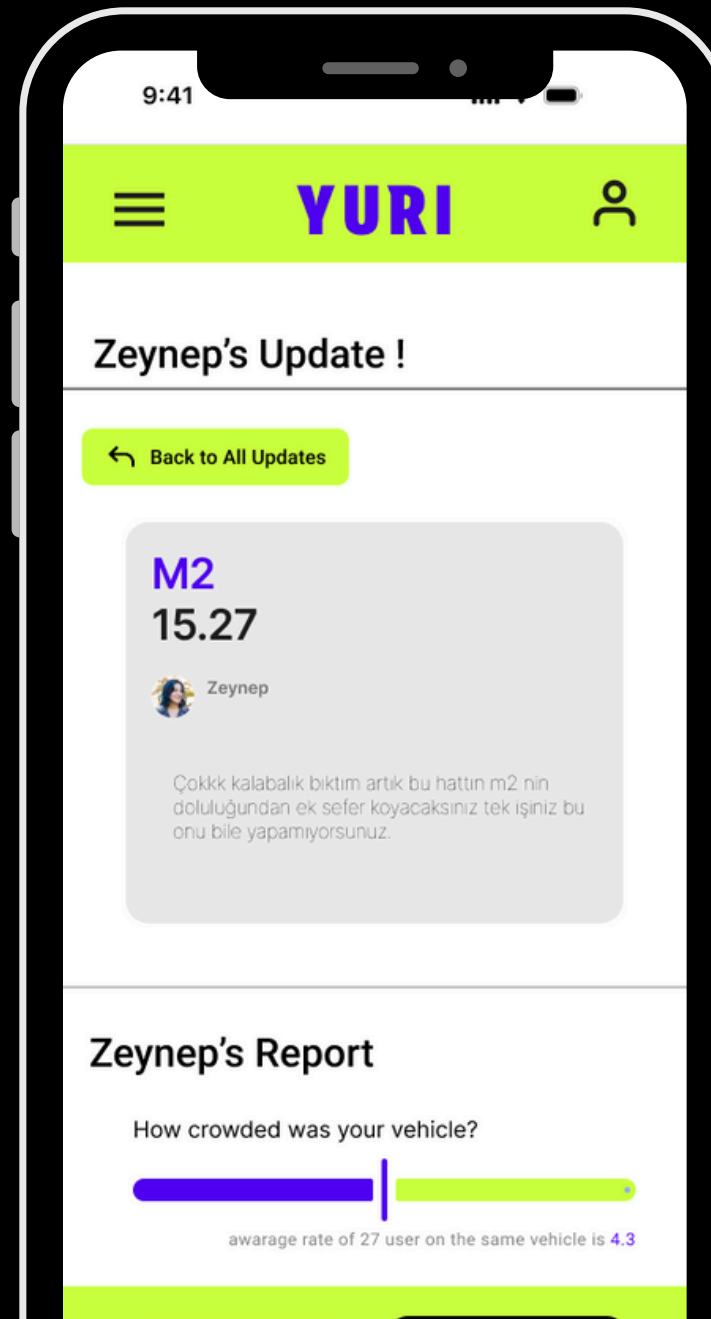
- 01 Commute
- 02 Discover
- 03 Share

# Application Features

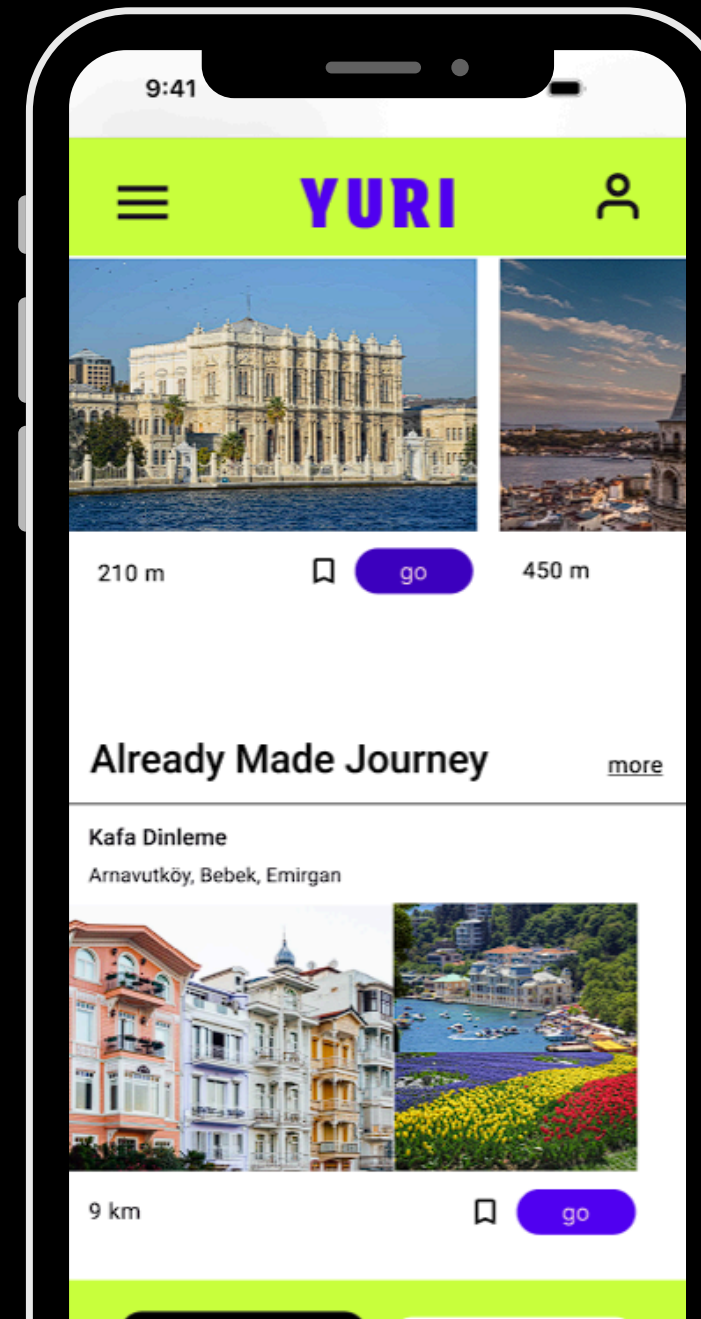
**01** You can your own commute experince and discover the places or views around you.



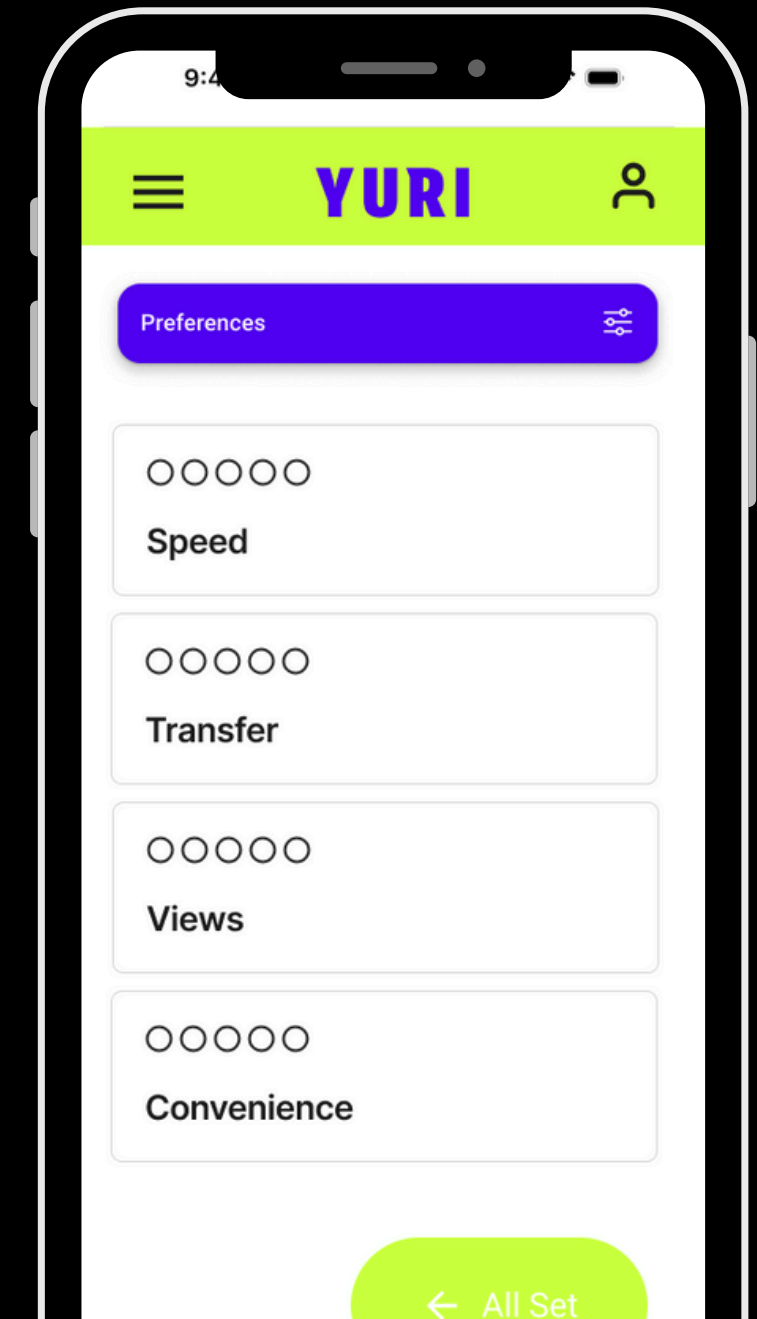
**02** You can view your comments from your profile. Your updates are important and useful for the community.



**03** You can create and share your journeys. The app also offers you already made journeys and routes based on your current location.

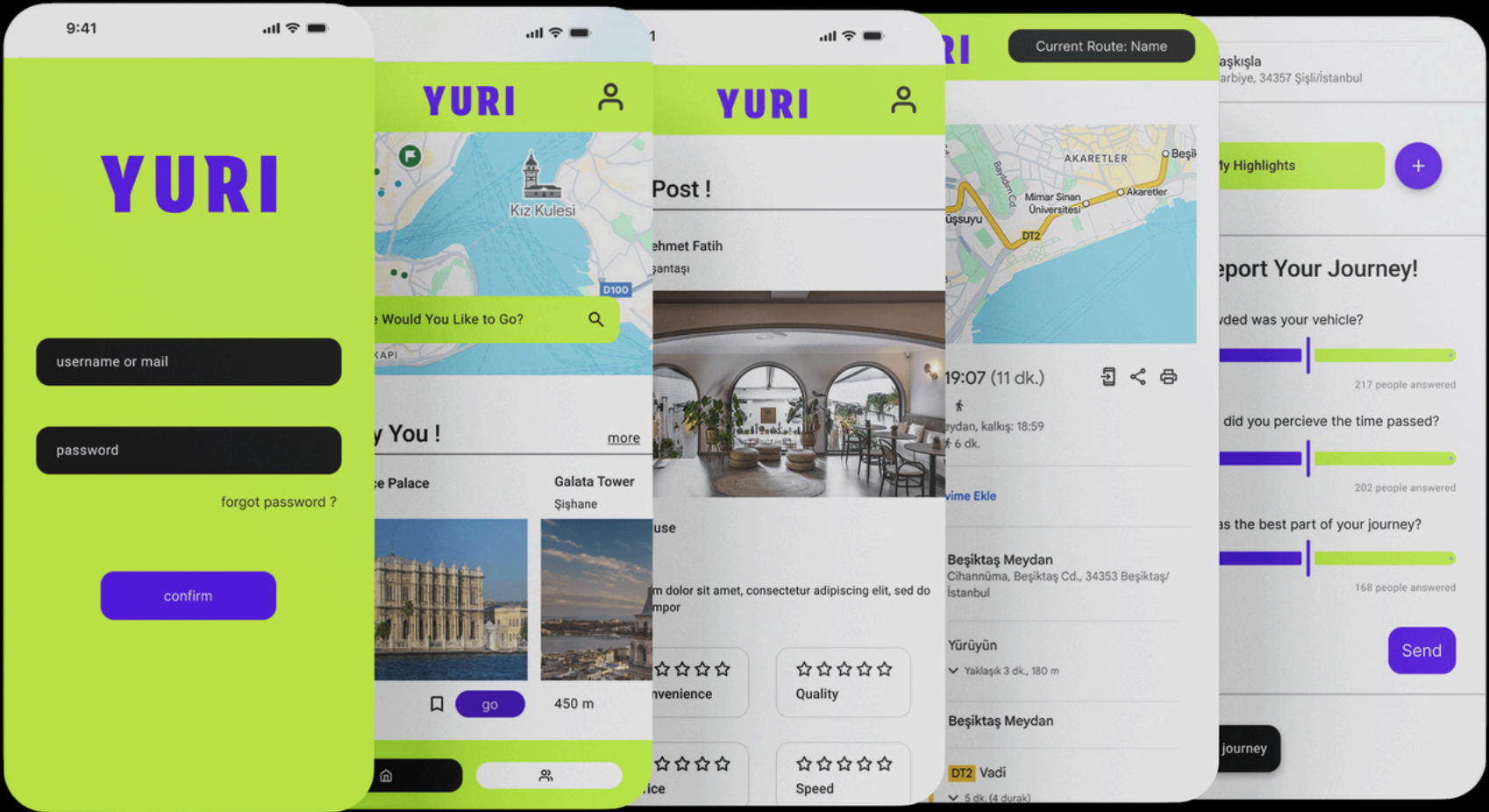


**04** You can personalize your travel and commute routes , and save your preferences for further travels





Thank You



GROUP PROJECT BY

Merve Tunaboylu

Mehmet Fatih İlhan

Sena Güner