

rolle

On-demand carpooling app

Introducing Rolle.

Rolle is carpooling, but not your mother's carpooling. It's an easy and rewarding way to share rides with people at your school or work. Get rides when you need them. Give rides to help out your community while saving money and earning rewards. Perfect for students on campus and commuters looking for buddies. Rolle is all about moving forward - not just to your destination but sharing the ride with new friends and protecting the environment together.

app concept

targets, goals, & features



Why carpool?

People are often traveling the same routes, but can save time, money, space, and the environment with carpooling. It's not always easy to find someone to carpool with, but an app can make this easier.

Target audience

College students & White collar workers

Who they are

Practical, forward thinking, eco-friendly, social and adventurous people

Target audience pain points

Long commutes

Gas cost

Traffic

Parking

Dislikes public transportation

Environmentally conscious

No car

Boredom

Safety

App goals / features

On-demand - No planning, see what is available nearby and soon

Network/social based - Only ride with people from your school, work, or Facebook

Smart notifications - Automatically notifies you if there is a ride you might want to join, based on your average travel times and routes. Also reminds you when it's almost time for your ride, or any changes

Automatically split gas cost - App automatically calculates the total gas cost per ride and splits it between all carpoolers

Organized communication - Easily share ride details (location, time, changes) with your commuters without texting

Group carpool - Create a carpool group to easily plan and organize regular rides

Data - See how much money you've saved and your environmental impact

Rewards - earn rewards from your school/work for carpooling, and encourage carpooling through partnerships with Rolle and schools/businesses

personas & scenarios



Tina Lin

Age: 20

Gender: Female

Occupation: College student

Lifestyle

Tina is an international student at SCAD. She does not have a car and does not have the time nor finances to learn to drive and get a car in the States. She finds it time consuming and tiring to get around Savannah with either the shuttle or by walking. Some times she will ask her classmates for rides but does not want to be too much of a bother, and she is new so she doesn't know too many people. Often she needs to work late, but feels unsafe being out at night. She will use Uber if she needs to, but prefers not to spend too much money on transportation.



Scenario

Tina learns about CARPOOL through her school's new partnership with the app. While using the app she has found many people going to the same places as her on campus. She has also made new friends.

Journey

Tina sets up her account by connecting it to her Facebook and validating with her SCAD email, so she feels safe knowing she will only meet other SCAD students with the app. She inputs her class times and daily routes in the app, so she can get notified before/after class if there is someone giving a ride that matches her needs. When she finds a ride, she asks to join through the app and meets her colleague at the designated area so they can carpool together.



Sophia Garcia

Age: 23

Gender: Female

Occupation: College student

Lifestyle

Sophia is a student at GSU who commutes from East Point. She has a car, but rides MARTA to and from school to save money although it is slow and she dislikes the experience. Because she is a commuter she doesn't know too many people at her school.



Scenario

After seeing ads for CARPOOL on Facebook and from her school, Sophia decides to try it since it can help her save money on gas, earn rewards, and meet new people.

Journey

Sophia sets up her account by connecting it to her Facebook and validating with her GSU email, so she feels safe knowing she will only meet other GSU students with the app. She posts ride before class ends, inputting the time, location, meet-up spot, and that she would like to share gas money. She gets a requests and checks the student's Facebook before accepting them. After having a successful first ride, she customizes her app so that it will automatically post a ride every day she has class.



Derek Johnson

Age: 36

Gender: Male

Occupation: Analyst at CNN

Lifestyle

Derek works downtown in Atlanta, but lives in Alpharetta. His commute is usually over an hour. Traffic is always bumper to bumper and he is always bored, but has accepted this as part of his daily routine.



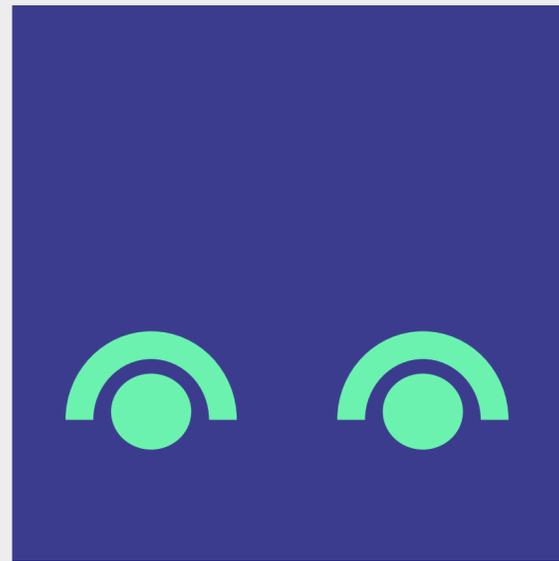
Scenario

Derek decides to try out CARPOOL because CNN is offering rewards for carpooling.

Journey

An hour before leaving work, Derek posts his ride on CARPOOL. He inputs his departure time, destination, and meet-up spot. He is surprised to find out 2 other people from his office that live in the same area. Shortly before leaving, his boss calls him in for a short meeting. Derek updates his ride through the app to delay the departure time by 15 minutes. After work he meets up with his co-workers in the parking lot to head home. He enjoys the company, and coordinates with his new friends to continue to carpool.

branding



rolle

Why "Rolle?"

When you're ready to go, you're ready to Rolle. Rolle is all about moving forward - not just to your destination but sharing the ride with new friends and protecting the environment together.

Logo design

The Rolle logo is strikingly simple. Instead of showing an entire vehicle, we only illustrated the wheels to symbolize motion and our believe in moving forward. The empty space above the wheels is the space for more than just a car, it's a place to imagine new possibilites, journeys, and experiences.

rolle

Geometria bold / 50 tracking

Not your mother's carpooling.

Montserrat bold / -25 tracking

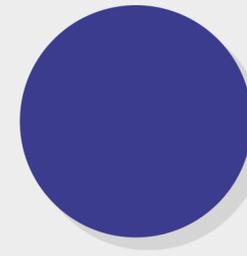
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Montserrat light

[Learn more about our mission](#)

start ride

start ride



fresh

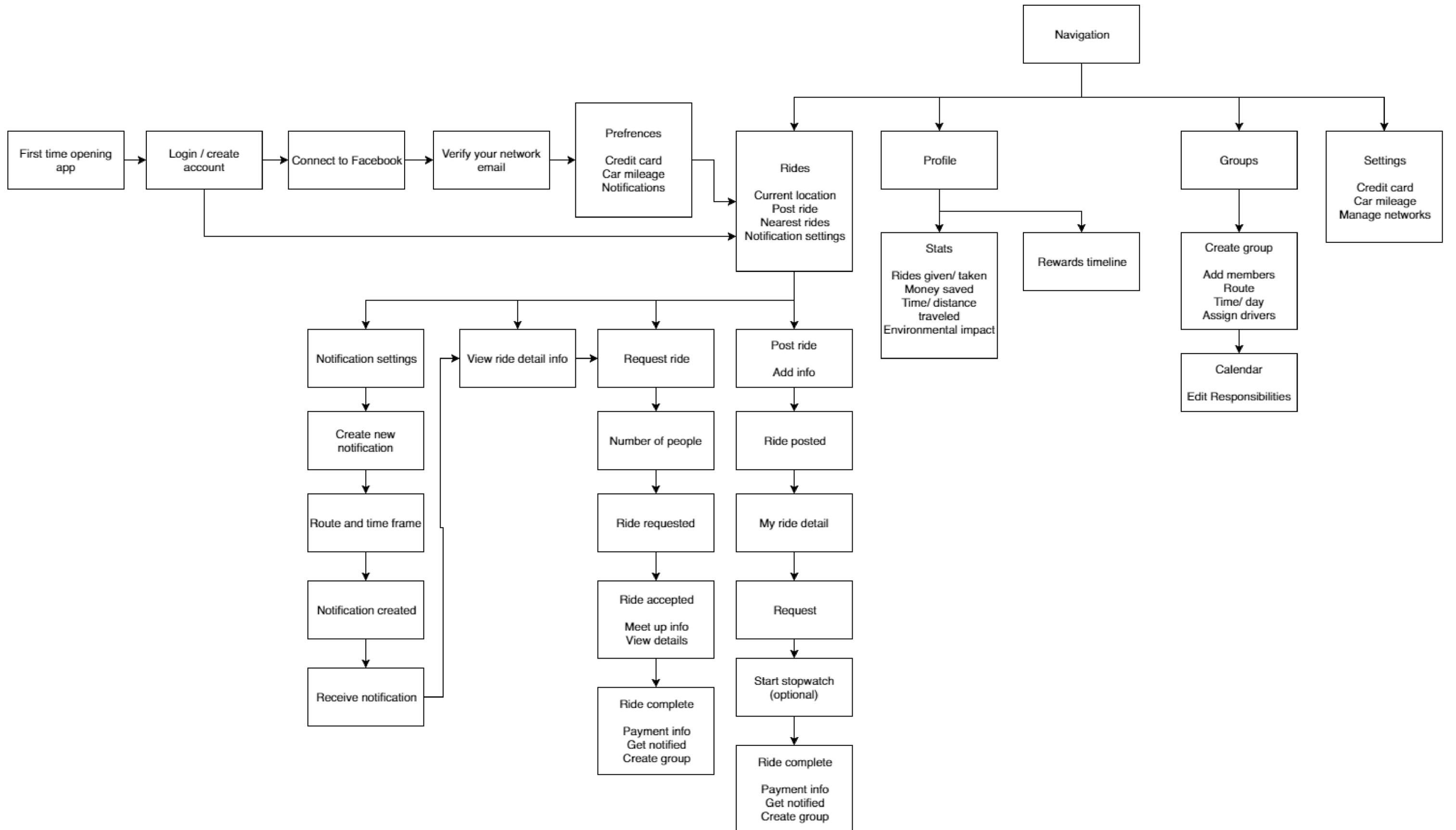
modern

friendly

quirky



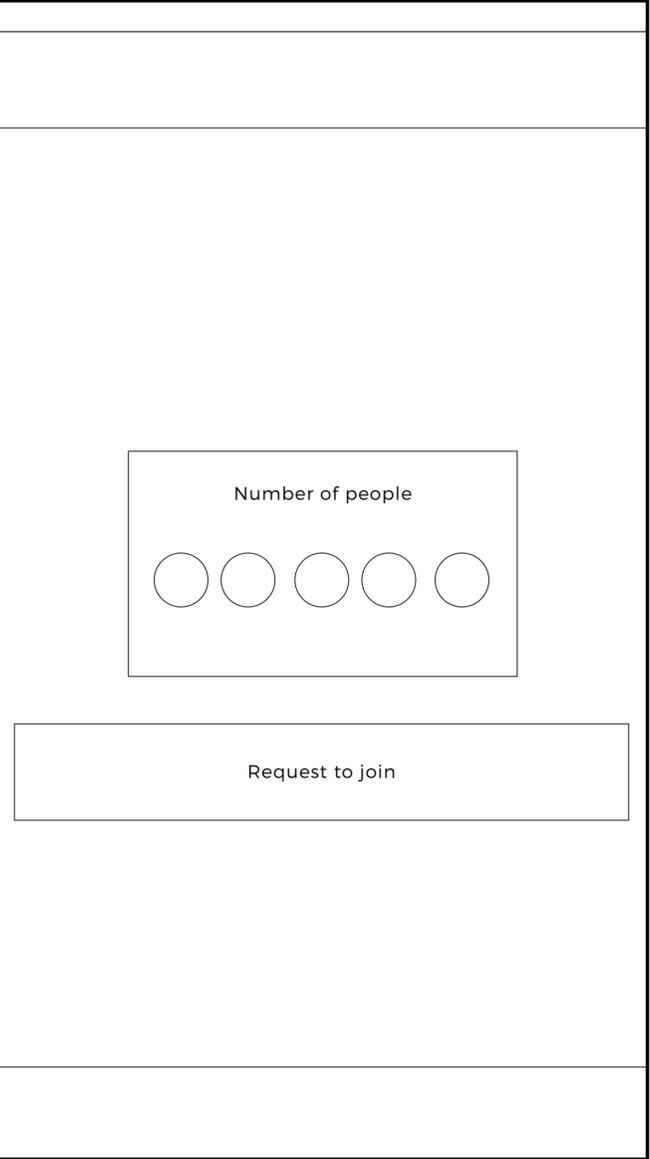
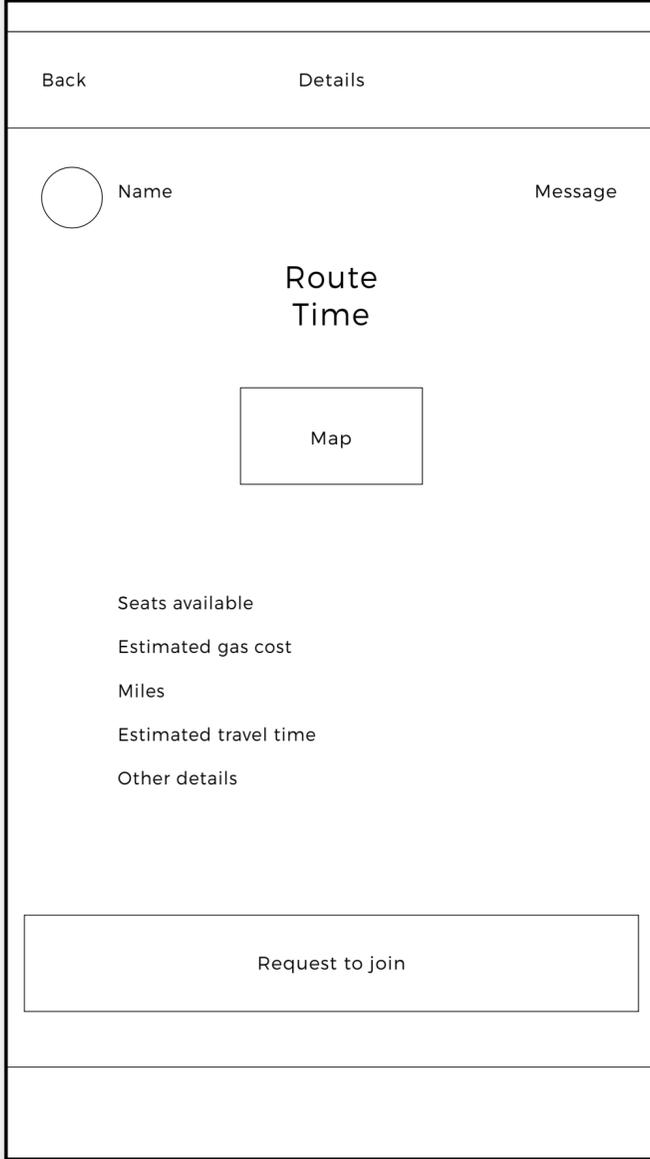
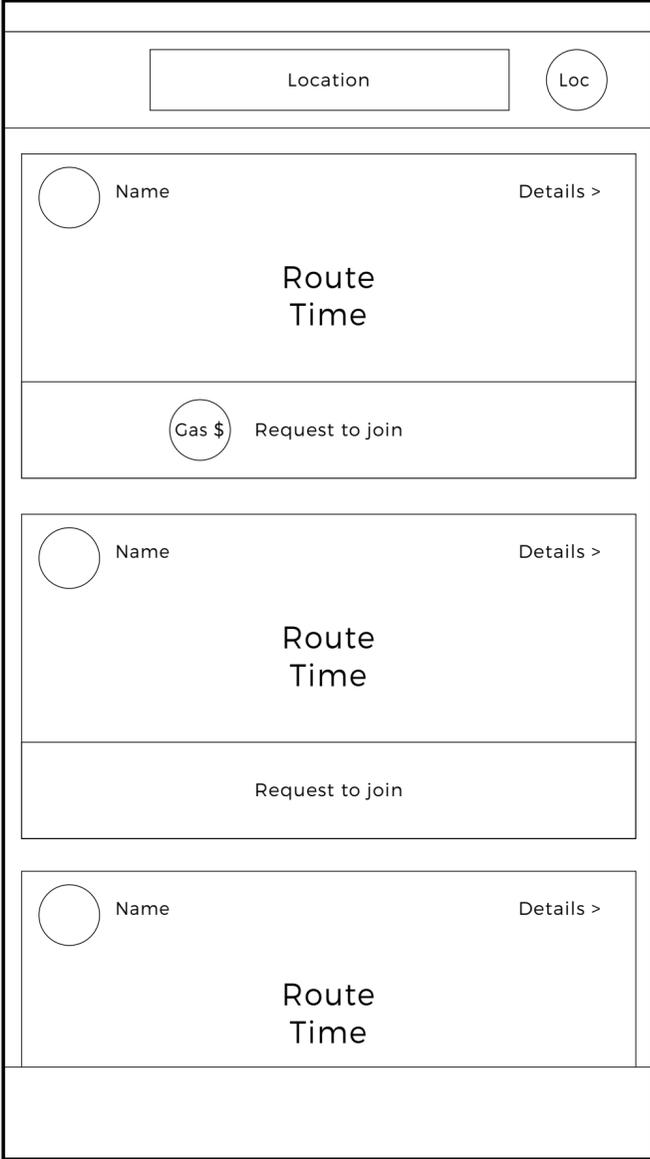
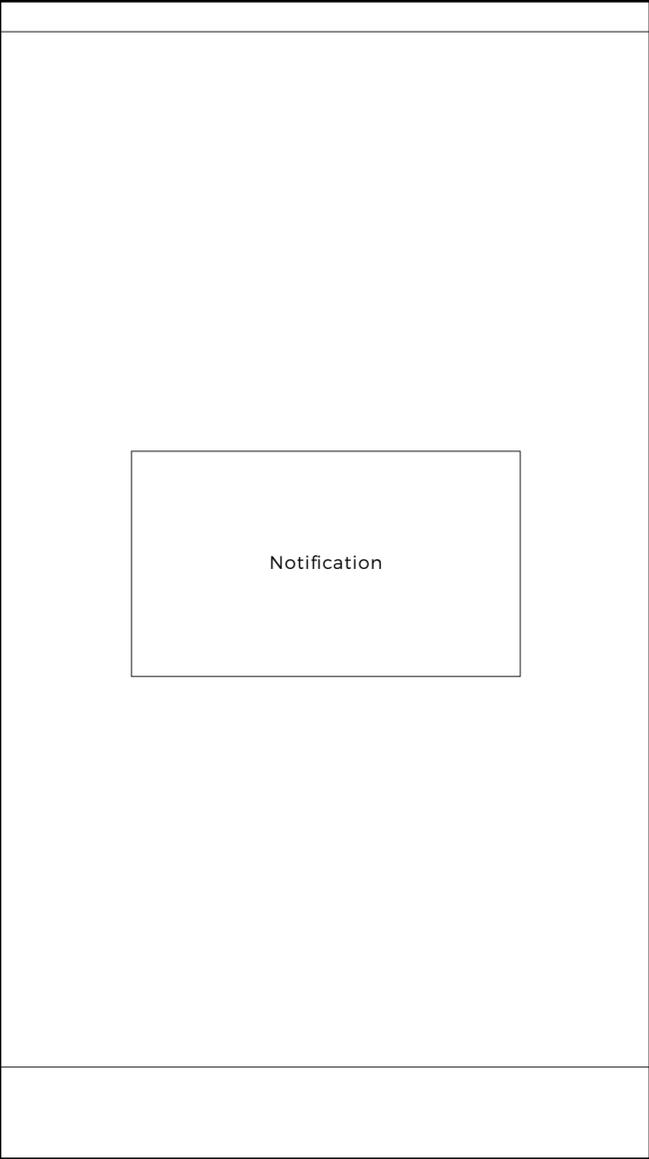
experience map



wireframes

round 1 - low fidelity

scenario 1 - requesting a ride



scenario 1 - requesting a ride

Ride requested

Ride confirmed

Upcoming ride

Name Message

Route
Time
Count down timer

Map

Meet-up location info

Seats available
Estimated gas cost
Miles
Estimated travel time
Other details

Cancel

Ride ended
Miles / Gas cost

Get notified when similar ride is posted

Finish

scenario 2 - posting a ride

Location Loc

Name Details >

Route Time

Gas \$ Request to join

Name Details >

Route Time

Request to join

Name Details >

Route Time

+

Cancel Post a ride

Start Location Loc

End Location Loc

Time Enter time

Split gas \$ y/n

Seats available #

Meet-up spot

Preset suggestions

Add description

Add photo

Post

Ride Posted

Set as an automatic post

Finish

Request

Name

of people

of mutual friends

View Facebook

Accept Ignore

scenario 2 - posting a ride

Upcoming ride Edit

Start ride

Route
Time
Count down timer

Map

Meet-up location info

Seats available
Estimated gas cost
Miles
Estimated travel time
Other details

Cancel

Ride Started
Elapsed time
Miles

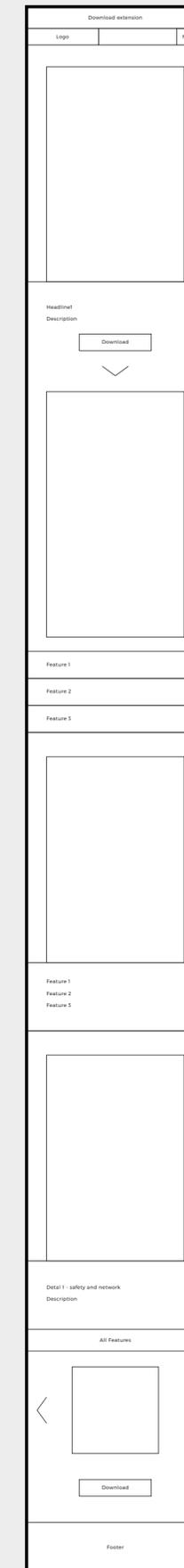
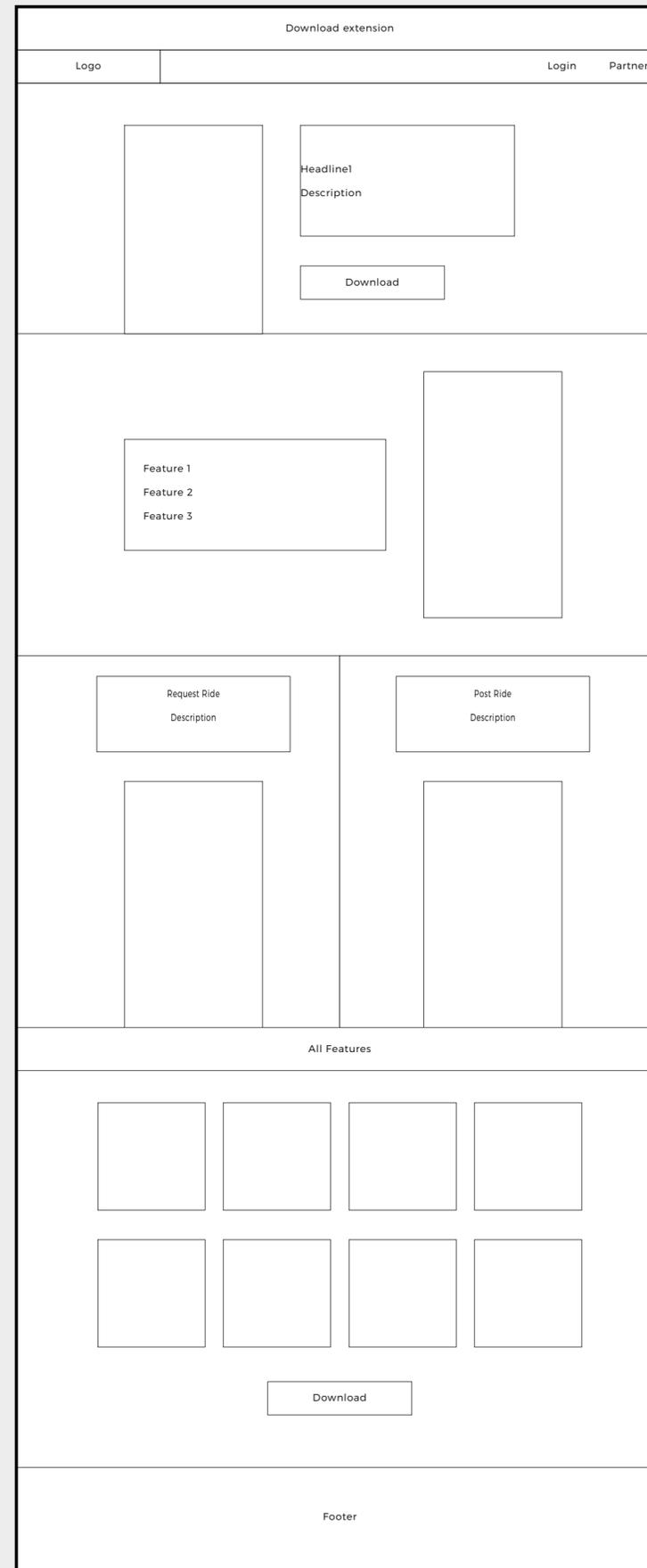
End ride

Ride ended
Gas \$ saved

Set as an automatic post

Finish

website



final deliverables

responsive webpage

app prototype