

Ridgemont Observation and Interviews

Prepared by Matt Scholand and Leigh Chudy
9/2/2022



Who We Spoke To

Project Plan	What Was Executed
Conduct 3-5 observations/interviews with Riders who use the GO MUVE application to schedule rides	Spoke with 4 Riders who use the WAVE transportation service
Conduct 3-5 observations/interviews with Drivers who use the GO MUVE application to understand how they process rider requests	Spoke with 4 Drivers who use the GO MUVE application
Conduct 1 observation/interview with the Dispatcher	Spoke with and observed 1 Dispatcher
Conduct 1 observation/interview with the Maintenance Schedule Coordinator	Spoke with 1 Maintenance and Driver Schedule Coordinator

Headline

- Due to its unreliability, GO MUVE as it exists now is not a trusted replacement for the paper system
- Riders are satisfied with the current scheduling process
 - They are not incentivized to adopt the GO MUVE application
 - There are significant barriers to installing and setting up the application
- Riders, Drivers, and other WAVE personnel form a supportive, healthy, and caring community

To gain user adoption in this system, any technological solution would need to include:

- Reliable scheduling information
- Customization of workflows and processes
- Fast and responsive hardware
- Straight-forward ride request workflow and language
- Support for non-cellphone users

Highlights - Riders' Use of Technology and Needs

- Most riders interviewed had some technical proficiency that added value to their lives
 - Taking pictures
 - FaceTiming family
 - Browsing the internet for information and enjoyment
 - Using alarms for medication administration
 - Ordering clothes, gifts
- This rider population needs clear workflows with any technology that they are using
- Riders may need assistance with downloading and setting up the application

“I know I have a lot to learn.”

Additional Needs

- Riders report few other options for transportation - WAVE riders are reliant on WAVE for their transportation needs.
- Riders are not aware of all of the services available - there is the opportunity to educate riders about WAVE's services.
 - Newsletter
 - Learning session at CRC
 - Booth with WAVE representative

WAVE
Western-Washtenaw
Area Value Express
Your Community
Transportation System

Reservation Line:
(734) 475-9494

Mission Statement
Western-Washtenaw Area Value Express is a non-profit service organization that exists to provide affordable transportation to older adults, persons with disabilities and other transit dependent individuals in western Washtenaw County.

Chelsea Community Ride Free Shuttle

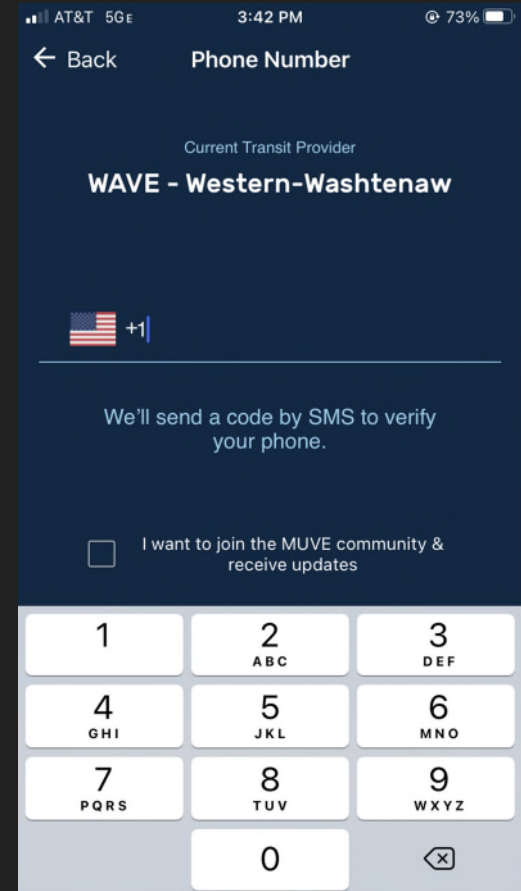
Sponsored by:
Western Washtenaw
Elderment Community

More Transportation Options

- Chelsea Area Door-to-Door Bus Program
- Dexter School District Door-to-Door Bus Program
- The Community Connector Linking Chelsea, Dexter & Ann Arbor
- The LifeLine Services Van Program County-wide
- Group Trips Program

Highlight - Rider's App Usage

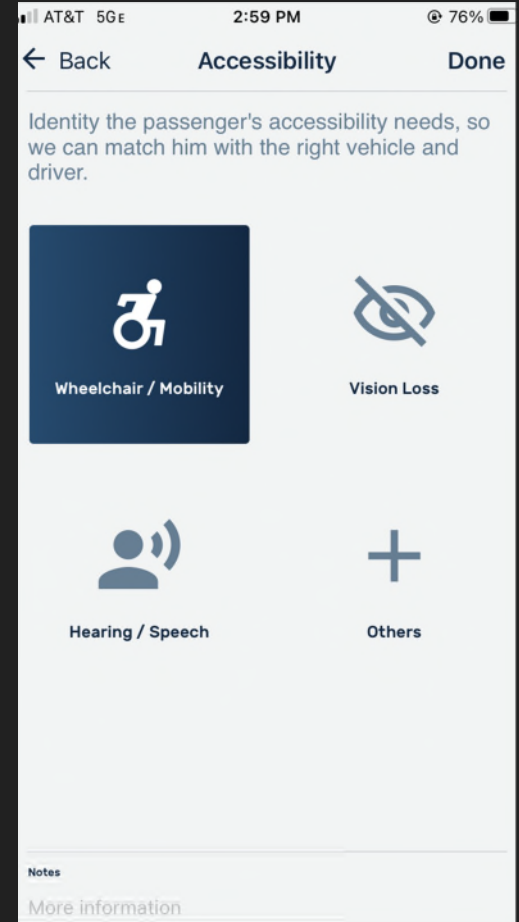
- Riders have not adopted the GO MUVE app to schedule rides
- Only one rider is using the application to monitor their scheduled rides
- Half of the riders we spoke with do not have a cell phone so they are not able to sign up for the GO MUVE app



Highlights - Pain Points

- Riders are hesitant to experiment with technologies that they are unfamiliar with
- The application allows riders to declare their accessibility needs, however, the rider who did want to use the app had difficulty finding this menu
 - Even when the accessibility options were found, it was not clear how to save them. iPhone pictured right.

“I don't want to try something if it maybe won't work.”



Highlights - Riders' Likes

- Riders like calling in and scheduling their rides with Deb
- Riders like interacting with the drivers and receiving courteous service.
 - Riders valued the relationships they have with the drivers and dispatch
 - Some people will ride the WAVE “just to ride and get out.”
- We observed drivers going above and beyond to care for riders

“Deb is great!”

“The drivers are good, they will help with groceries.”



Highlights - Magic Wand (Riders)



“More riders on buses.
Sometimes there are only 1 or
2 people.” - Environmental
concern

“Make it as easy as
possible to have door-to-
door transportation.”

“I wish they wouldn’t
change anything [with the
service].”

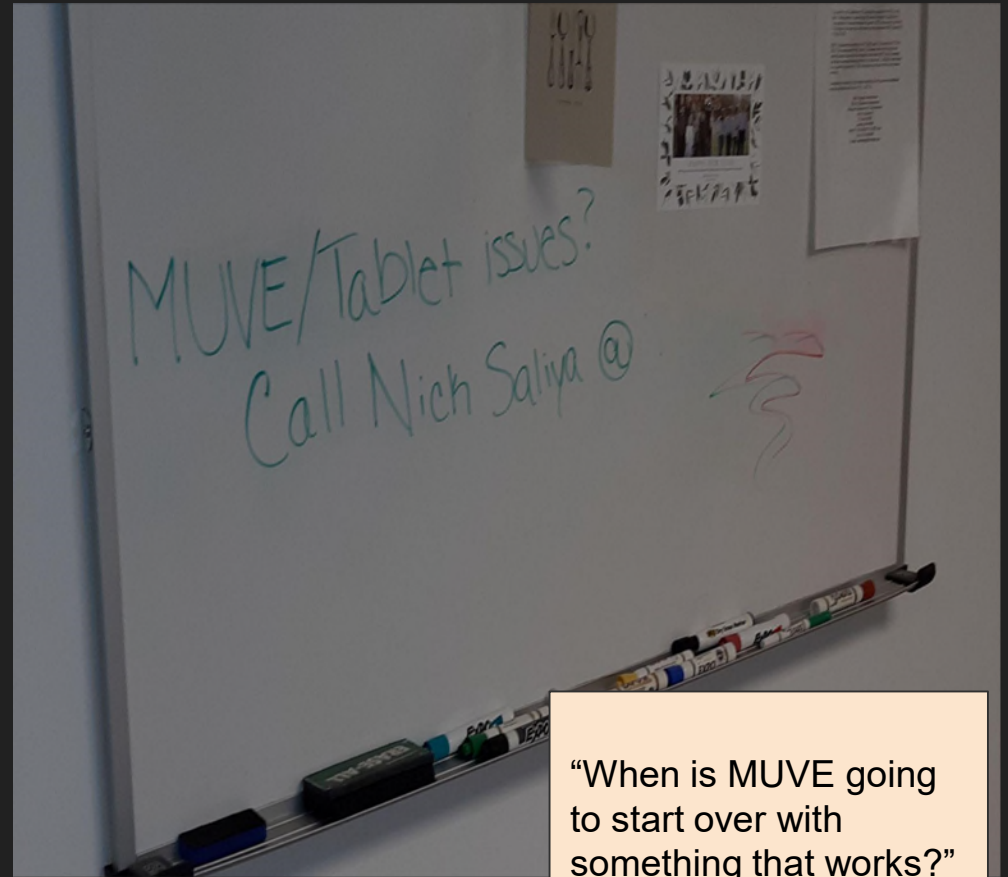
“Continue to be sensitive
to people’s needs.”

Highlight - MUVE Tablet Pain Points Continued

- The tablet presented a workflow that was not consistent with the WAVE drivers' current workflow
 - Scheduled rides were listed on the app from the bottom to the top, instead of top to bottom
 - This was reported to MUVE to flip the order of the rides
 - Drivers bypassed the pre-trip inspection to view the schedule for the day and to check for discrepancies
- “Disembark” button is used to finish a ride, drivers did not realize they needed to click this button to get to their next ride.
- Drivers observed that tablets were older and slow.

Pain Points Continued

- The frequency of problems with the GO MUVE application led to Nick's name and number being placed on the board. Drivers are instructed to contact Nick directly.
 - Schedule inaccuracies
 - Login issues
 - Blank screens
- Dispatch: Dual data entry - There is a risk of missing something due to the volume of calls coming into dispatch.
 - Complexity of dispatch workflow



“When is MUVE going to start over with something that works?”

Highlight - Needs of Drivers and Dispatch

Dispatch:

- There's not a tested backup system for dispatch if Deb is out.
 - There is no dedicated backup for Deb
 - We believe this leads to Deb not taking vacations

Drivers:

- Need a schedule that they can have confidence in. GO MUVE has not proven itself reliable.
- The cardinal rule is to follow the paper schedule because that is reliable, a digital solution would need to prove itself.






“I would have to see it work for 30 days without an issue for everyone.”

Highlights - WAVE Likes

- Drivers like maintaining relationships with their riders and serving the community
- Drivers like being able to do the door-to-door service
- One driver preferred the app over carrying paperwork
 - Easier to check things off on the tablet
- Drivers liked the pilot that offered extended hours to riders

“It would be hard to drag me away from this place.”

Highlights - WAVE Magic Wand

-  More education provided to the community about the services they provide.
-  More clarity around the bus route and schedule
-  Own facility to house vehicles and to perform maintenance
-  Offer more weekend, morning, and evening transportation
-  Would like to increase the number of riders

“Some buses are too big.”

Final Report Discussion

- Format specifications
- Timeline
- Any further information to inform requirements?