

Ogun Keke Fare

Capstone 46 · Mobility · Talodabi Academy

1 · Project overview

Ogun keke fare bands by route.

Deliverable	Full mobile MVP in Figma (not code)
Platform	Mobile app · Android-first · portrait
Screens	11 screens + 1 unhappy path (12 frames)
Features	3 core features
Bottom navigation	Fares · Report · Contribute · Profile
Prototype	4 linked flows

Build order: Auth (screens 1–4) → nav tabs (5–8) → core flow (9–11) → unhappy path → link prototypes.

2 · Problem & primary user

Keke napep fares vary by route in Abeokuta, Sango, and Ijebu. Uber exists in Lagos; Ogun commuters negotiate daily.

Primary user

"Rasheed, a 28-year-old student at MAPOLY who takes keke daily."

Geographic scope: State-level (Ogun)

3 · Goals

User goal: Look up fair fare range before boarding and report overcharge routes.

Business goal: Transport unions, ads, expand state by state.

Success: User looks up route fare before boarding.

4 · Market context

QUESTION Talodabi Academy	ANSWER
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Who pays	Transport unions, ads, expand state by state.
Why not WhatsApp	Commuters negotiate blind on new routes.
Design focus	Fair fare band by Ogun route with community reports.

Competitors to check:

- **Ask driver price** (default)
- **Word of mouth fare**
- **Bolt in Lagos only** (not keke)

5 • Validate before you design

Interview 3–5 people who match your primary user. Update this brief if interviews contradict it. Do not start hi-fi until you complete the confirmation below.

FIELD	YOUR ANSWER
Validated user (name, age, city)	
Problem in one sentence	
One interview quote	
Success metric for your test	
Primary colour and tone	
One competitor you checked	

Interview prompts

- "Walk me through the last time this happened."
- "What did you use instead? WhatsApp, paper, or nothing?"
- "What would make you trust this on a cheap Android phone?"
- "What would stop you from using this every week?"

6 • Features & scope

v1 • three features

1. Search route from and to landmarks in Ogun
2. See community fair fare range
3. Report if charged above range

Out of scope

- Ride booking
- Lagos danfo scope
- Real-time GPS tracking

7 • Screens

Design every row in wireframe, high-fidelity UI, and prototype (where the flow applies).

#	LAYER	SCREEN	WHAT TO SHOW
1	Auth	Splash Screen	App logo, name, and tagline for Ogun Keke Fare.
2	Auth	Onboarding (1 screen)	Explain the app in one sentence. One Get Started button.
3	Auth	Sign Up Screen	Name, phone number, state, and PIN. No email required.
4	Auth	Sign In Screen	Phone number and PIN. Forgot PIN link.
5	App shell	Fares (tab)	Popular Ogun routes with min-max fare bands. Show bottom nav with Fares active.
6	App shell	Report (tab)	Route, amount charged, and optional note form. Show bottom nav with Report active.
7	App shell	Contribute (tab)	Suggest new route and fare for community review. Show bottom nav with Contribute active.
8	App shell	Profile (tab)	Name, usual town, and contributor badge count. Show bottom nav with Profile active.
9	Core flow	Route fare detail	Min-max fare band and last updated. Show bottom nav on post-sign-in screens.
10	Core flow	Overcharge · Reported	Route and amount charged submitted. Show bottom nav on post-sign-in screens.
11	Core flow	Route · Contributed	New route suggestion sent for review. Show bottom nav on post-sign-in screens.

Layers: Auth = 1–4 · App shell = 5–8 · Core flow = 9–11

8 • Prototype flows

Link these in Figma. Examiners should click through without your voice-over.

Flow 1 • App entry

Splash → Onboarding → Sign Up or Sign In → first main tab

Flow 2 · Core task (all three features)

Sign In → Fares tab → Route detail → Report tab → Contribute tab

Core flow screens: Route fare detail · Overcharge · Reported · Route · Contributed

Flow 3 · Navigation

Link every nav tab so examiners can tap each bottom nav item. Tabs: Fares · Report · Contribute · Profile

Flow 4 · Unhappy path

Trigger the unhappy path edge case and link to that screen.

9 · Unhappy path

Design this as its own screen state (frame 12):

Route not listed. Show: Add this route to help other commuters.

Link in **Flow 4**.

10 · Design system

RULE	DETAIL
Colour	You choose. Keep it simple and readable.
Type	You choose. Keep body text easy to read on a phone.
Tone	Design for your user, not for a tech audience.

Reuse on every screen:

- Primary button (active and disabled states)
- Input field (empty, filled, and error states)
- Card or list item used across the app
- Navigation bar with correct labels and icons
- Empty state: what the screen looks like with no data

11 · Submit & defense

Deliverables

#	DELIVERABLE	WHAT GOOD LOOKS LIKE
1	Wireframes	Every screen in this brief, plus the unhappy path. Layout and labels clear.
2	High-fidelity UI	Same frames polished. You choose colour and type. Bottom nav on every post-sign-in screen.
3	Prototype	Four linked flows (entry, core task, navigation, unhappy path). Examiners can use the app without your voice-over.
4	AI prototype	Figma Make: at least 2 screens. Share link.
5	Case study (1 page)	Problem · User · Who pays · Competitors · Solution · One design decision
6	Presentation (6–8 slides)	Name · Problem · User · Solution · Key screens · Flow demo · One decision

Before you present

- ☐ Every screen designed in wireframe and hi-fi
- ☐ Unhappy path screen designed and linked in the prototype
- ☐ Four prototype flows linked end to end
- ☐ At least one empty state on a list tab
- ☐ Shared components reused: button, input, card or row, bottom nav
- ☐ Case study names who pays and one competitor you checked
- ☐ You can explain one design decision in critique (why, not what)
- ☐ Completed 5 user interviews or 1 usability test
- ☐ Checked at least one competitor listed under Market context

