**UX ASSIGNMENT 5**

**PETROL BUNK APP**

**Aim:**

To design a user-friendly mobile app interface, **Fuel Next**, that helps users find fuel stations, compare fuel prices, and manage fuel-related services efficiently. The app is intended to enhance user experience by providing intuitive navigation, clear information, and easy access to essential fuel-related services like selecting a city, choosing a fuel brand, and locating the nearest petrol stations.

**Procedure:**

1. **User Research:**
   * Conducted initial research on the needs of users regarding fuel price comparison, fuel station locations, and payment modes.
   * Defined key user personas based on user motivations such as cost-saving, convenience, and real-time fuel updates.
2. **Wireframing and Prototyping:**
   * Created wireframes of the app, focusing on simplifying the navigation.
   * Developed prototypes that allow users to log in, select a city, choose a fuel company (e.g., Indian Oil, Shell), and view nearby stations with fuel prices.
3. **Visual Design:**
   * Designed a consistent color scheme that aligns with the fuel-related theme (e.g., bright yellow for energy).
   * Created visually distinct buttons and icons to allow seamless navigation.
4. **Interaction Design:**
   * Designed a feature where users can switch between petrol, diesel, and other fuel types.
   * Incorporated an interactive map for users to see fuel stations and real-time fuel prices.
5. **Usability Testing:**
   * Conducted user testing with a small group of participants to assess the ease of navigation and usability.
   * Collected feedback to improve the app’s flow, especially in areas like login, fuel selection, and payment.

### ****Prototype Description:****

1. **Splash Screen:**
   * The app opens with a splash screen displaying the **Fuel Next** logo on a clean white background. This screen introduces the brand identity, providing a quick loading visual.
2. **Login Screen:**
   * Users are directed to a **login screen** with options to log in via email or social accounts (Google, Facebook). It also includes a button to continue as a guest for faster access.
3. **City Selection Screen:**
   * After logging in, users can select their city from a list of major cities displayed in a dropdown or card format (Chennai, Mumbai, etc.). This screen ensures location-based customization of fuel station listings.
4. **Fuel Brand Selection:**
   * The next screen allows users to choose their preferred **fuel company** (Indian Oil, Shell, HP, etc.). Each brand is presented as a large button with its logo to make it visually clear and accessible.
5. **Fuel Type Selection:**
   * Users can then select the type of fuel (Petrol, Diesel) through another set of options. This screen is neatly divided into segments with large, colorful buttons for easy navigation.
6. **Interactive Map with Fuel Stations:**
   * Users are shown a map with **fuel stations marked** across their selected city. This interactive feature highlights stations, showing real-time fuel prices as pins, making it easier to locate the nearest and cheapest options.
   * The map also provides the ability to filter based on the fuel company or price preferences.
7. **Fuel Price Comparison:**
   * This screen lists the fuel stations with a breakdown of **prices per liter** (e.g., ₹80.56, ₹79.43) sorted by the user’s location and preferences. Bright colors are used to highlight the lowest price for easy comparison.
8. **Payment and Fuel Mode Selection:**
   * In this screen, users can choose a payment method (e.g., **Amazon Pay, UPI, card payments**) for their fuel purchase. This screen integrates popular digital wallets and options for convenience.
   * Additionally, it allows users to switch to a **self-serve mode** or choose full service, offering flexibility in how they purchase fuel.
9. **Payment Confirmation:**
   * A final screen confirms the payment method selected and provides a summary of the transaction, including the station’s name, the fuel type, and the amount.
10. **Fuel Manager Feature:**
    * A special **Fuel Manager** feature is provided as an additional service. It includes reminders for fuel refills, fuel consumption tracking, and nearby station suggestions based on past preferences.

### ****Prototype Flow:****

* **Login** → **City Selection** → **Fuel Brand Selection** → **Fuel Type Selection** → **Interactive Map** → **Price Comparison** → **Payment Mode Selection** → **Payment Confirmation** → **Fuel Manager Feature**.

The prototype flow ensures that users can quickly navigate through essential features with minimal friction, from login to making a payment, all while offering additional value through price comparison and fuel management tools.

**Result:**

The final design of **Fuel Next** successfully met the aim by offering an intuitive user experience that allows users to:

* Quickly compare fuel prices across multiple companies.
* Easily locate nearby fuel stations through an interactive map.
* Manage fuel payments using various modes like UPI, credit cards, and other digital methods.

