



# ShowCab

**Presented By : Group A\_G9\_P2**

**IHCI DES102 | Final Project Submission**

# REQUIREMENT GATHERING

## DEFINITION, PURPOSE & MOTIVATION

### Definition

ShowCab is an integrated mobile and web application designed to streamline the process of booking event tickets along with associated transportation. The app provides a seamless experience by combining event ticketing and travel arrangements in one platform, eliminating the hassle of using separate services.

### Purpose

- Saves Time
- Convenient
- Integration and Customization
- Promotes shared and organized transportation

### Motivation

Presently numerous show booking sites, match booking sites and taxi booking applications offer tickets at different prices and include different features. Going through all possible options and picking the ideal choice is a stressful task. Even still, booking separately for the event and transportation is a complicated hassle. It may also lead to errors on the user's part due to confusion. Our application intends to let users book tickets to the event and the transportation on a unified platform, enabling them to make and explore better decisions and prevent errors.

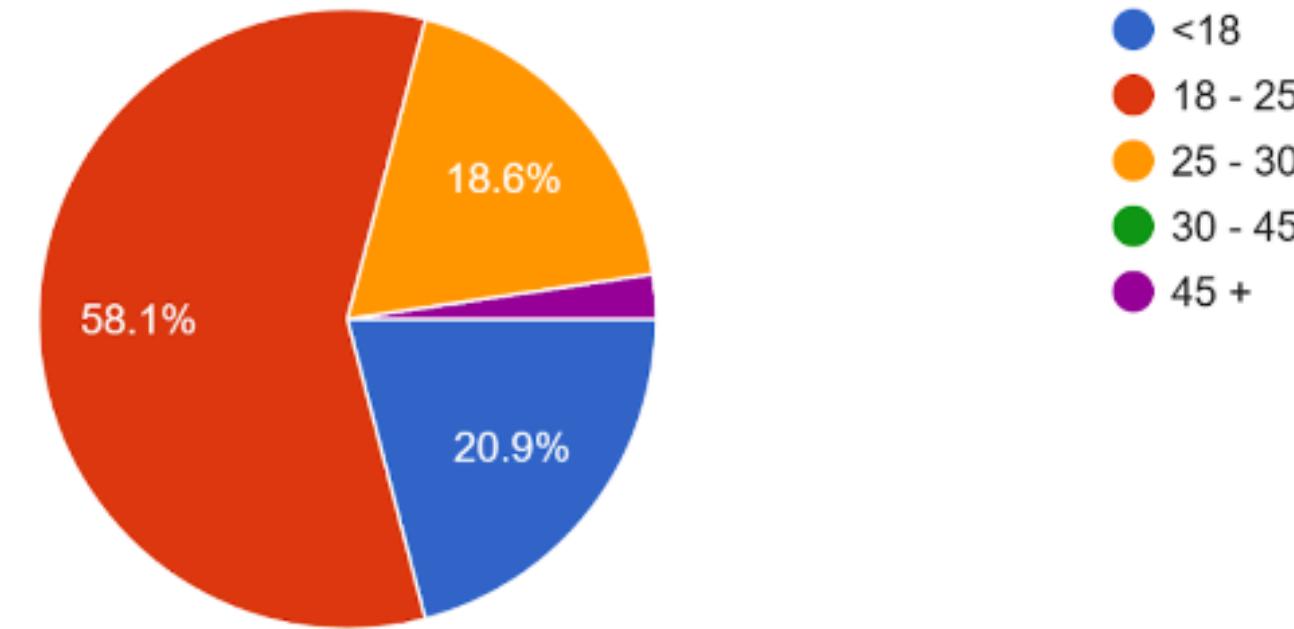
# REQUIREMENT GATHERING

Google Form  
Survey

## SUMMARY OF THE RESPONSES

What's Your age?

43 responses



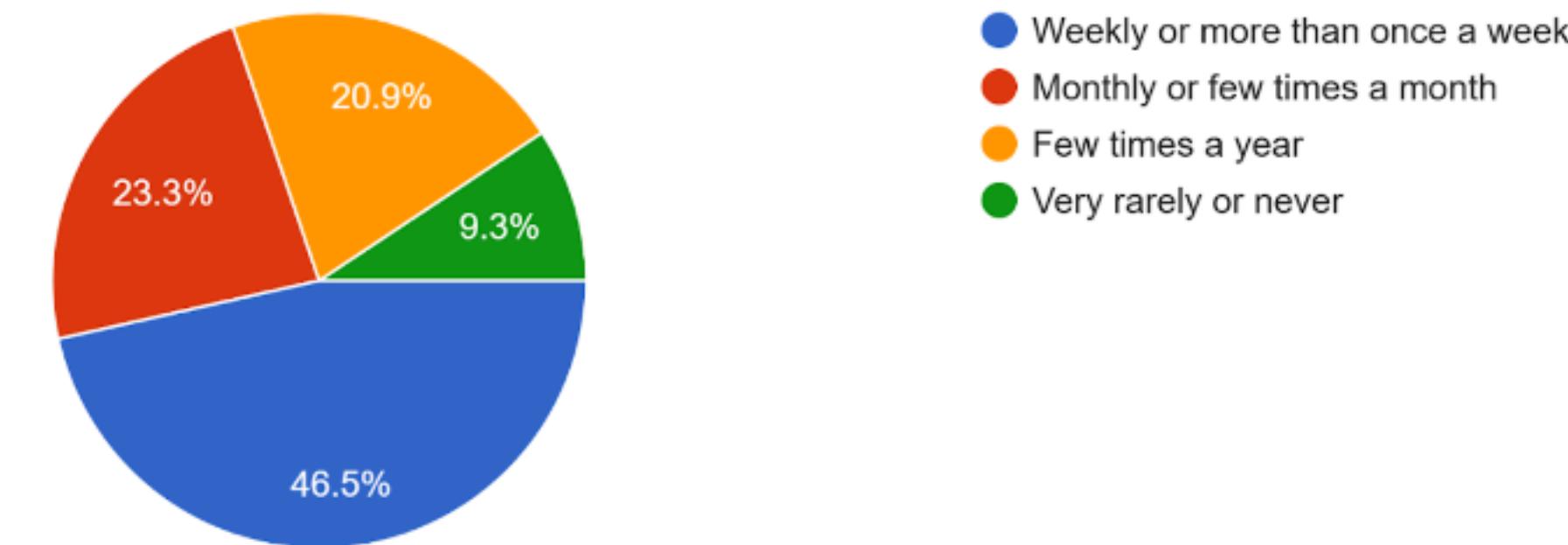
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# Google Form Survey

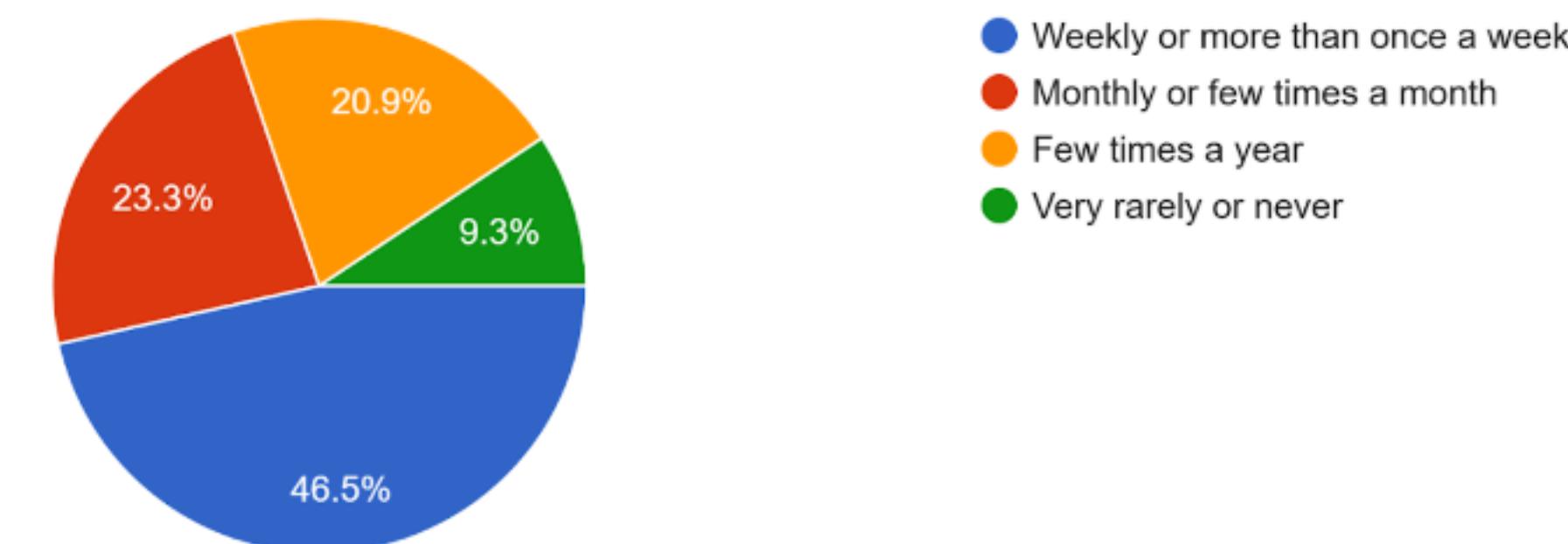
How often do you attend events like shows/matches/concerts, etc. that require transportation?

43 responses



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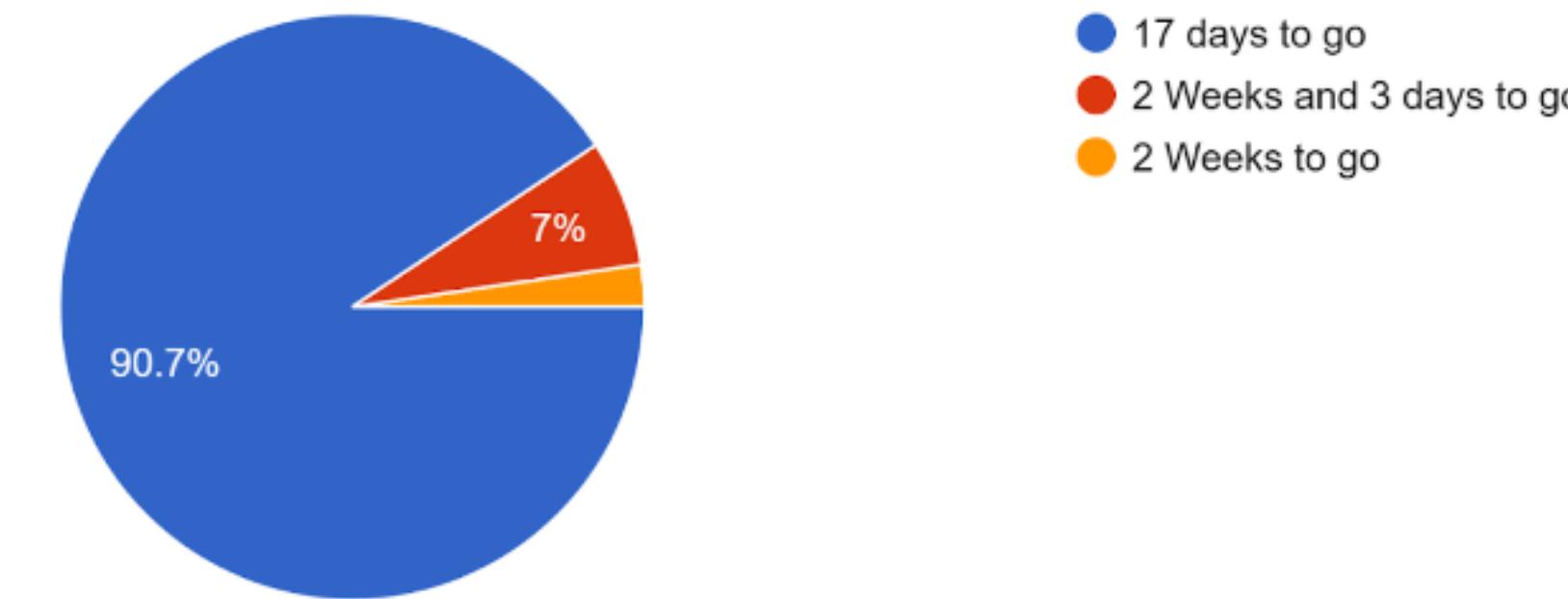
43 responses



# Google Form Survey

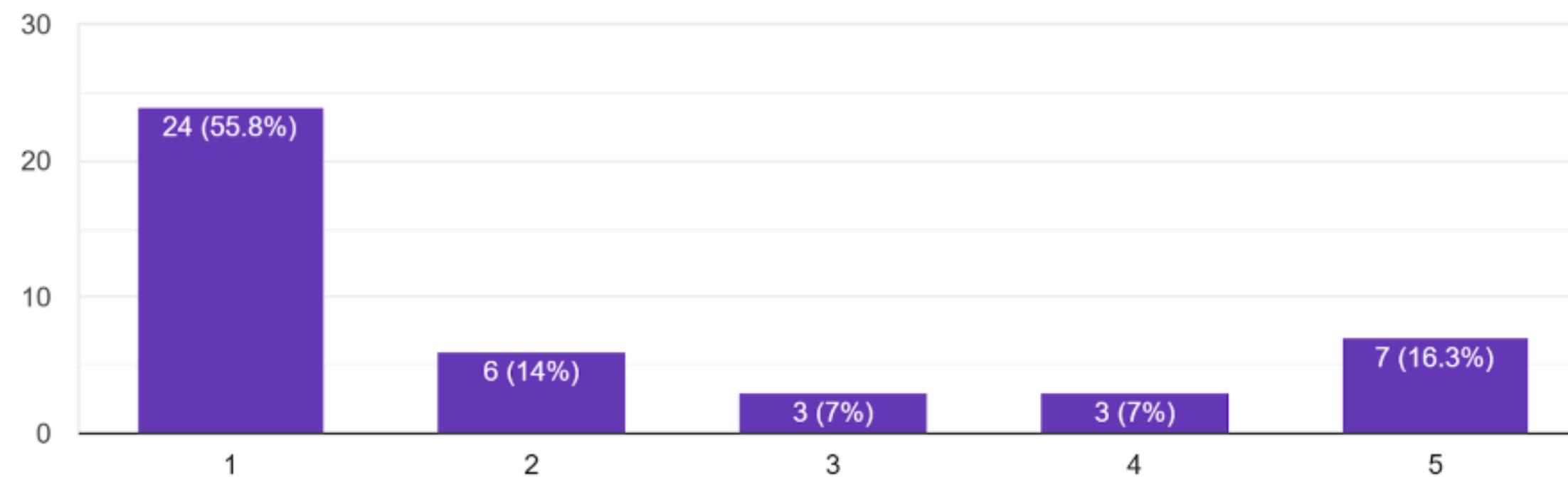
Which of the following formats would you like more for a countdown

43 responses



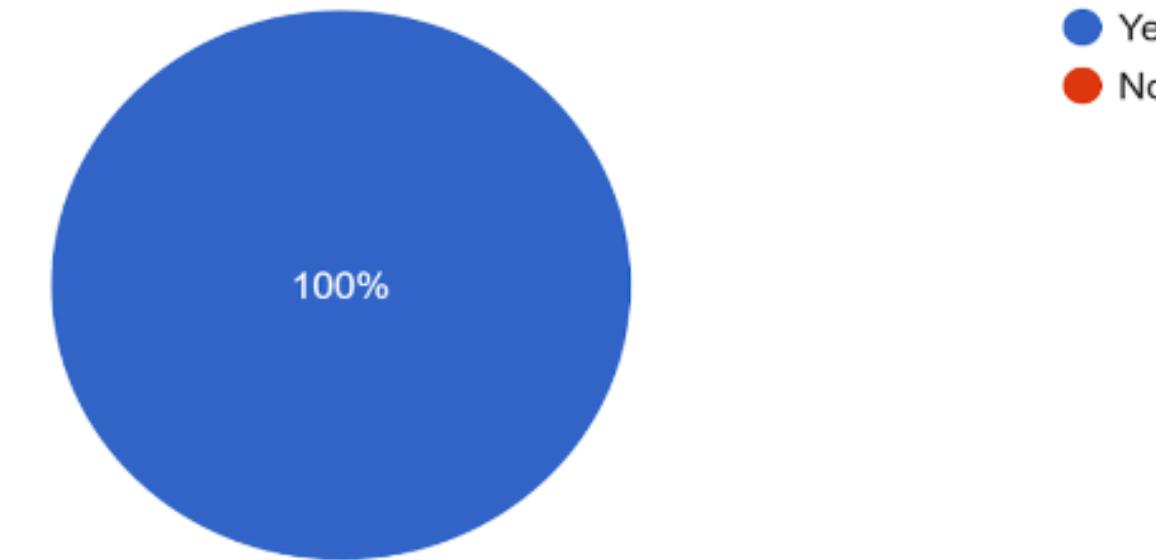
How likely are you to share an event in an event booking app

43 responses

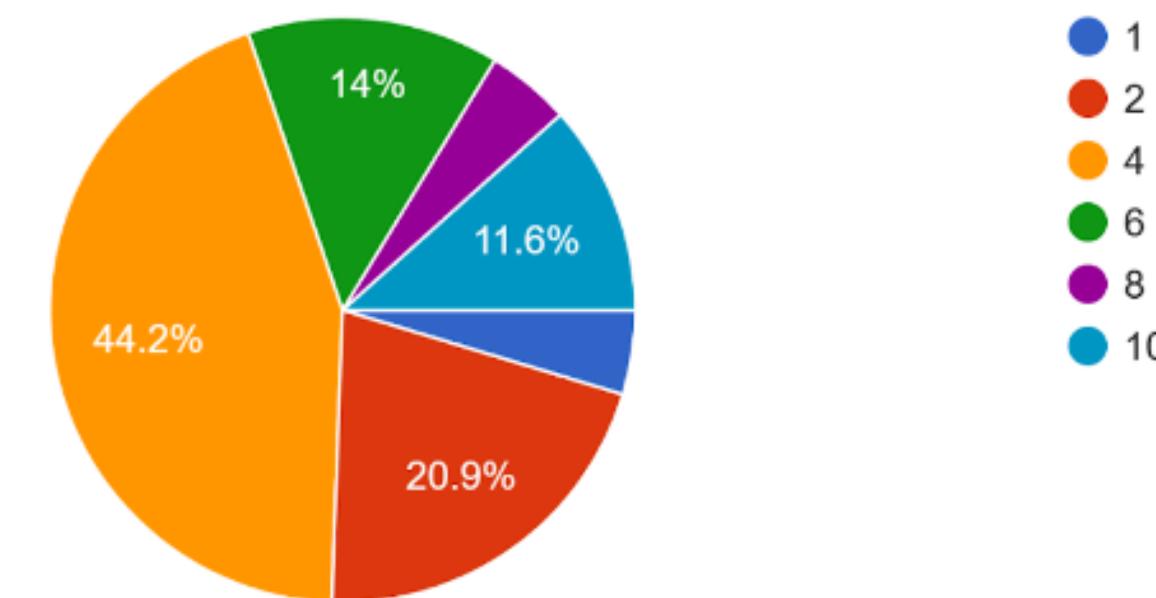


# Google Form Survey

If you use a Calendar app to manage your event, would like an event booking app to automatically add all Booked events to your Calendar  
43 responses



If an Booking app was to put a limit on the no. of tickets a single person could buy to counter the huge reselling problem, where would you put such a limit.  
43 responses



# Google Form Survey

Any feature you would like to have in a event booking application

8 responses

Share trip details

Student discount coupons

Real-time updates

Share trip status

Suggestions based on what I booked in the past.

Share trip details

Transportation

Any Problems you have faced in any other similar event booking application

3 responses

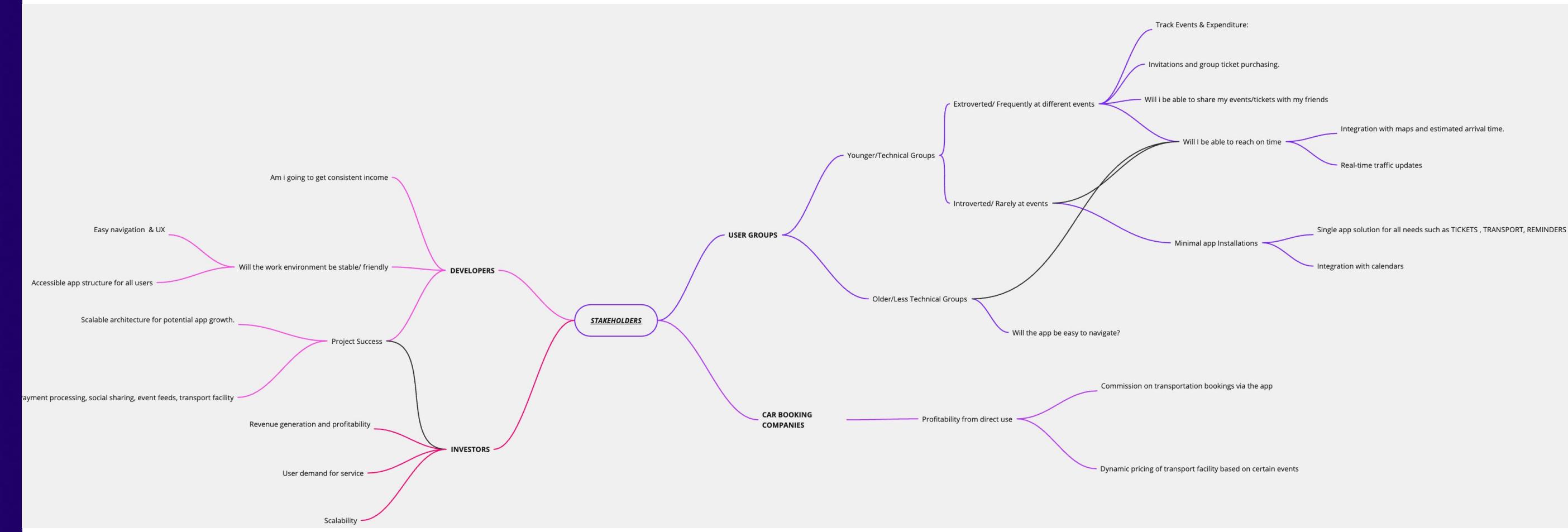
Uncertainty of transportation availability

The real-time updates were very slow.

Not too much cluttered because I find bookmyshow a bit cluttered.

# **REQUIREMENT GATHERING**

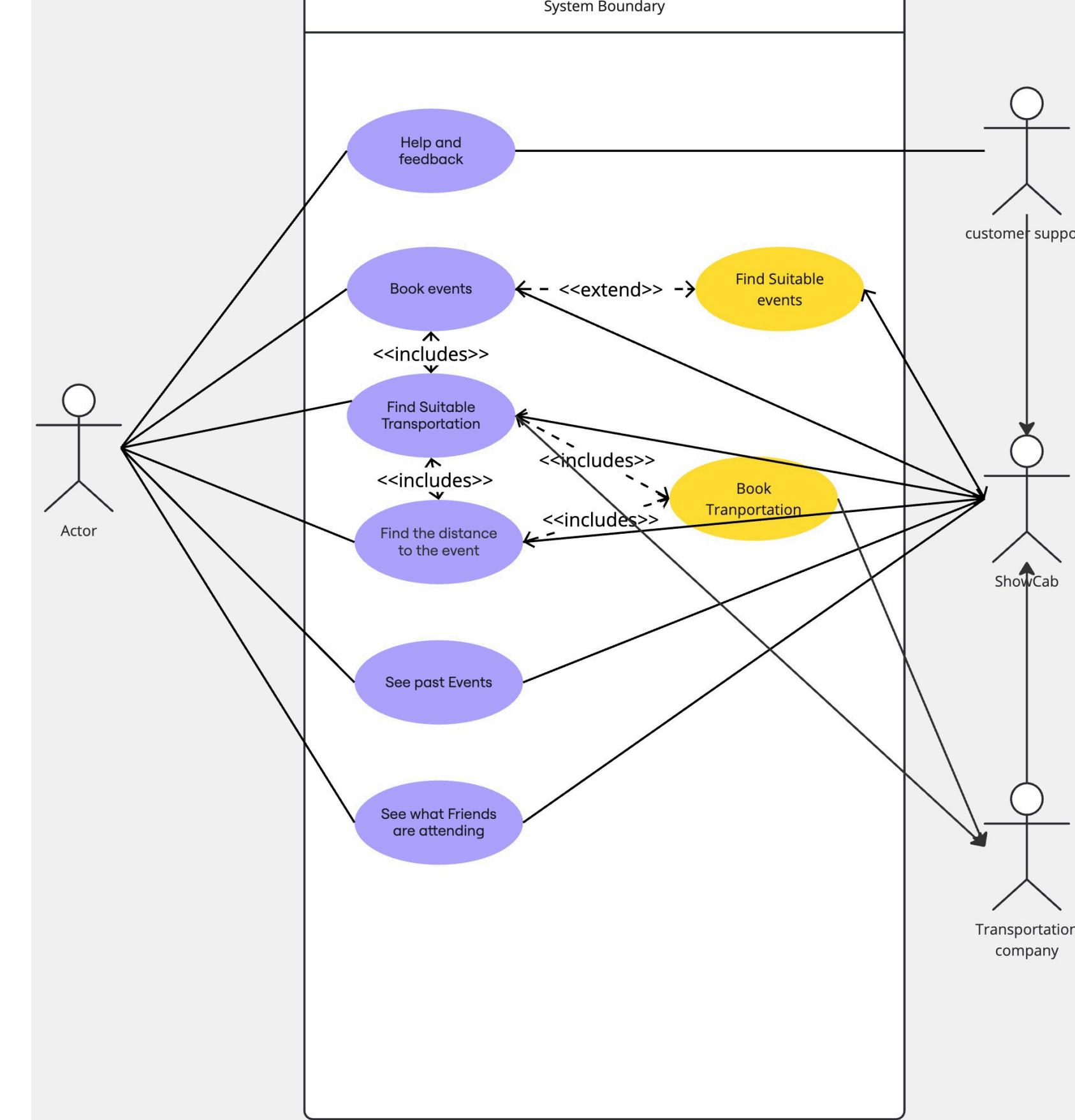
## **MIND MAP**



Miro Link - <https://miro.com/app/board/uXjVLS0gyfA=/>

# REQUIREMENT GATHERING

## USE-CASE DIAGRAM



Miro Link - <https://miro.com/app/board/uXjVLH8BaM8=/>

# PERSONAS & SCENARIOS

**VANSH ARORA**



**DEMOGRAPHICS**  
Age - 25  
Occupation - Software engineer  
Location - Bengaluru, Karnataka

**GOALS**

- Stay updated on sports events.
- Secure tickets before they are sold out.
- Arrange transportation

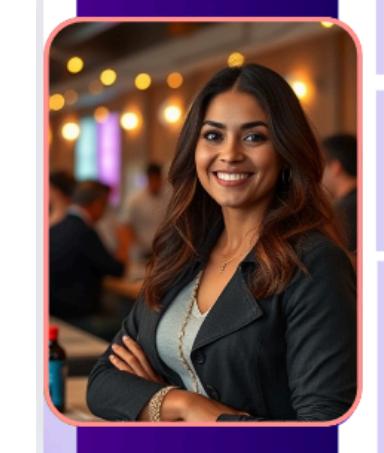
**PAIN POINTS**

- Fear of missing out on big games.
- Some events might not have transport availability.
- On game days, the demand for both tickets and transport could be overwhelming, leading to limited availability, especially for last-minute bookings.

**SCENARIO**

Vansh loves cricket and plans to go to the stadium to watch the test match series between India and New Zealand to support Team India. He quickly purchases a ticket as the app ShowCab shows real time availability. He books a two-way cab for himself exempting him from worrying about the transport although he had to pay more than usual for the transport as it was a major event. The app notifies him of any game changes. Vansh had an amazing time, appreciating how easy it was to organize everything through ShowCab.

**NAIRA SINGH**



**DEMOGRAPHICS**  
AGE - 31  
OCCUPATION - Event Coordinator  
LOCATION - Delhi  
Tech Savvy - Moderate

**GOALS**

- To discover fun social events
- Connect with new people

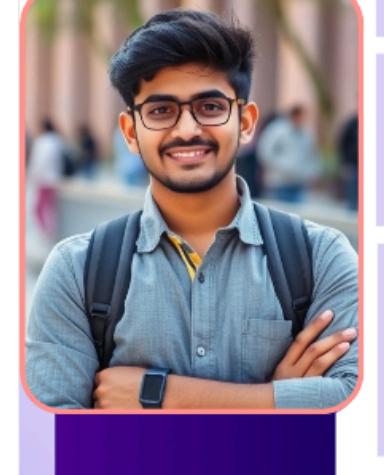
**PAIN POINTS**

- While browsing, the festival might be sold out or have limited tickets available.
- Transportation availability depends on the location and busy hours.

**SCENARIO**

Naira is looking for something to do this weekend and wants to invite her friends to a local music festival. She opens the app ShowCab to browse events happening in her area. The "What's Trending" section highlights the festival, and she immediately books the tickets for herself and her friends. The app also lets her book a cab to the destination making her tension-free about the transportation. She loves that she can send invites directly through the app, allowing everyone to confirm their presence.

**SIDHARTH VERMA**



**DEMOGRAPHICS**  
AGE - 20  
OCCUPATION - Student  
LOCATION - Ahmedabad, Gujarat

**GOALS**

To discover budget-friendly events and activities. Find transportation options that fits a student budget.

**PAIN POINTS**

Limited seat availability, for popular films or peak times, leading to frustration if tickets sell out before he can book them.

**SCENARIO**

On a Saturday afternoon Sidharth wants to plan a movie night with his friends after successfully studying all week. He opens ShowCab to check the movie listings nearby and finds a new action film that released recently. He books six tickets for the evening show taking advantage of the student discount available through the app. He also schedules an affordable ride share option, choosing a larger vehicle to accommodate everyone.

**SAKSHI SINHA**



**DEMOGRAPHICS**  
• AGE - 20  
• OCCUPATION - Student  
• LOCATION - Ahmedabad, Gujarat

**GOALS**

- Stay informed about the latest events.
- Coordinate outings with friends.

**PAIN POINTS**

- Unavailability of a larger vehicle at peak times causing discomfort

**INTERESTS**

- Listening to music
- Coding

**SCENARIO**

Sakshi hears about a concert of her favourite band happening next Friday and wants to go with her friends. She uses ShowCab to check ticket availability and secures four tickets. Then, she arranges a ride for the group, and wants to choose a larger vehicle for comfort. But only the standard vehicle is available since the concert is almost sold out so she has to book 2 vehicles. The app allows her to split the fare among her friends, making the planning process easy.

**REYANSH RANA**



**DEMOGRAPHICS**  
AGE - 38  
OCCUPATION - Sales Executive  
LOCATION - Pune, Maharashtra

**GOALS**

See live matches of his favourite sport football cheer for his team.

**PAIN POINTS**

Difficulty finding tickets for sold-out games On game days, the demand for both tickets and transport could be overwhelming, leading to limited availability, especially for last-minute bookings.

**SCENARIO**

Reyansh learns that his favorite team has a big match this weekend. He opens ShowCab to secure his ticket, opting for a seat near the goal. After booking, he arranges a ride that will drop him off near the stadium. The app sends him a notification about pre-match events nearby, allowing him to enjoy the atmosphere before the game.

# VANSH ARORA



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Age - 25

Occupation - Software engineer

Location - Bengaluru, Karnataka

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# NAIRA SINGH



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- Tech Savvy - Moderate

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- Connect with new people

## PAIN POINTS

- While browsing, the festival might be sold out or have limited tickets available.
- Transportation availability depends on the location and busy hours.

## INTERESTS

- Networking events, live performances and community festivals

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# Problem Understanding

## - Identifying Core Problems

### **1. Main Concerns of Attendees**

Attending live events is quite stressful in various ways, including the aspect of the crowds, traveling logistics, and timing. In many ways, however most attendees consider the whole connection and experience very significant

### **2. Difficult process of ticket booking**

The process of booking a ticket is usually very frustrating and annoying since most processes involve more than one website or apps. This process should be simplified. Though it appears quite simple and straight in view, many users face challenges with this process.

### **3. Transportation Issues**

After confirmed tickets, it becomes quite hard to find good means of transport. Preparation reduces stress and can be much pleasanter. It sounds really simple, but in reality it becomes very complicated. Thus, there is a need to reflect about the options chosen.

### **4. Syncing up Events Timings with Transportation**

There will also be stress while scheduling an event due to improper syncing up of times because the times usually don't match. Even participants like to have one app that manages ticket booking and transportation. Relying on two services can make the whole system complicated and overwhelming.

# Problem Understanding

## ShowCab: The All-in-One Solution

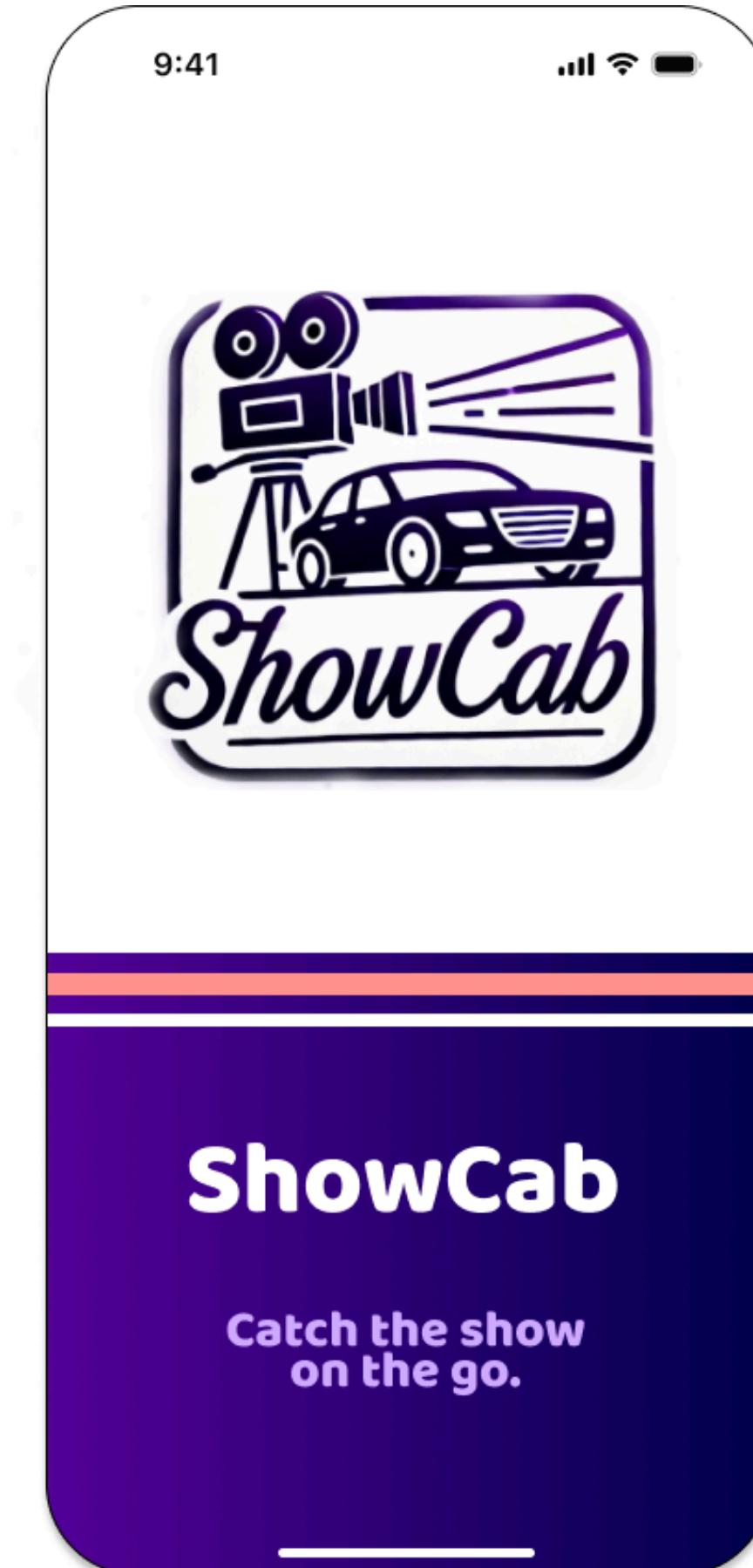
### Features of ShowCab

ShowCab combines ticket booking and transport in one app, addressing numerous challenges most people face.

1. Easy Ticket Booking
2. Time Management
3. Easier User Interface

### Who is ShowCab for?

1. Event Organizers
2. Groups and Families
3. Tourists
4. Corporate Clients
5. Sports Enthusiasts



## Problem Understanding

When people want to attend events like shows, matches, movies, concerts, or theater performances, they face several problems, including:

- **Ticket booking:** People usually have to go through numerous channels in order not only to search but also to purchase the ticket, which is both time-consuming and irritating.
- **Finding a ride:** after tickets are booked, people struggle with hiring a taxi to the venue in busy days in particular.
- **Time Management:** people worry about getting to the show on time and coordinating their tickets and transportation, which can be stressful for them.
- **Inconvenience:** people want a simple way to buy tickets and book rides in one place.

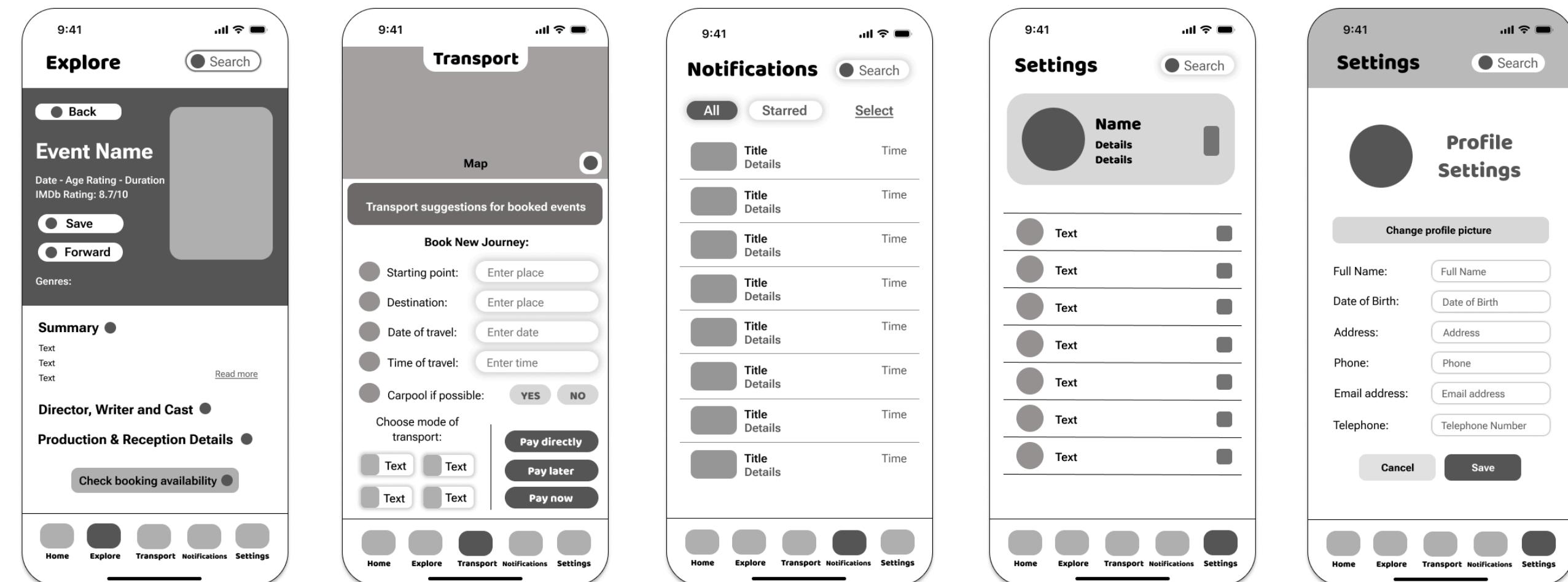
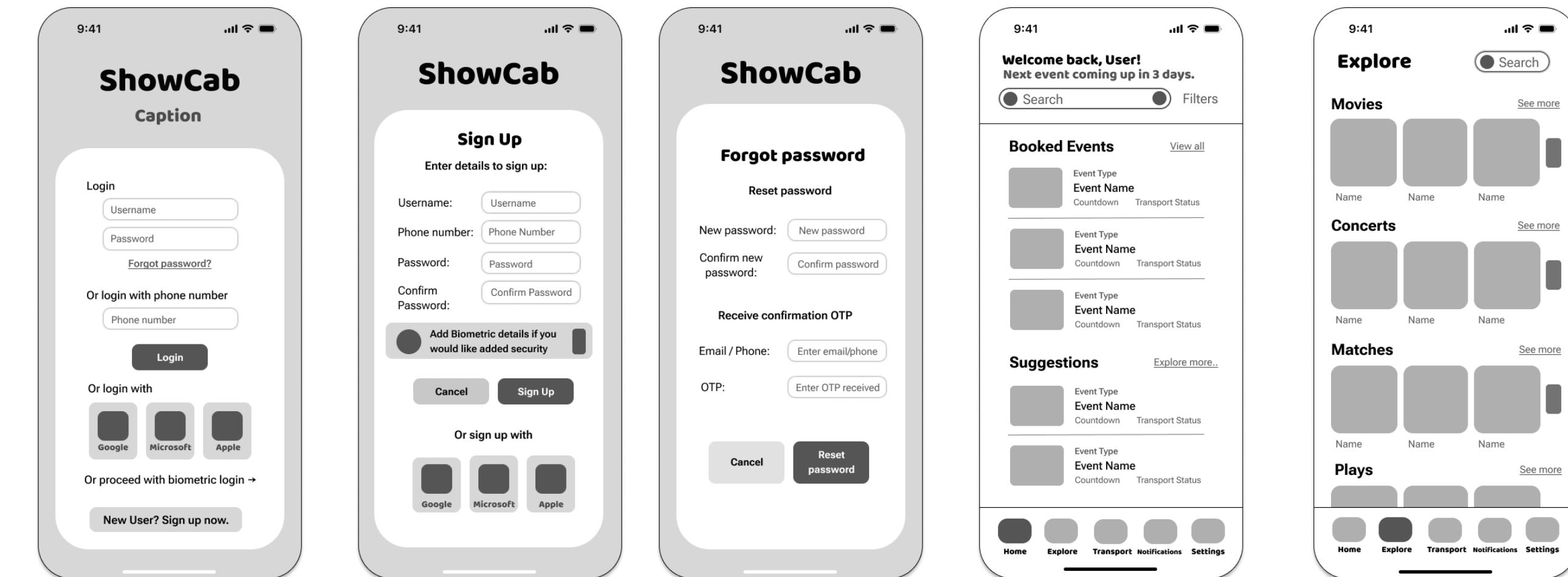
## Solution Statement

ShowCab is a mobile app that makes going to events easy. It helps you book tickets and find rides all in one place. The app solves common problems people face when trying to attend shows, concerts, sports events, or theater performances:

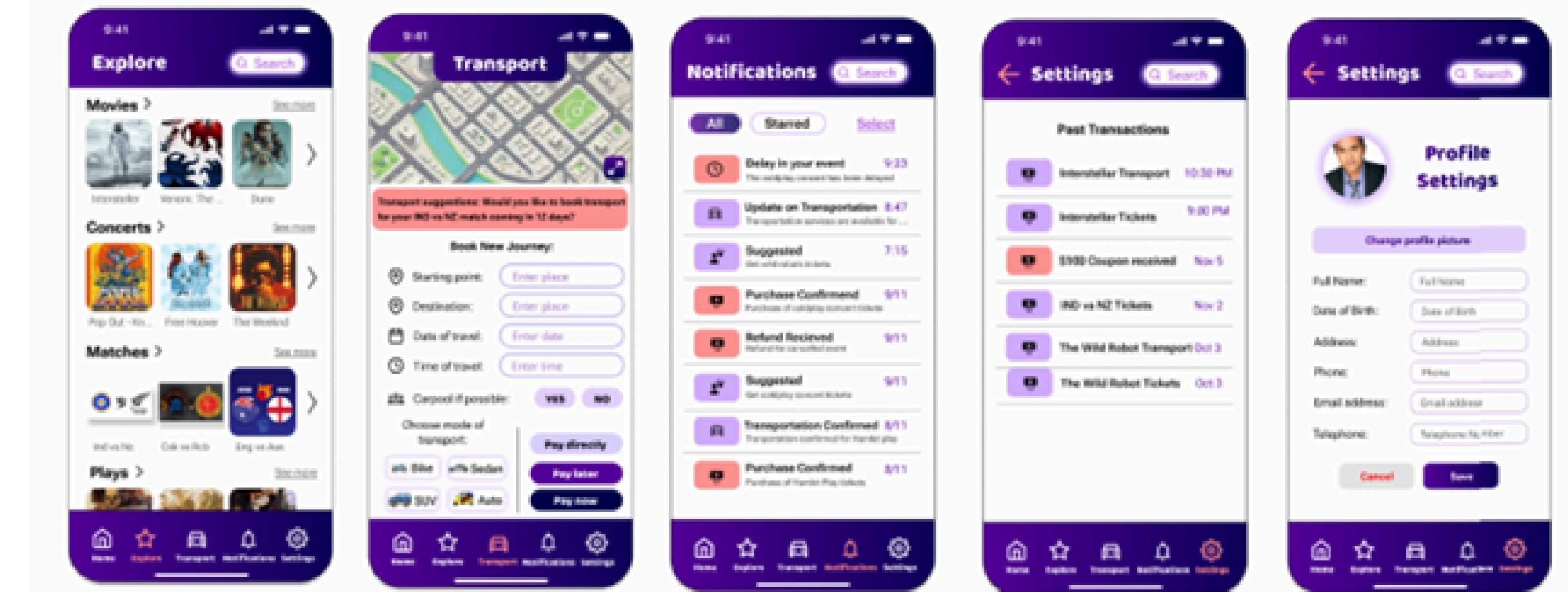
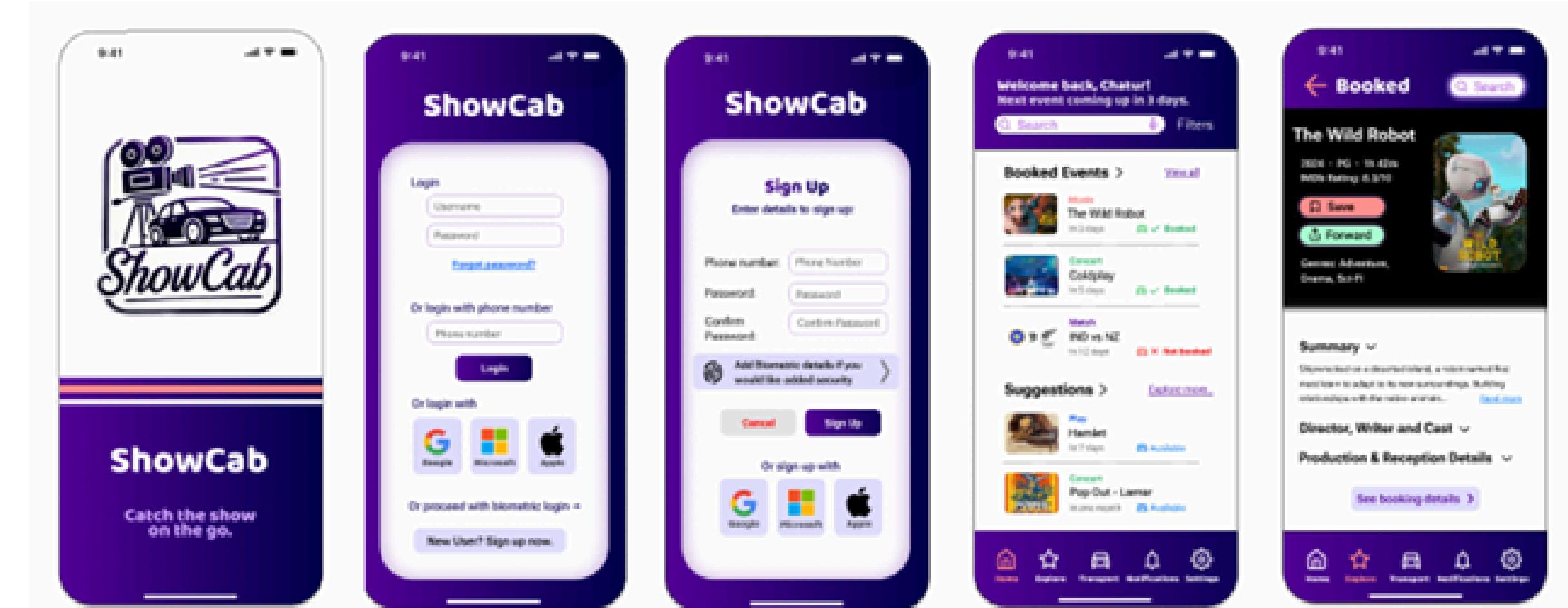
- Find and buy tickets quickly
- Book a ride to the event in seconds
- Get real-time updates about your transportation
- Manage your time better
- Avoid the hassle of using multiple apps or websites

Whether you're a sports fan, music lover, tourist, or just want to enjoy a night out, ShowCab makes event planning simple. With just a few taps, you can find tickets and a ride, so you can focus on having fun. ShowCab is your all-in-one solution for event tickets and transportation.

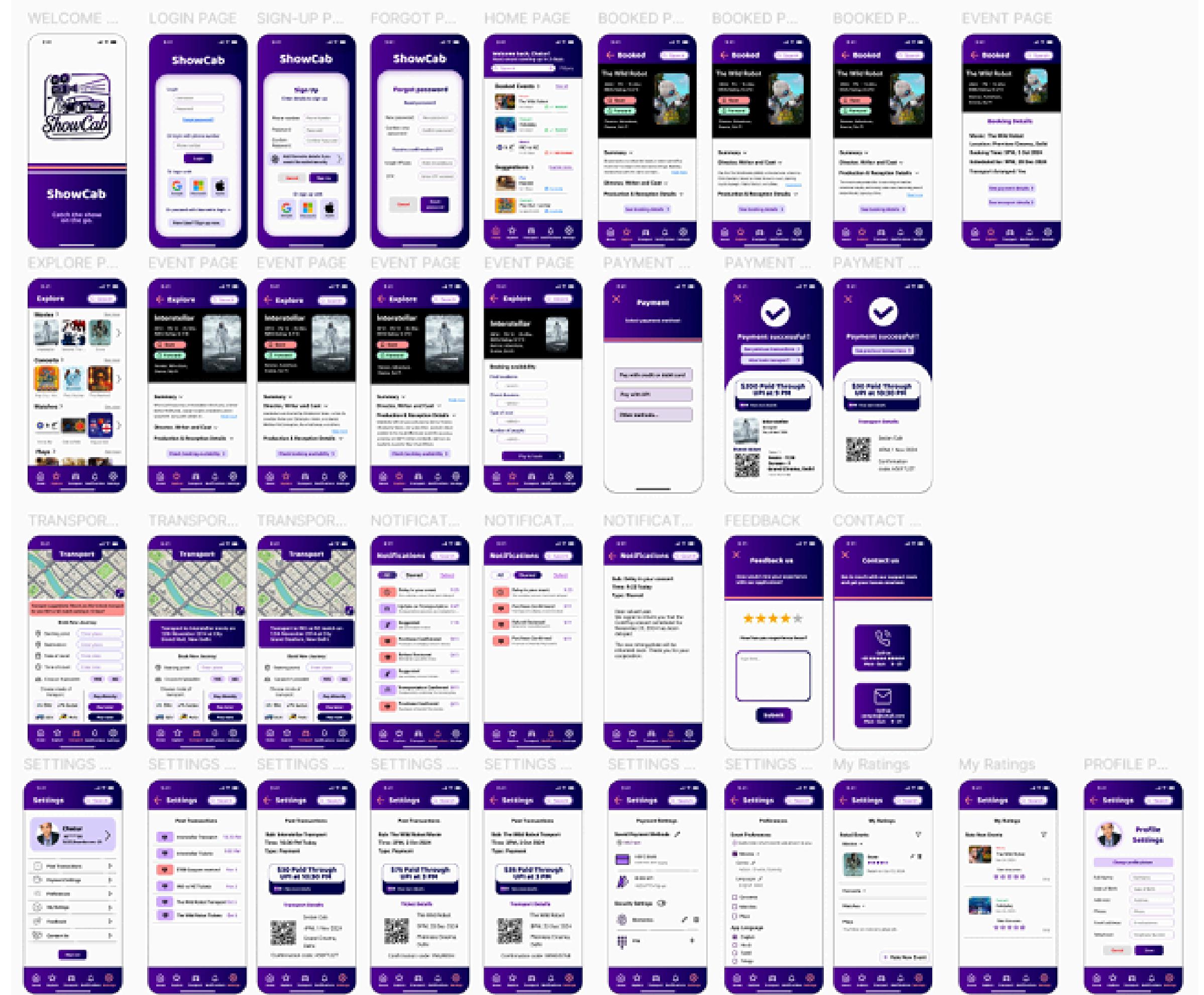
# FINAL LOFI PROTOTYPE



# HIFI PROTOTYPE



# HIFI PROTOTYPE

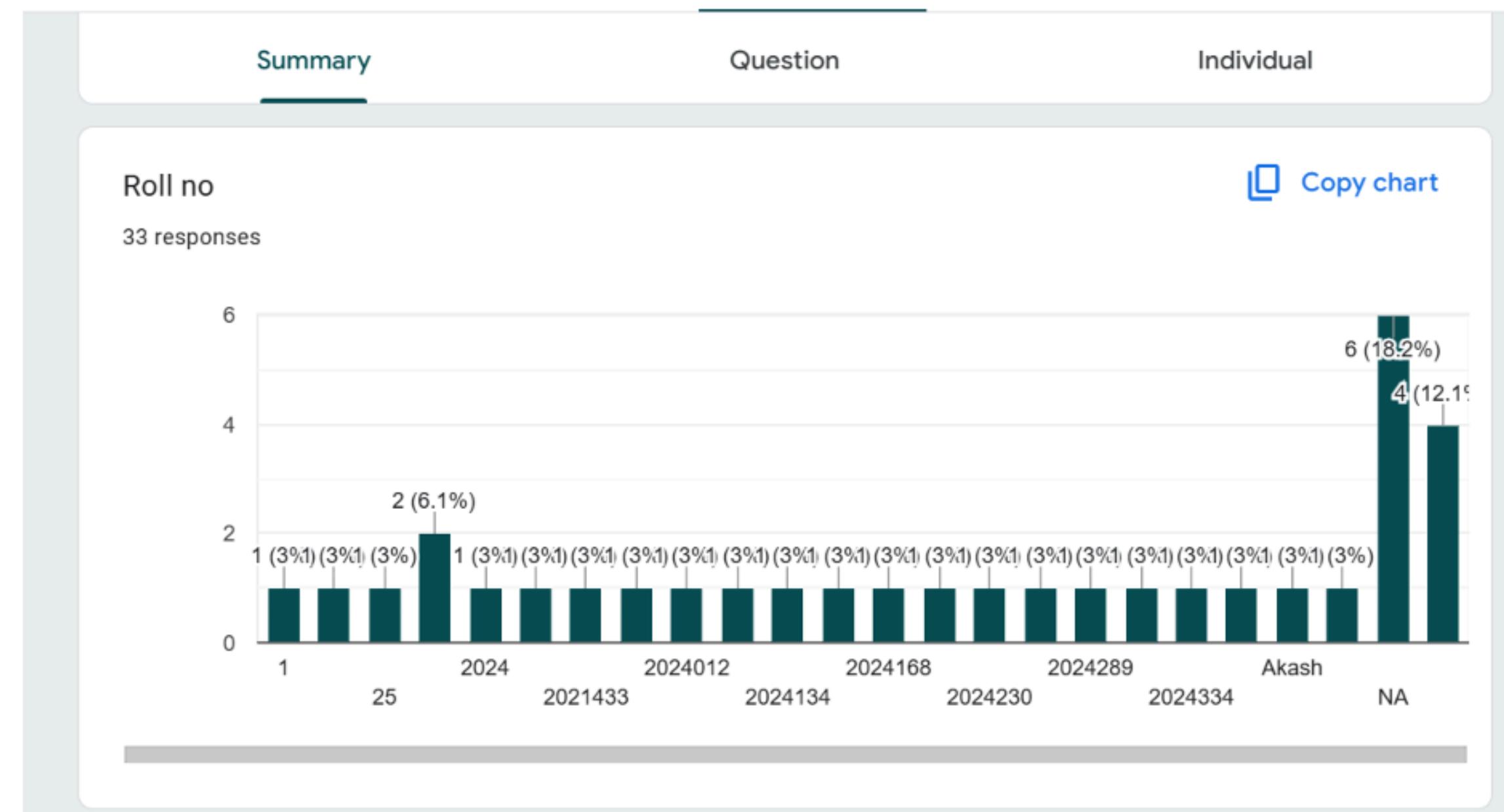


# USER TESTING AND EVALUATION

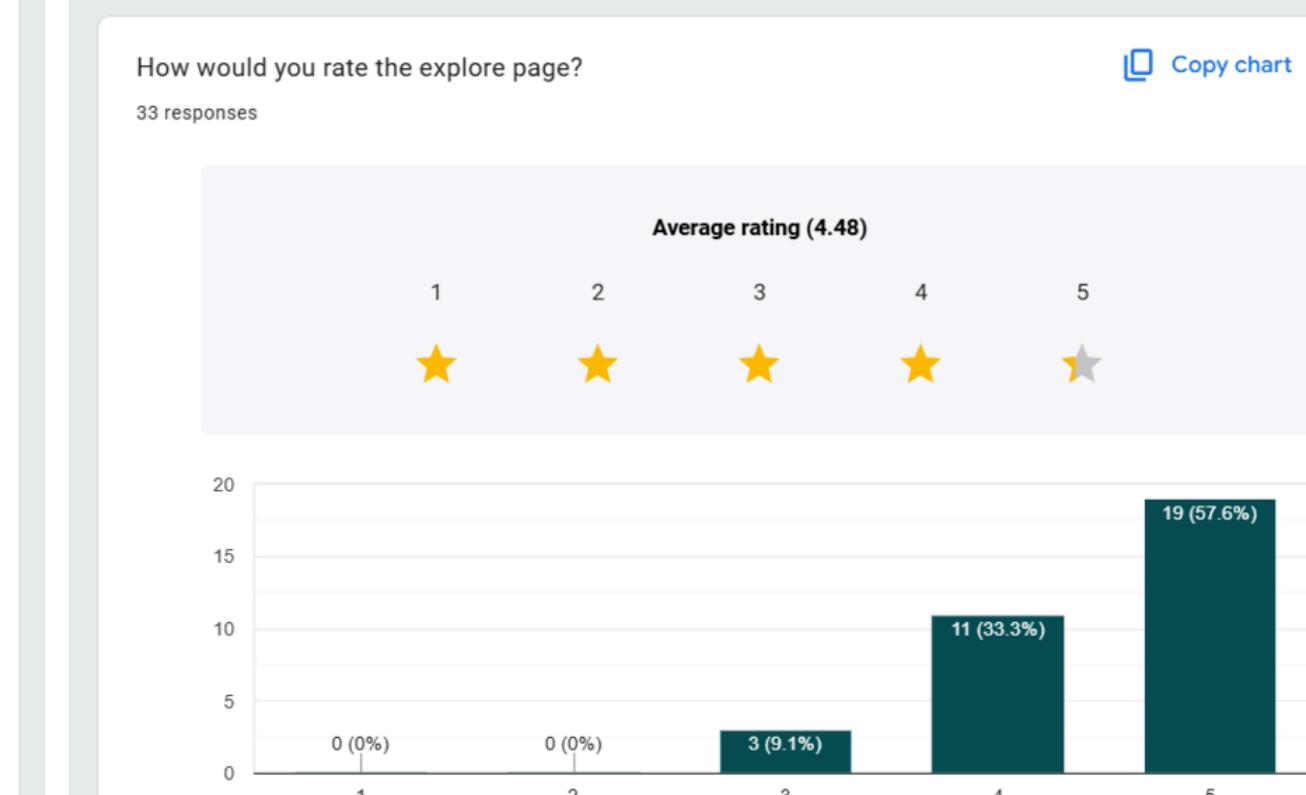
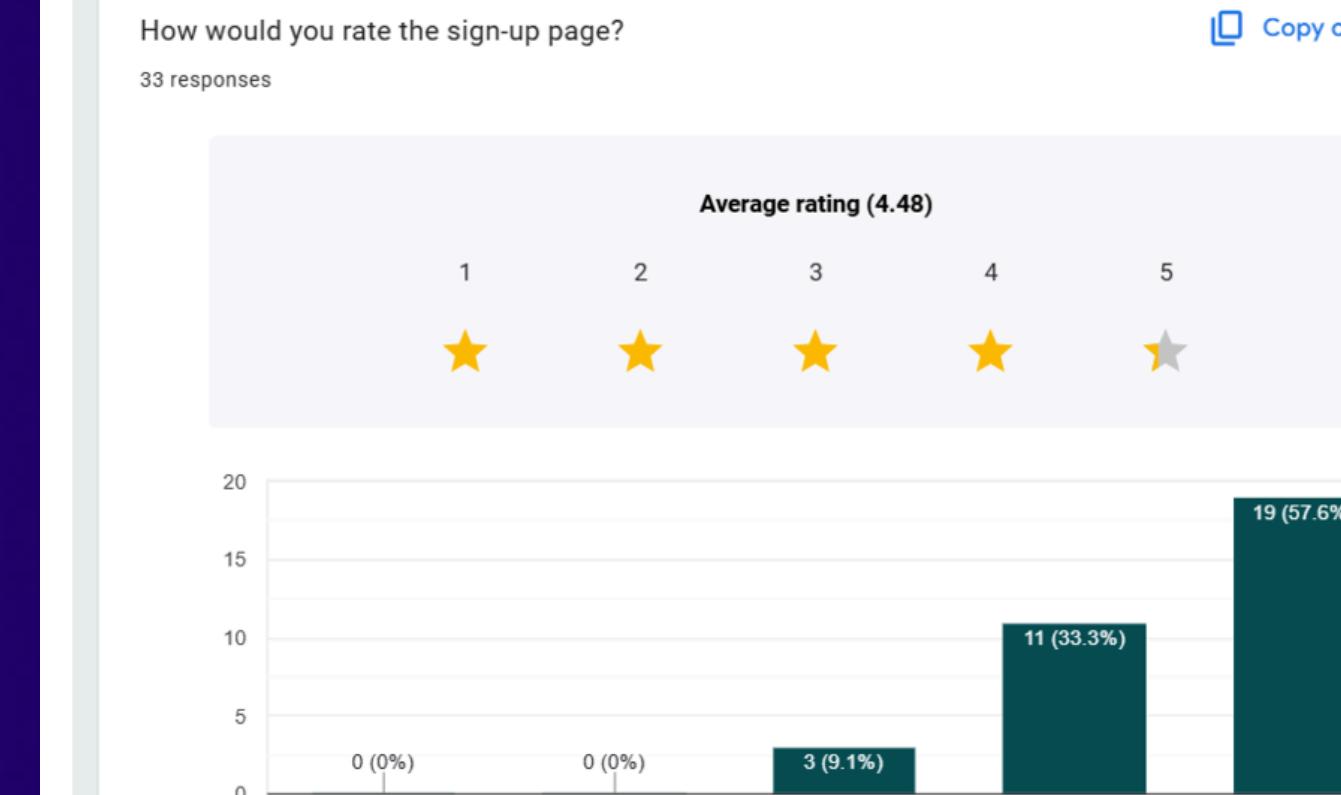
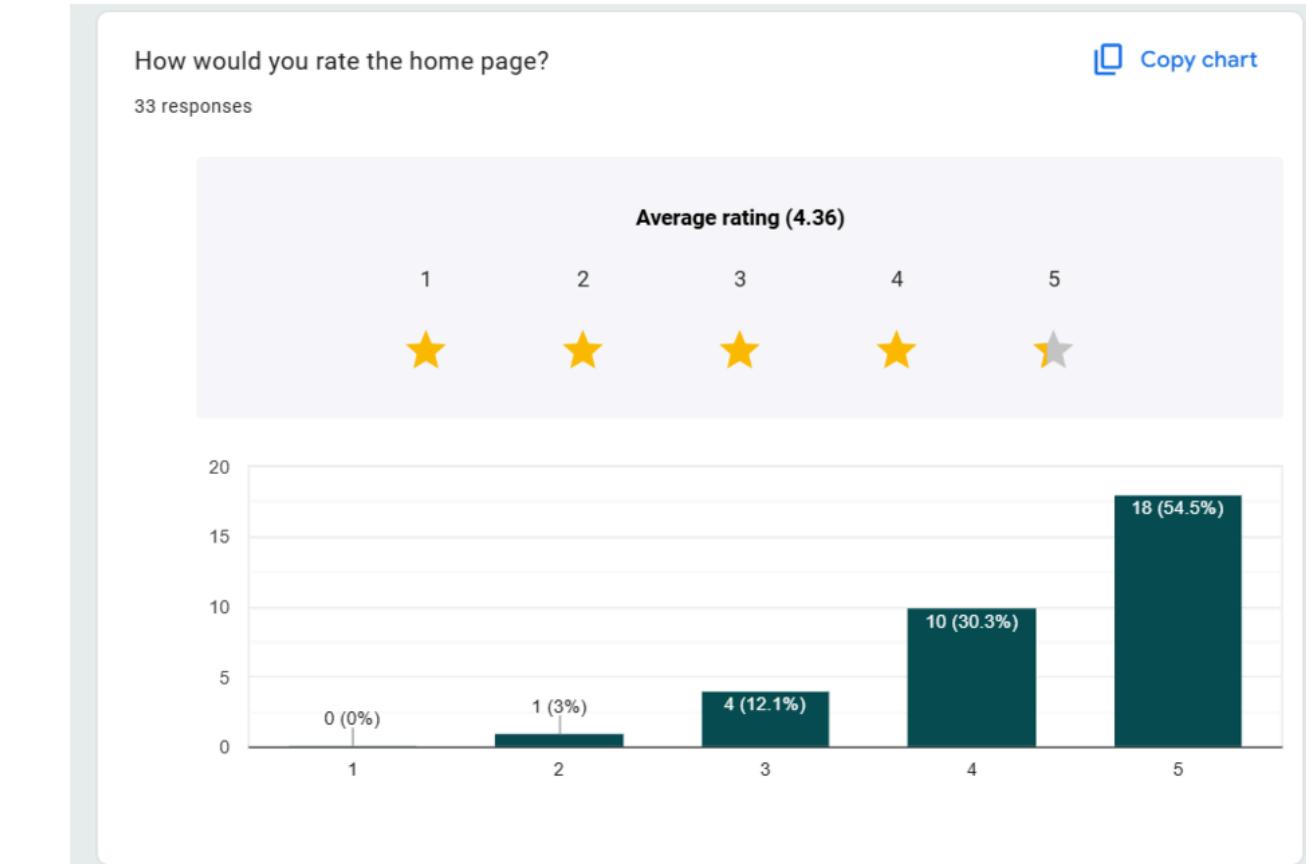
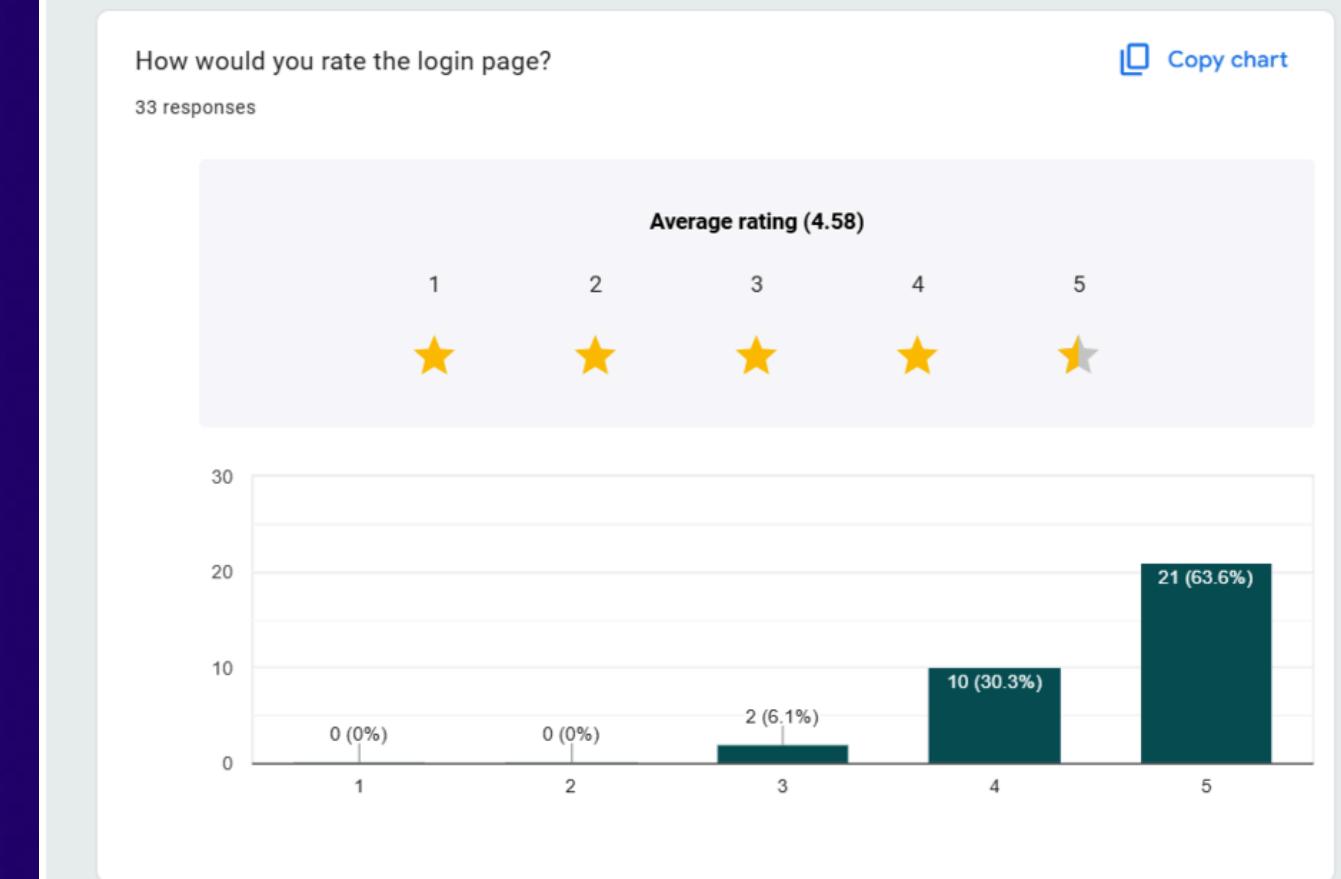
## 1. Method of User Testing :

To make accurate conclusions and gauge the opinion of as many people as possible, a survey was conducted in a google form. In this survey, the users were presented with the hi-fi designs for the various pages and asked to answer some questions. This allowed the team to understand the app's standing in its current form.

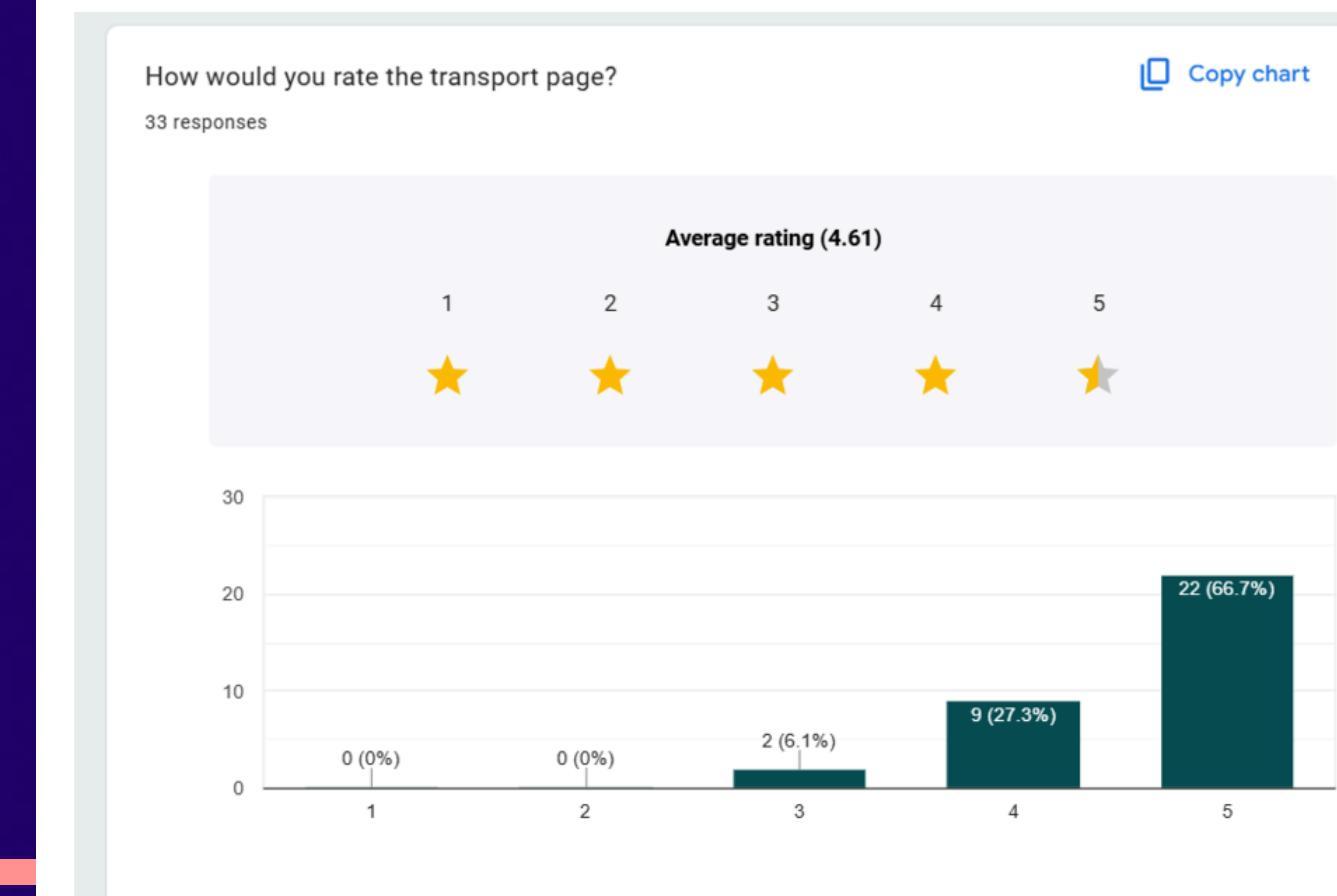
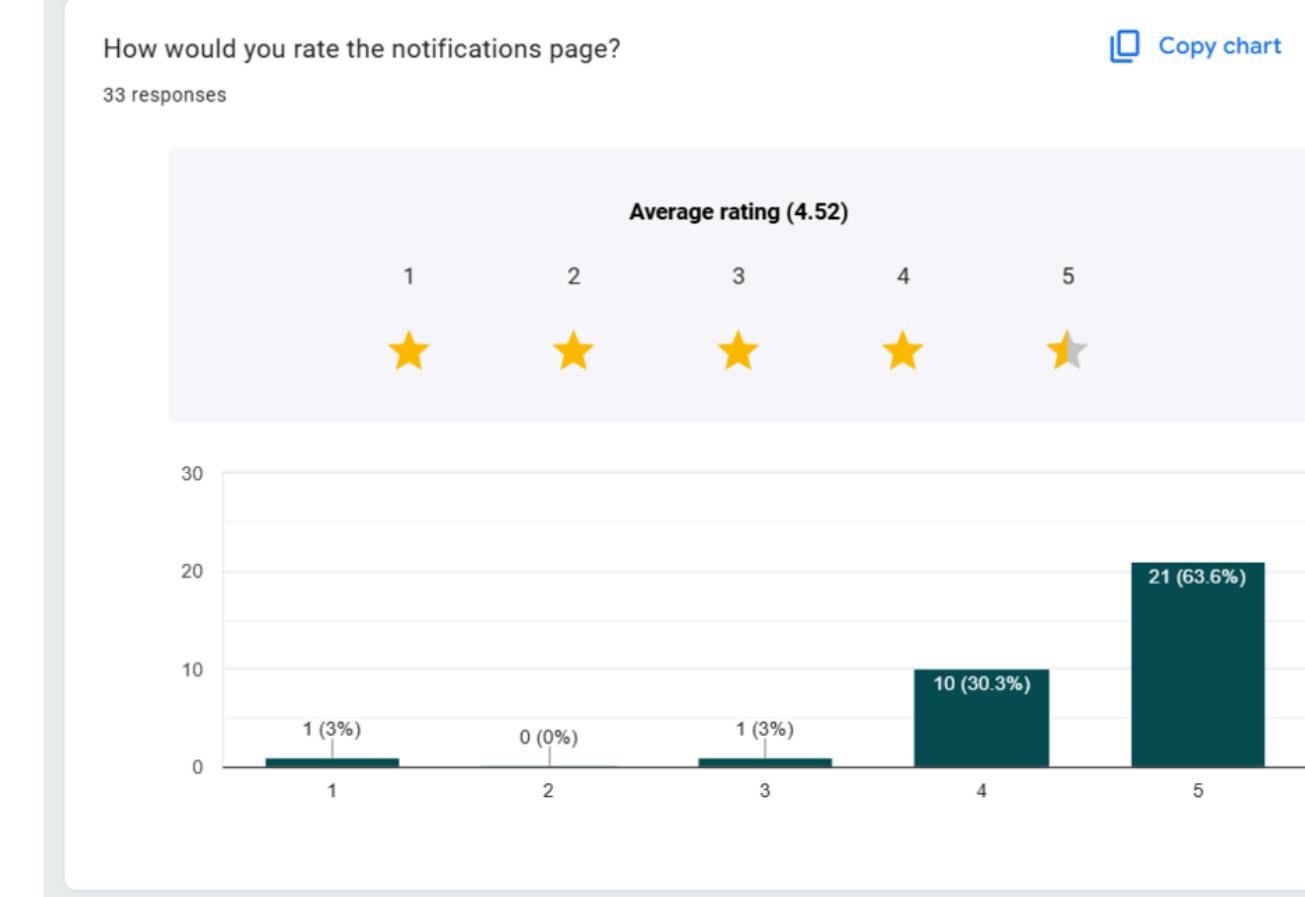
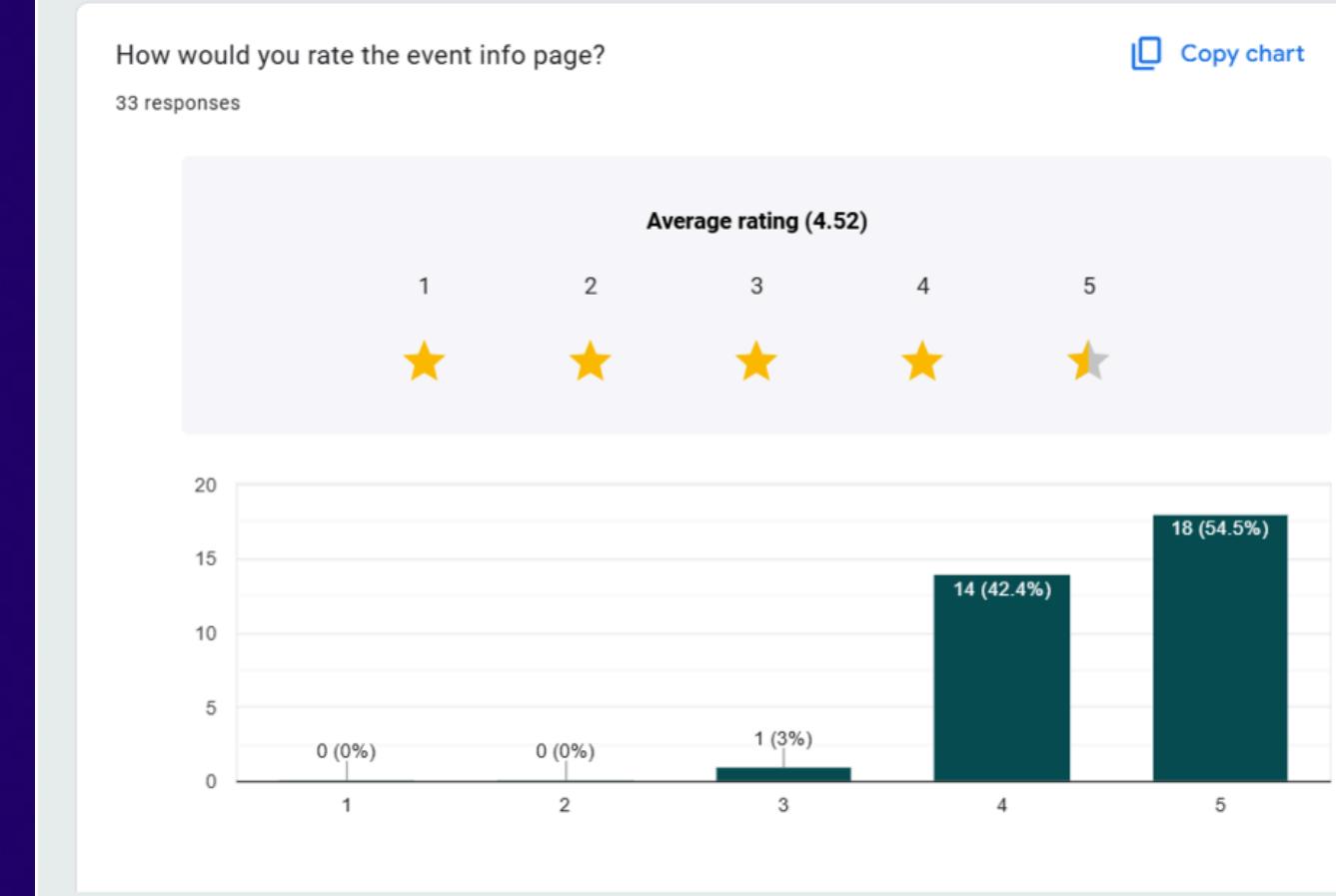
Given here are the images of the responses:



# USER TESTING AND EVALUATION



# USER TESTING AND EVALUATION



# USER TESTING AND EVALUATION

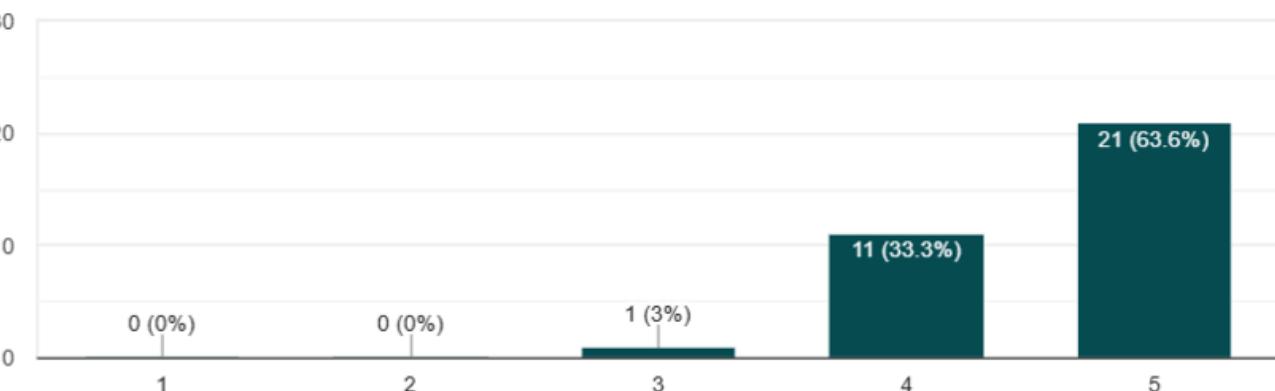
How would you rate the profile page?

[Copy chart](#)

33 responses

Average rating (4.61)

1 2 3 4 5



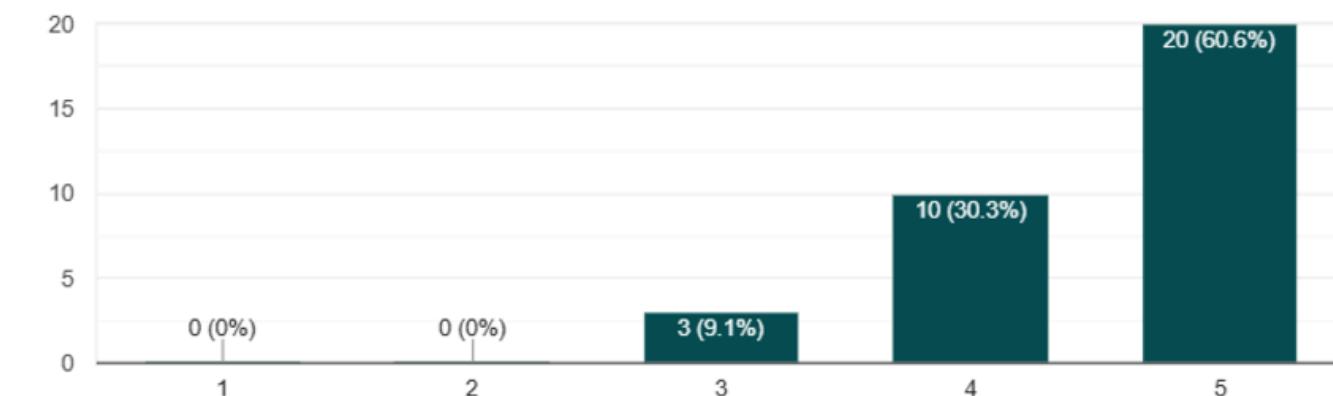
How would you rate the overall design and aesthetic appeal of the app?

[Copy chart](#)

33 responses

Average rating (4.52)

1 2 3 4 5

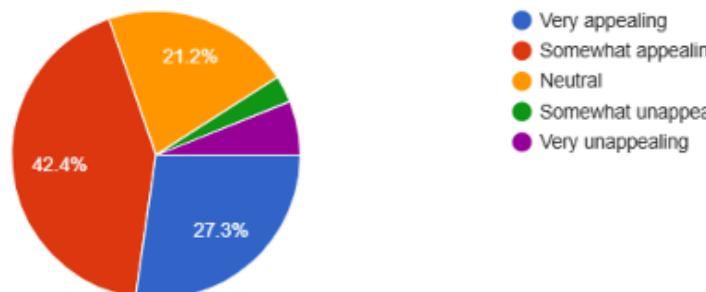


# USER TESTING AND EVALUATION

Do you think the color scheme is fitting for the app and its purposes?

33 responses

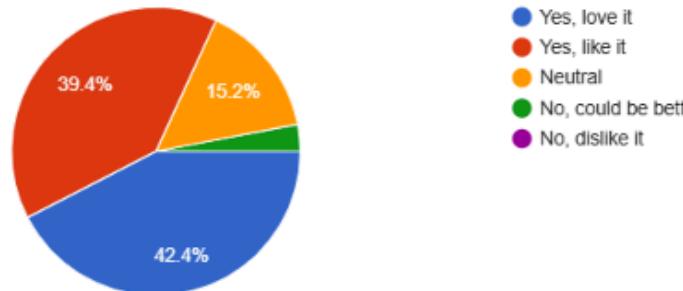
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Do you prefer the icon set and fonts used?

33 responses

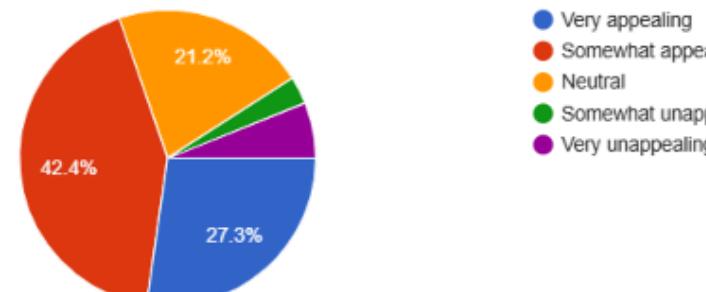
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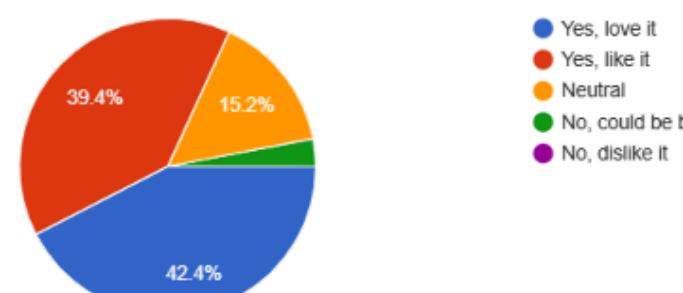
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33 responses

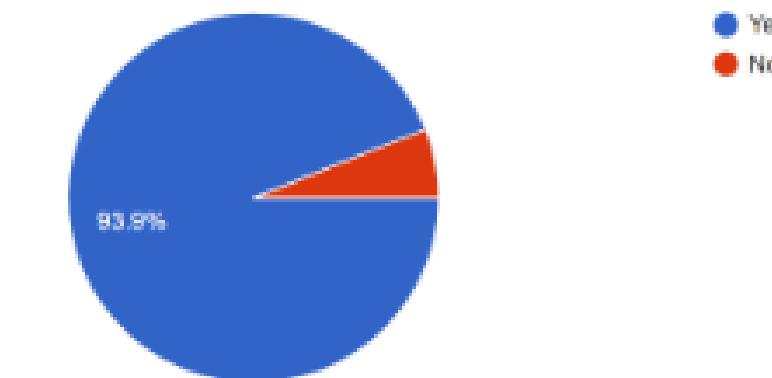
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Do you feel the app covers all bases and has the expected features?

33 responses

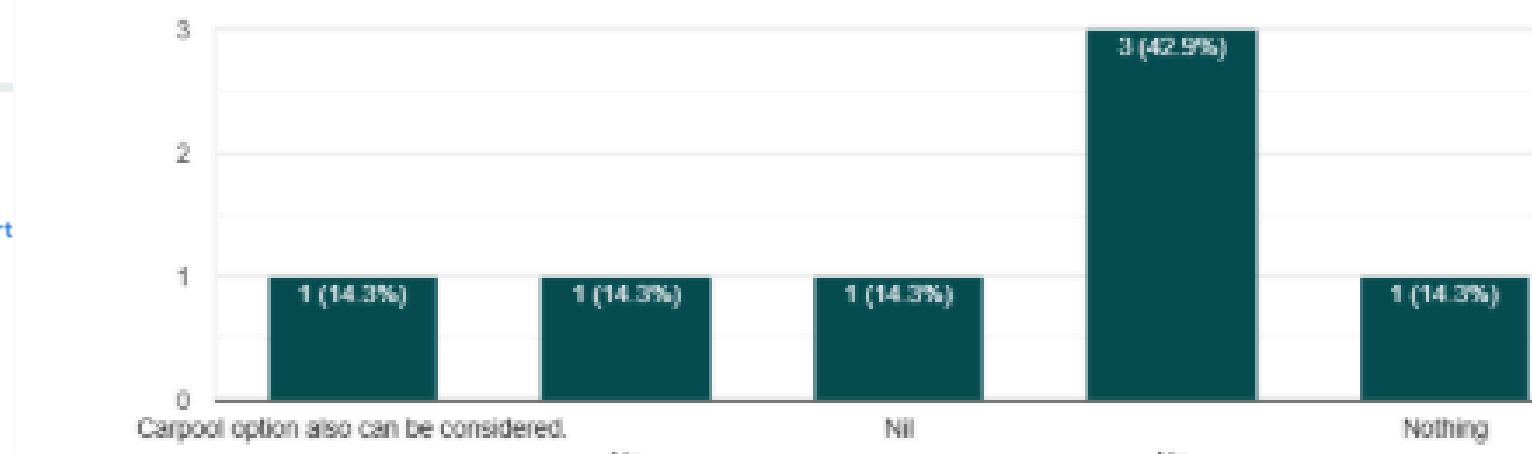
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If no, then please suggest some features.

7 responses

[Copy chart](#)



General feedback, if any.

11 responses

[Copy chart](#)

Good

No

Work on more minimalist design, change fonts and icons

Na

# USER TESTING AND EVALUATION

## 2. Evaluation Metrics

### **Success Rate:**

The Log in page has a strong success rate of 4.58, and the Sign up page follows closely with 4.48. Pages like Transport and Profile are performing especially well, with a high success rate of 4.61, meaning users have no trouble using these features.

### **Time on Task:**

Minor tasks like login and sign up took a few seconds, users generally reported spending up to 20-30 seconds on manually filling in their location, while checking for theaters and selecting seats could last up to a few minutes, other tasks such as, finding their event, checking their transaction history, finding their ticket for a given event, etc. were generally completed under a minute.

### **User Satisfaction:**

The Transport and Profile pages have received the highest satisfaction ratings of 4.61, showing that users find these areas particularly intuitive and enjoyable. On the other hand, the Home page has a slightly lower rating of 4.36, which suggests there's still some room for improvement to make it even better.

# **USER TESTING AND EVALUATION**

## **3. Summary of User Feedback**

We used Google Forms surveys to gather user feedback on success rates, time on task, and satisfaction. Users were particularly pleased with the Transport and Profile pages, reflecting a positive overall experience.

The response to the designs has been positive on all fronts. Each of the different pages has been rated quite highly and the majority of people have preferred the aesthetics, as well as the layout. Therefore, the vast majority of users are satisfied and feel the app is complete, and we can move forward with the app in its current form. Overall, user evaluation has been a success.

## CHALLENGES

### Challenges Faced

- Getting genuine and valid feedback through surveys and interviews.
- Coordination with team members as everyone has a different schedule.
- Working within the deadline along with other projects and assignments.

# LEARNINGS AND REFLECTIONS

## 1. Key Takeaways from the Design Process

- **User-centered Approach:**

We realised the importance of understanding user's needs and pain points. Design with empathy meant that ShowCab addressed the real issues such as how to make ticket booking and transport easier.

- **Iterative Design:**

Creating lo-fi, along with hi-fi prototypes in Figma taught us the importance of testing and refining ideas so as to enhance usability as well as visual appeal.

- **Team Work:**

Collaboration with tools like Miro and Canva showed the importance of brainstorming, sharing diverse perspectives and coming up with innovative solutions as a team.

# LEARNINGS AND REFLECTIONS

## 2. Personal Growth and Team Dynamics

- **Skill Development:**

This project enhanced our technical skills in prototyping, design thinking and using tools like Figma for creating functional designs. Moreover, our ability to visually communicate ideas with Canva was strengthened.

- **Team Collaboration**

Working together for the group project enhanced our communication and problem solving skills. We learned to leverage each team member's strengths, foster a supportive environment, and ensure effective resolution of differences in the workflow.

- **Time Management:**

Balancing responsibilities keeping in mind the deadlines of the various stages of the project taught us how to prioritize tasks and work greatly under pressure.

# LEARNINGS AND REFLECTIONS

## 3. Future Applications of Learnings

- Enhanced Design Thinking:

The knowledge obtained about user-centered design will help us in designing more intuitive and impactful solutions for future projects.

- Best Practices for Collaboration

Clear communication and shared responsibilities.

- Prototyping and Presentation Skills:

The skills we acquired with tools like Figma, Miro and Canva will be used in other design projects that we make further. By making this project we have not only learnt how make more similar projects but also nurtured a growth mindset related to continuous room for improvement and ofcourse innovation.

# LOGO AND BRAND IDENTITY



The logo combines symbol of travel (car) and entertainment (movie camera) in a simple, clean design that's easy to recognize. Use of vibrant colors for energy and excitement, while maintaining a modern, dynamic style. The app's identity emphasize ease of use, trust, and fun, offering a user-friendly experience for booking rides and shows. The brand voice is upbeat, approachable, and reliable, reflecting both excitement and dependability.

# TYPOGRAPHY AND COLOUR SCHEME

Baloo

Aa

Headings

Roboto

Aa

Text

Black	Cetacean Blue	Metallic Violet	American Pink	White
#000000	#00014C	#550099	#FF9290	#FFFFFF

# CONTRIBUTIONS

## DIKSHA KAUSHIK

- Personas and Scenarios
- Refined Mind Map & Surveys
- Content

## AKSHIT YADAV

- Requirement gathering
- Feedback and Contact pages in HiFi

## BHUMIK DHAR

- User Testing and Evaluation
- Created Settings HiFi pages

## DALVIN THOMAS

- Lo-fi design
- Working Hi-Fi Prototype
- Content

## FAIZAN CHAUDHARY

- Problem Understanding
- Presentation Design

## HARISH KUMAR

- Logo and Typography
- Presentation Design
- Contributed to User Testing



# Thank You!

Presented By : Group A\_G9\_P2

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