

CSYE 7280 – User Experience Design and Testing
Assignment 2: Lyft Case Study
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Overview of the study:

This case study discussed how Lyft handles UX challenges, the reasons for the redesign of the Lyft app, and the results the Lyft redesign achieved. It is very clear to see what Lyft is trying to accomplish when it comes to its design principles. Most of these principles are focused on and designed to address the primary needs of the user. To meet user expectations, these design principles were shaped into a pyramid by considering their needs. The Lyft redesign case study discussed how other companies use great UX and UI design to create business value.

Reasons for the redesign:

1. The arrival vehicle logos and icons are not accurate in identifying the driver's location.
2. Neither the estimated price nor the time of arrival is transparent.
3. Inaccurate departure/destination addresses and poor map overview.
4. Colors, option panels, and User Interface design are all poor.
5. To make the user experience simple keeping customer satisfaction at the forefront.

Solutions for the issues faced:

1. To improve the efficiency of the design, options such as call driver, cancel the ride, and ETA were displayed
2. Logos differ depending on the type of vehicle.

3. Maintaining Color consistency made the app visually pleasing.
4. Displaying the required buttons in one place instead of scrolling made the interface more comfortable.
5. To enhance the user environment, primary colors should be used more effectively, and additional options should be added to make it easier for users to use.
6. Transparency in price and arrival time.

Key takeaways:

1. The design illustrates how much Lyft cares about users.
2. The redesign is completely user-friendly which has greatly improved the user experience.
3. This design achieved success by finding the exact needs of the user.
4. A great design can generate business value and help the company achieve more success.

Improvements:

1. In the Lyft app, we can add an improvement where users can choose a specific time for pickup, just like a pre-booked cab.
2. Another interesting improvement is to help confused customers choose a cab based on the luggage quantity by using artificial intelligence.
3. Providing an option to choose extra facilities for the old people, handicapped people, and motion sickness-affected people.
4. Enhance the user experience by continuously updating the design
5. Aim to improve the product as quickly as possible after receiving user feedback.
6. In some cases, the user interface should be easy to handle.
7. For ease of selection, all product information should be displayed in one place.