

- understanding of this case study

According to the article , there are many points needed to be mentioned.

1. First of all , how to take notes. In other words , the proper format of the notes about workshop. It should be built step by step and well-structured. For example , record the overview or the overall situation of the object, its goals of development and then its principles of design.
2. Lyft uses a sense of psychology—Maslow’s Hierarchy of needs, to define its design principles: Know your user, clarity, consistency, efficiency, collaboration, beauty.
3. Summary of Nectar Design: Usability, reliability, differentiate.
4. Reasons of redesign : poor representation of driver; lack of transparency about the price or the estimated time of arrival; poor use of color; awkwardly placed options panel; cars were not directional; request Lyft is vague for first time users
5. Success that the redesign of lyft has achieved: enhanced transparency and safety; better usage of primary color; price estimate feature; made it ergonomic: 1. Bottomed tab menu, 2. Directional cars on the map, 3. New options before car arrival
6. With regard to collaboration between UX research and design : 1.quantative data needs analysis to be useful, which makes the team focus more on qualitative data. 2. Gather user feedback. 3. A/B testing. 4. Outcome : lyft successfully builds confidence in the team, and Interested party.
7. Design principles of organizing and structuring is no more unimportant than creating them at first.
8. Be brave in carrying out product redesign by making use of quantative and quanlitative data.
9. Putting yourself in the users’ shoes when creating a product will contribute to success.
10. Lyft shows us how companies generate business value by implementing design in both UI and UX. We can learn from it and apply the similar method in order to help our companies achieve more success.

- and what i learned from it
 1. use well-structured Methodology when designing can contributing to success.
 2. Organizing /structing design principles is no more unimportant than creating them.
 3. Be confident and not be regrettable when implementing re-deign. If we have proper reasons and find the usability issue , just follow the cycle of design and just do it.
 4. We can follow the footsteps of Lyft in creating a successful product. When we design a product, we should think at the perspective of users in order to get promotion in design.
 5. If we imitate the Lyft in generating business value by implementing good design in UI and UX , we are likely to attain more success in the future.

- Any ideas i like to propose
 1. Before creating a product, we can use the use case diagram like UML format in the project to make our design more structured.
 2. We can streamlining, automating time-consuming processes or tasks when designing our products.
 3. We should add public voting& suggestions feature in the public product so that we are able to open the floor to key customers or the general public to hear their ideas for our product.
 4. We need to catalog the ideas. When we have collected many ideas from Various channels, the most important thing left to be done is to make the most of this valuable information as it comes in.