UX Case Study

About The Project

NSG Taxi is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid.

Design Process

Discover Phase

Stakeholder Interview

Name of the app: NSG Taxi

Description: An app for booking taxi online.

Objective: To create an app where you can book all kinds of taxis online.

Business Goal: Generate revenue by taxi fare.

Target Audience:

a.) Age Group - 25 to 40 years

b.) Gender - Male Female Other

c.) Location - Outstation

d.) Income Group - Rs.3 Lakh per year onwards

e.) Profession - Working

User Role: Service Receiver

Competitors: Ola, Uber and Gozo Cabs

Business Model: B2C (Business - to - Consumers)

Competitor Research

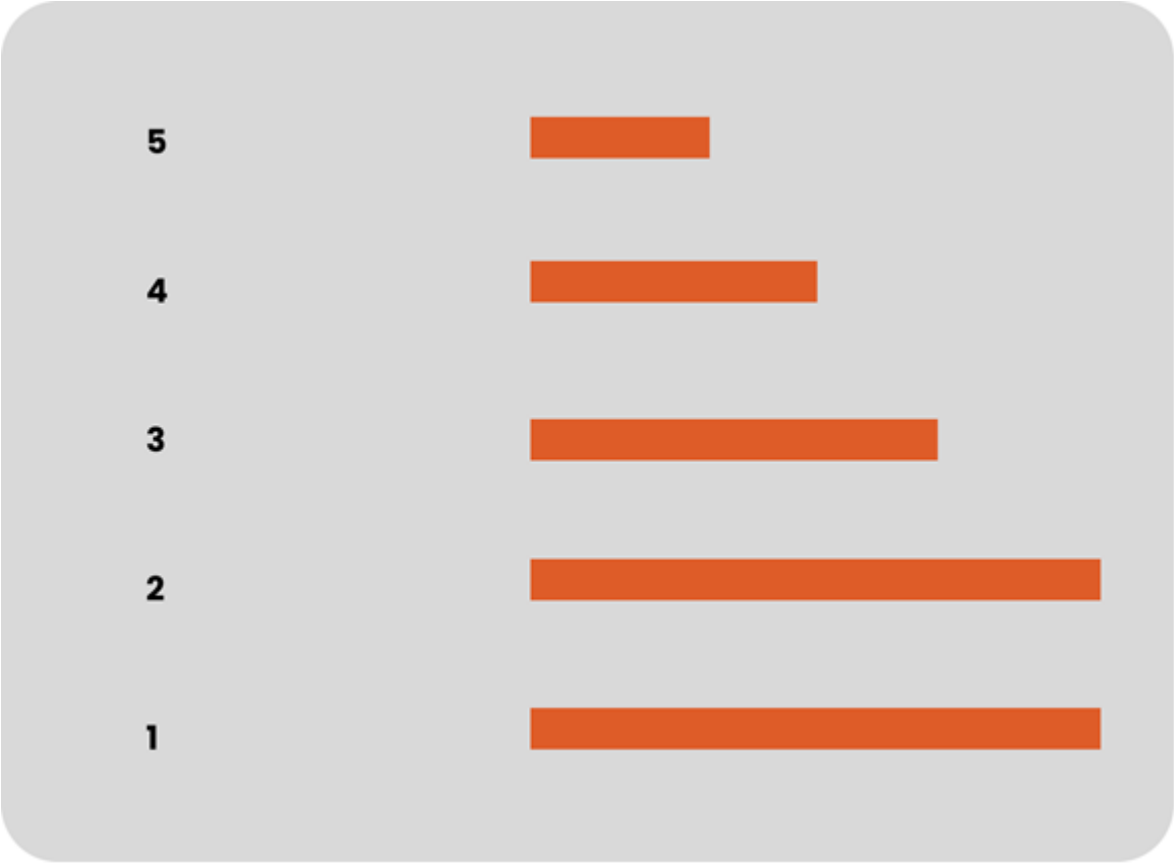
	Ola	Uber	Gozo Cabs
Description	Ola Cabs offers to book cabs nearby your location for best fares.	Uber is an American mobility as a service provider, allowing users to book a car and driver to transport them in a way similar to a taxi.	Gozo is India's largest intercity taxi provider.
Rating on Google	4.2	4.7	4.1
Target Audience	20-45	20-40	25-34
Product Categories	Bikes, auto-rickshaws, metered taxis, and cabs	Black Car, Taxi, UberX, SUV and LUX	SUV and Sedan
Common Features	Blogs	Blogs	Blogs
Unique Features	Specifying the pickup point.	Plan ahead with Scheduled Rides.	Quality cabs at amazing prices.
Look and feel	Good	Good	Good
Usability	Easy	Easy	Easy

Competitor Analysis

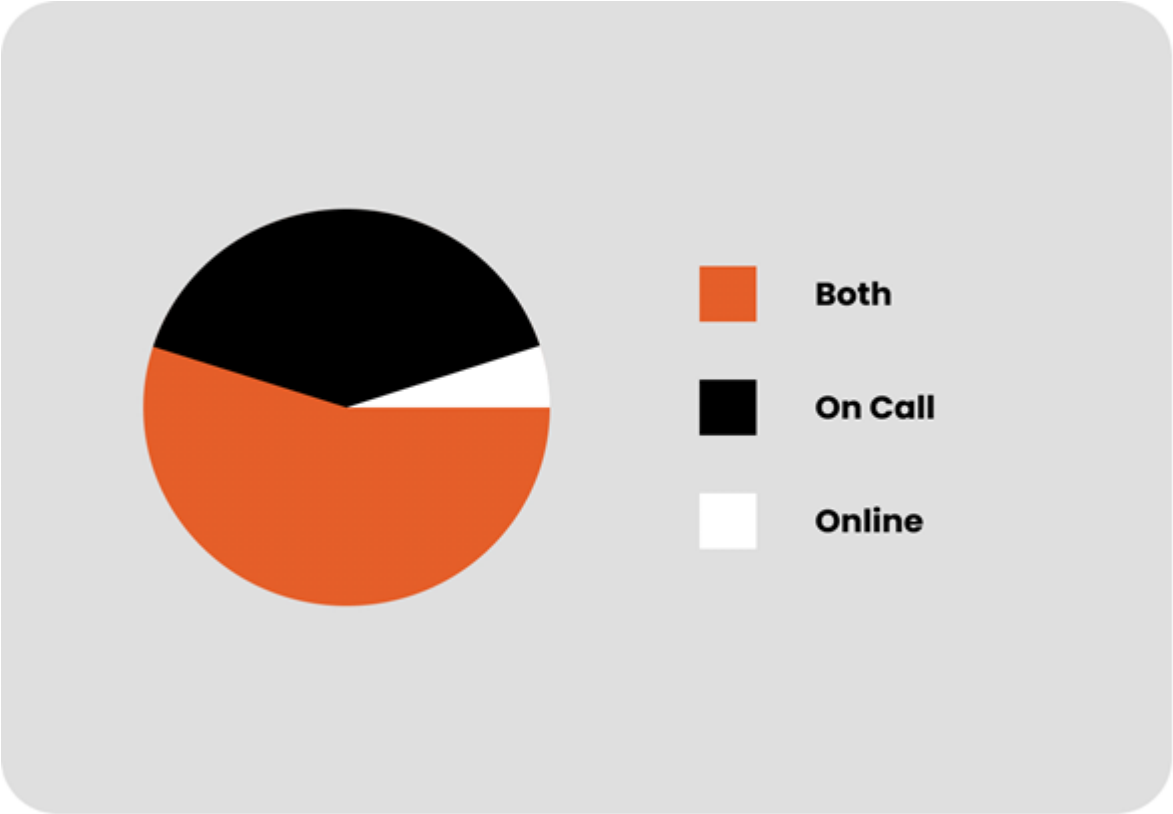
Gozo Cabs is NSG Taxi's top competitors. Gozo Cabs is an outstation taxi service provider that was founded in 2015 in Gurgaon, Haryana, India. Gozo enlists the drivers and vehicles on the platform to offer the outstation travel services. Users can book the inter-city taxis for the one-way trips, round trips, and pre-planned packaged tours all across the globe. The platform also serves as an event organizer, travel agent, and hotel manager. The company also has a shared cab service called Gozo Share.

User Research

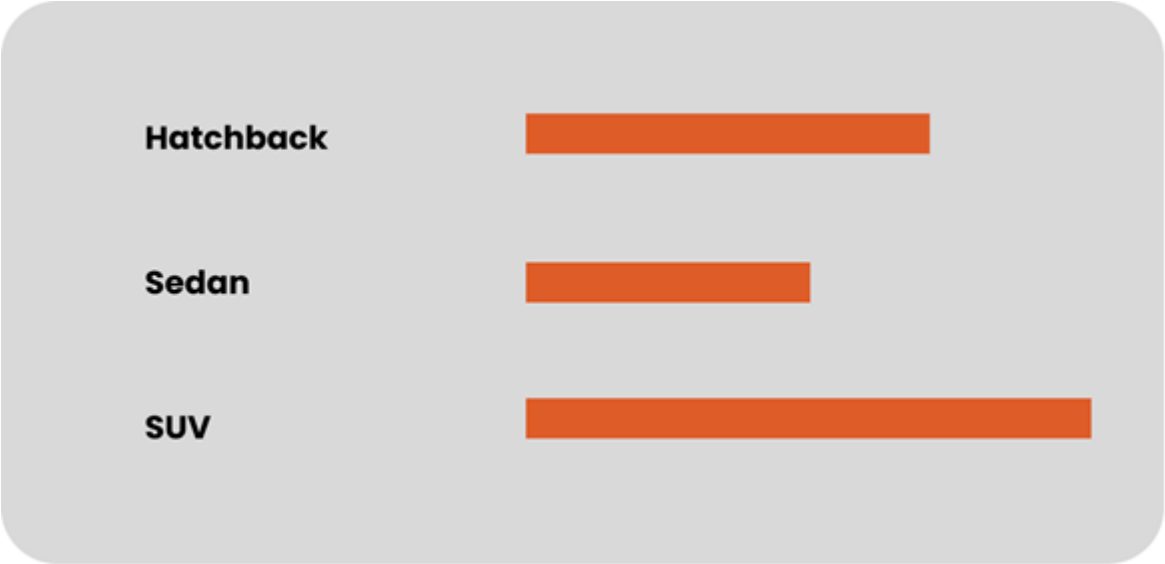
On a scale from 1-5 how much would you like to book a taxi?



How would you prefer booking a taxi?



What kind of taxi would you prefer?



Problem Statement

People wish that the app provided more accurate arrival time estimates.

Define Phase

User Persona

Age - 26
Location - Mumbai
Education - MBA

Archetype/Character
Introvert, Passionate, Enthusiastic, Goal-oriented

Devices & Platform
Mobile 70%
Desktop 30%

Tech
Internet 80%
Social Media 70%
Online Booking 30%

Akshay Gamre

User Scenario/ Behaviour
He lives with his family in Mumbai.
He is travel lover so wants to book a taxi.
He is busy in his work so browses online for booking taxi within his budget.

User Needs
-To book a taxi for travelling outstation.

Pain Points
-Worried about the taxi is of right size which fits luggage.
-Fare of large vehicle can be costly especially, if carrying a lot of luggage during the journey.

Relationship with brand/product
-Check weekly and book taxi on weekend.

Product frequently of using brand (App/Web)
-Check weekly and book taxi on weekend.

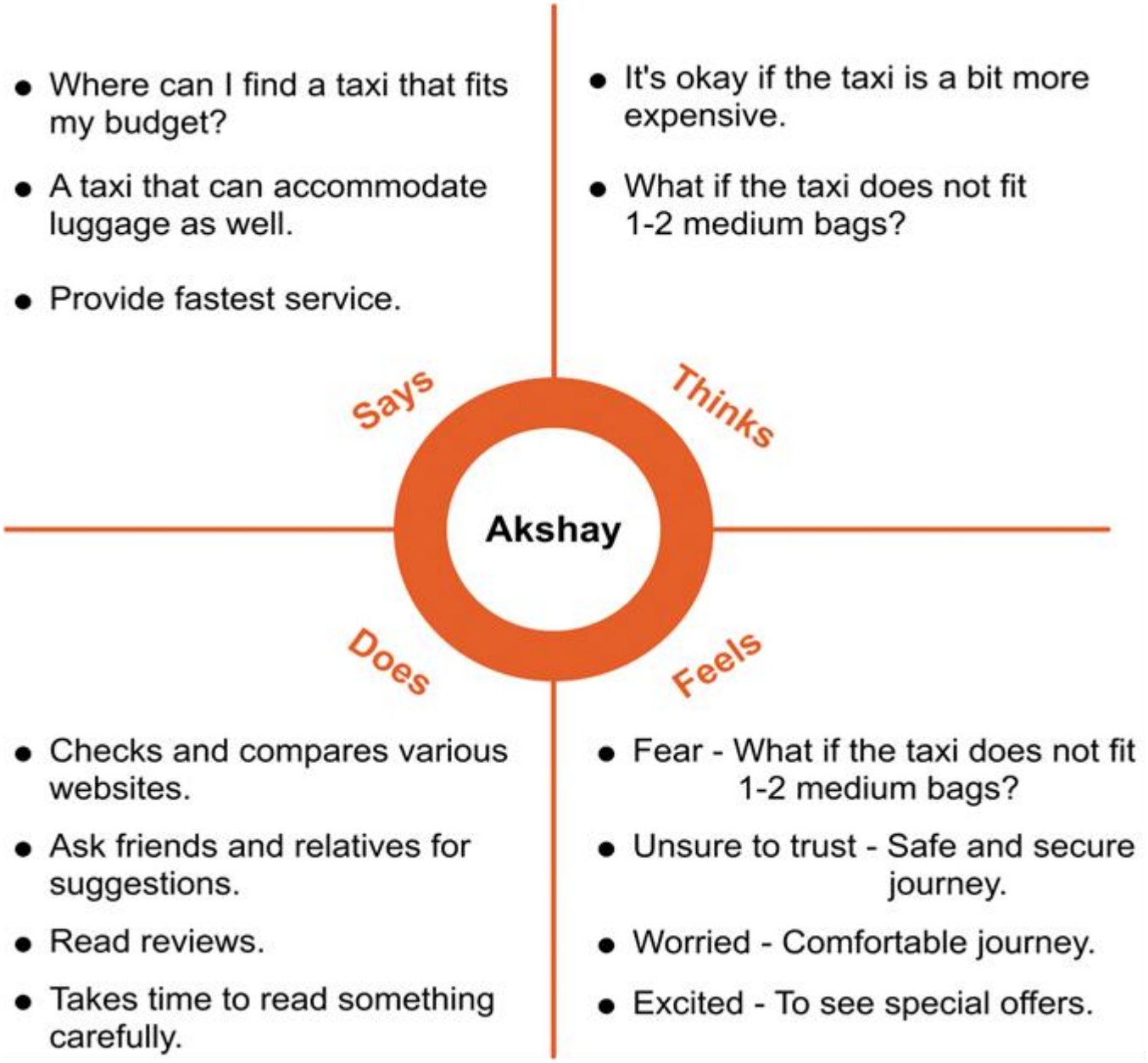
Must Haves
-Quality taxis at amazing prices.
-Best taxi booking offers & deals.
-Ability to make fast decision in limited time.

Don't
-Wrong details about taxis.

UX Goals
-Safe and Secure 80%
-Fast loading 70%
-Helpful 70%
-Trustworthy 80%
-Minimalistic and clear UI 80%

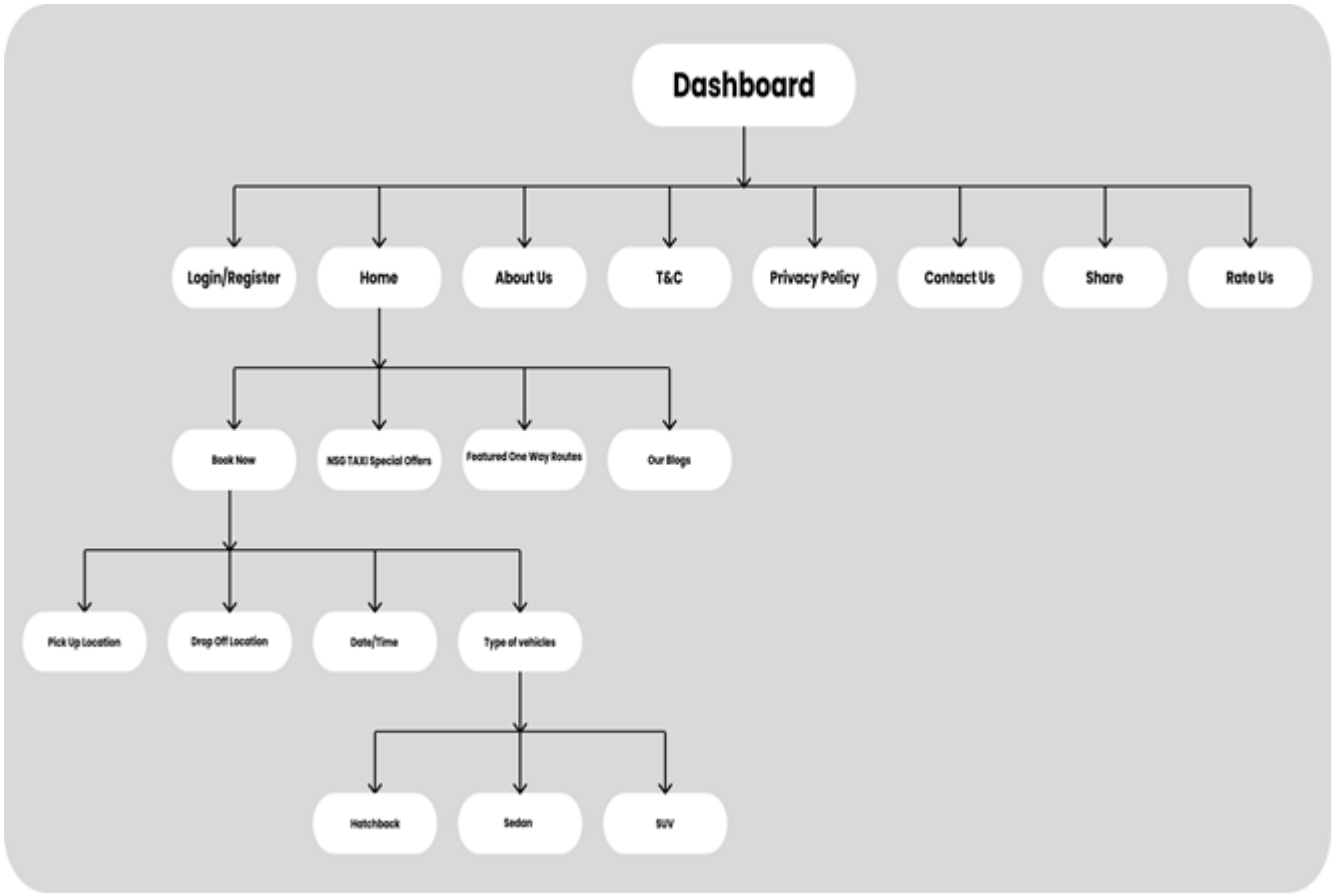
Favourite Brands
OLA Uber gozo cabs

Empathy Mapping

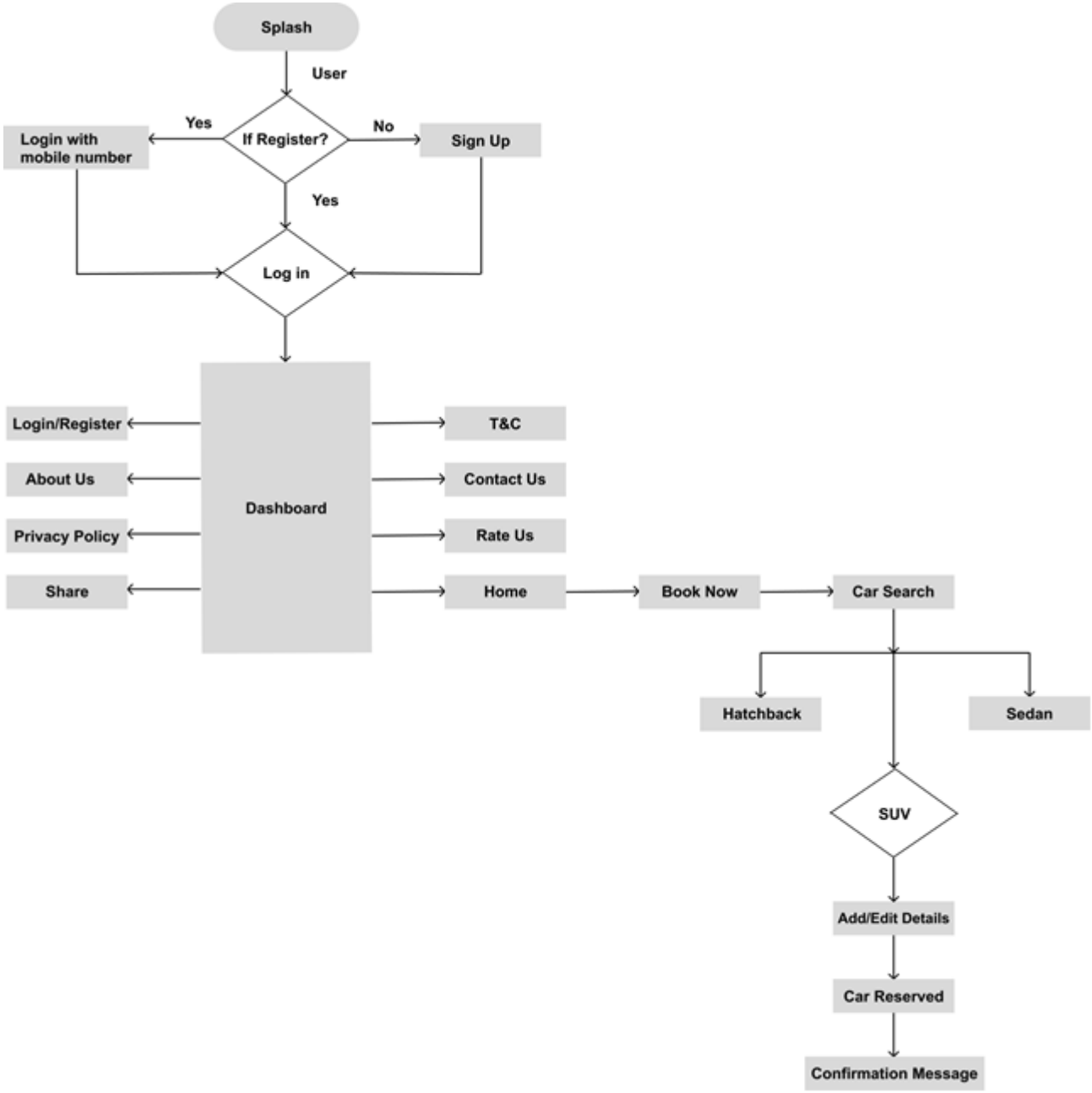


Ideate Phase

Information Architecture



User Flow

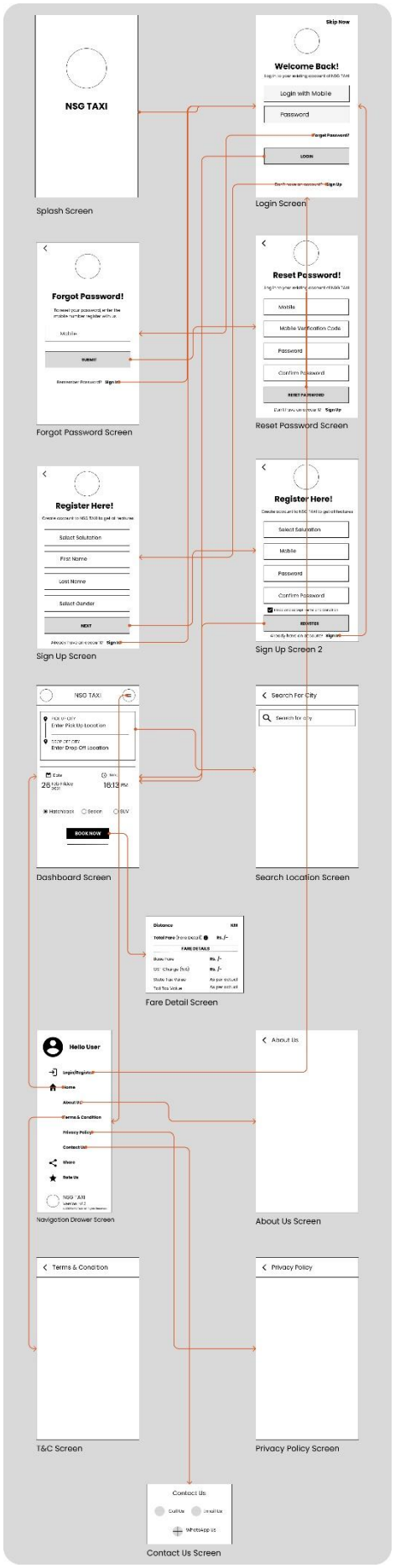

Splash
User
If Register?
Yes
No
Login with mobile number
Sign Up
Yes
Log in
Dashboard
Login/Register
About Us
Privacy Policy
Share
T&C
Contact Us
Rate Us
Home
Book Now
Car Search
Hatchback
Sedan
SUV
Add/Edit Details
Car Reserved
Confirmation Message

User Journey

Find a taxi booking app at an affordable price.		
Activity 1	Activity 2	Activity 3
Install NSG Taxi app from play store	Sign-up	Login
• Find the app • App available only on Android	• If the user doesn't have an account fill in the details • Register	• If user have an account enter mobile no. and password • Enter details for the type of vehicle to book • Book a taxi
• Intimidated	• Satisfied	• Relieved
• App should be available on all devices	• Simplify Sign-up Forms	• Phone vibrates to tell you when to get off

Prototype Phase

Low Fidelity Wireframes



Test Phase

User Testing

1. The interface seems easy to use and understandable.

2. To integrate a real dark mode.

UI Case Study

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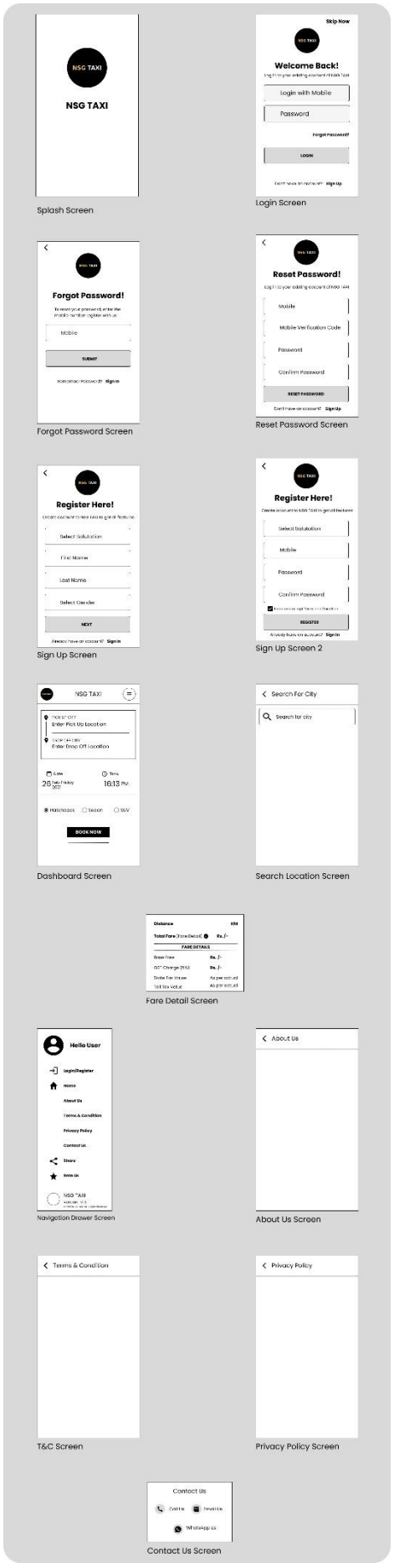
Medium Fidelity Wireframe

Android



Style Guide

Colour Palette

Primary Colours

DE5C28

FFFFFF

000000

Secondary Colours

000000

FCF0F0

Typography

Font

Android - Poppins

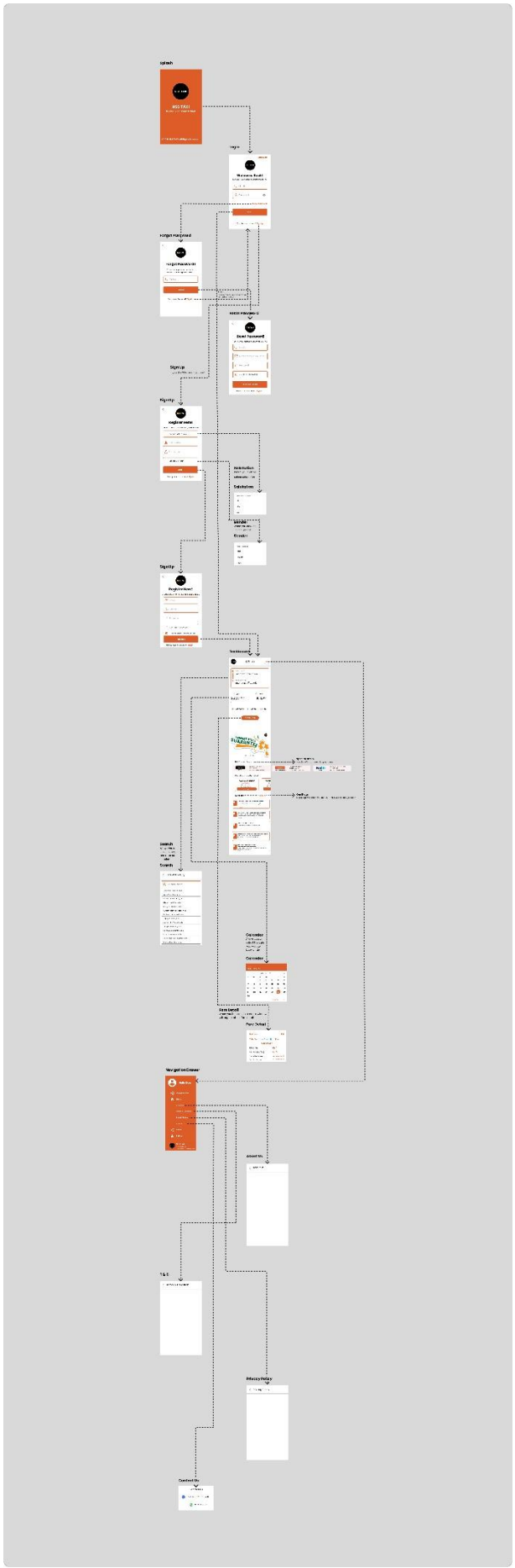
Sale Category	Size	Weight	Case	Letter Spacing
H1	34 px	Bold	Sentence	0
H2	24 px	Bold	Sentence	0
Subtitle 1	16 px	Regular	Sentence	0
Subtitle 2	16 px	Bold	Sentence	0
Body	16 px	Regular	Sentence	0
Button	16 px	Bold	All Caps	0
Caption	20 px	Bold	Sentence	0

Icon Design

System Icon

High Fidelity Wireframe

Android



Figma link -

https://www.figma.com/proto/Kcyu2k2Acz0Dh6iOQ94rw3/NSG-TAXI?page-id=0%3A1&type=design&node-id=2-2&viewport=264%2C375%2C0.13&t=YHJKrgW60Y9xTR4N-1&scaling=min-zoom&starting-point-node-id=2%3A2&mode=design