CSYE 7280 Assignment 2
Lyft Redesign Case Study

1. Overview

   On May 17th, the author of the case study, Jessie Chen attended a Design Guru Summit workshop which was conducted by Lyft's head of UX and product design, Frank Yoo. The workshop was about the Lyft redesign. The author writes about what she learned from Frank Yoo in the overall Lyft redesign case study.
   i.   Lyft's design principles
   ii.   Challenges Lyft faced in the UX
   iii.   Why was the re-design required
   iv.   Analysis of Success
   v.   Conclusions drawn

2. Reasons for the redesign
   The author mentions the following reasons for the redesign:

   i.   The driver details were not represented in detail like license plate number
   ii.   The old version of Lyft did not mention price estimates for the ride before booking
   iii.   The theme color of the UI was not attractive
   iv.   The positioning of the UI components wasn't very great
   v.   The process to request a Lyft was not very welcoming for first time users

3. What were the solutions for the issues faced?
   Below are the solutions implemented by Lyft implemented:
   i.   They added additional ride details such as car license plate, color, and model of their car.
   ii.   They added multiple color schemes. For ex. the author mentions that the hot pink color is for action items such as "request Lyft", the logo, the destination pin and "Free rides" on the user's profile menu.
   iii.   Lyft provides users a current price estimate for their ride
   iv.   They implemented a better user interface which is simple and easy to use:
   ➢ The menu actions are at the bottom of the app so that the user can reach them easily. Previously the action buttons were on top and bottom of the screen
   ➢ When you book a ride, you can see the direction in which your ride is moving. This was not the case in the previous version
   ➢ You get more options before your ride arrives. They are Cancel, Split, Send ETA and Call Driver. The author mentions that in the older app, she had a difficult time to locate the call driver button which is easy to do now

     v.   Lyft invites both passengers and drivers to weekly QnA sessions to ask questions and gather feedback. From this, the design teams understand what the users want, and what are the improvements that can be made in the app

     vi.   The design team also conducted A/B testing because of which they found out that the design they wanted was not the same as what the users wanted

4. Key takeaways:

    My key takeaways from this case study are:

     i.   The reason Lyft had to re-design their UI because the users disliked the design and found it difficult to navigate

     ii.   The nectar design is a pyramid that prioritizes goals of the company, which was Usability, Reliability and Differentiate for Lyft

     iii.   Success Analysis is a thorough process to ensure the customer is getting what they want. Lyft achieved by implementing the following:

           a.   Enhanced safety and transparency like giving more detailed driver details

           b.   Providing a colorful and more intuitive UI

           c.   Giving price estimates to rides before booking

           d.   Providing easy to use menu controls

           e.   Better car icon which shows direction in which ride is moving

           f.   Detailed options before your ride arrives such as call driver, cancel, split, get ETA

5. Improvements:

     i.   Ability to add a driver to favorites so that next time a user requests a ride, a favorite rider if nearby, can be allocated

     ii.   Allow Lyft drivers to set the limit of number miles within which they can see potential riders so that they would not be suggested rides where they would not want to go