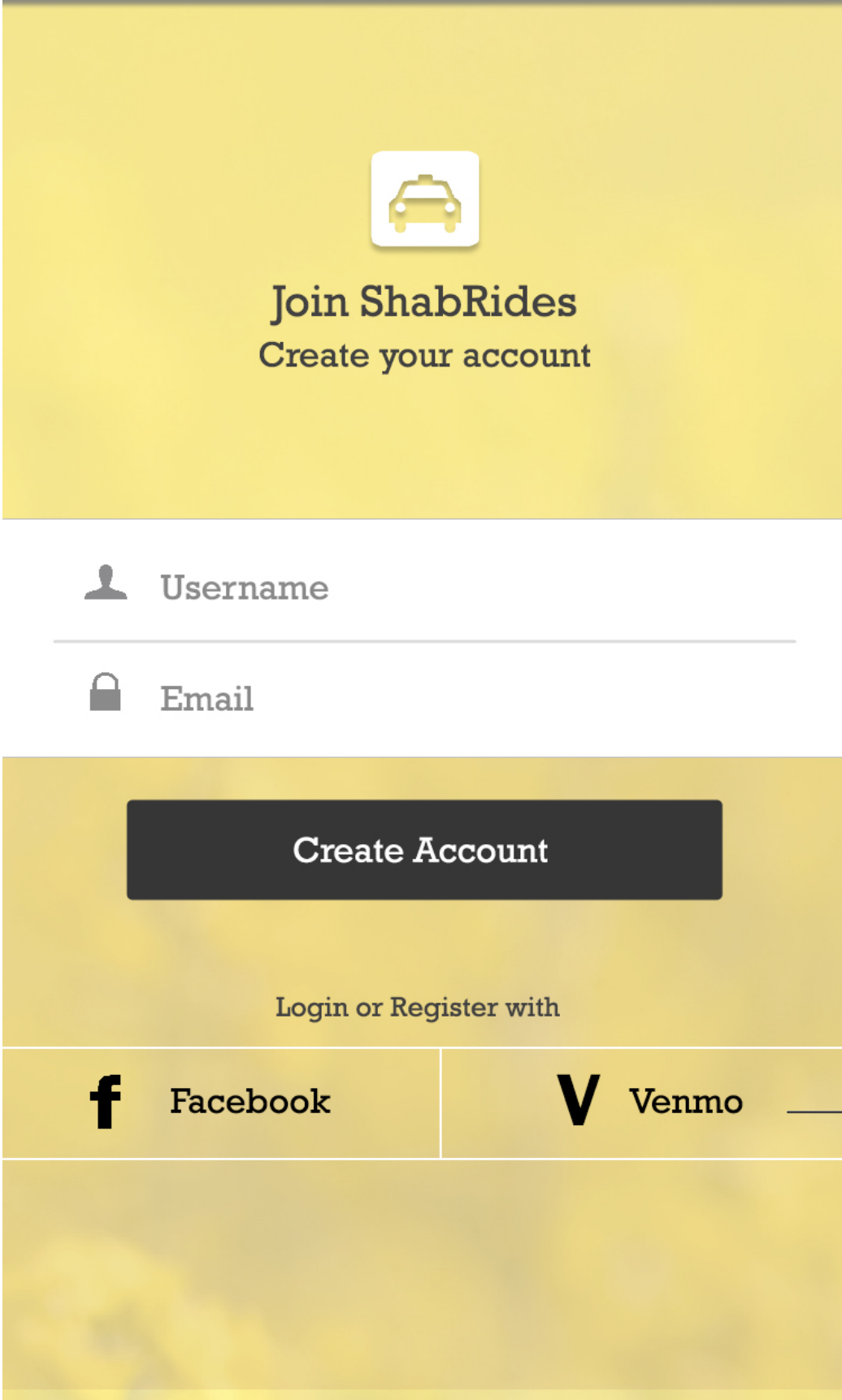


INFO 330 - Wireframes
Yellow Cab Project

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Initial login screen. User can either create login information or login with Facebook/Venmo.

Reasoning for the page: the app saves the users login information because most users that come across this page have never opened up the app.

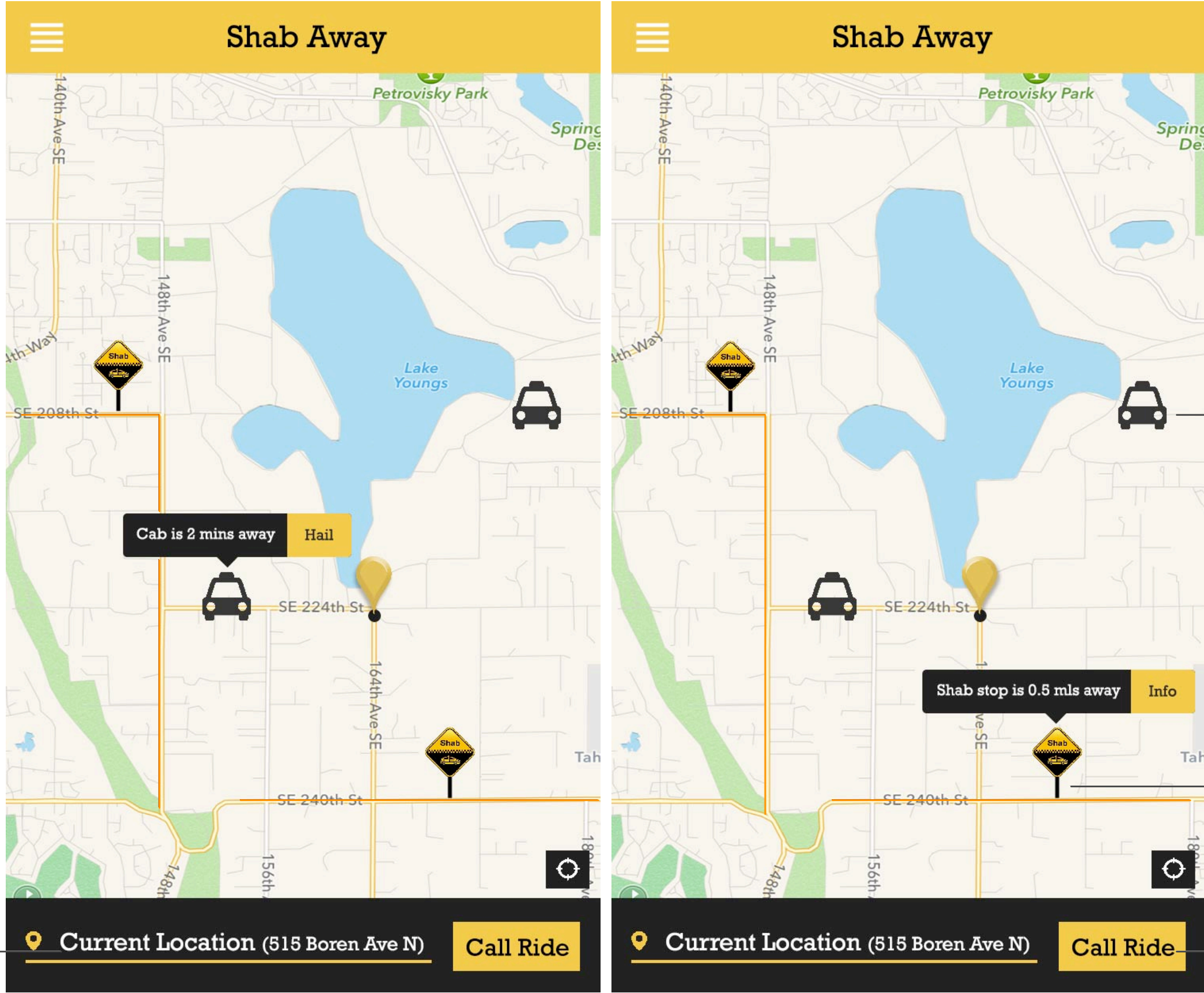


1
User logs in with Venmo to have their payment information automatically come through

7
User clicks the "pickup" location part and wants to edit this information.

Interactions: user can click on the cab/shab icons to get information about where the cab is at in relation to their position. Clicking the shab icon will also give the user the option to hail down the cab. By hailing a cab - the user will shortcut through the sign up process and a cab will automatically come to them.

Reasoning for the page: the app preserves the cabs ability to "hail a cab" by clicking a link on the app. This function was created for expert users and to give the user some more freedom.



Cab

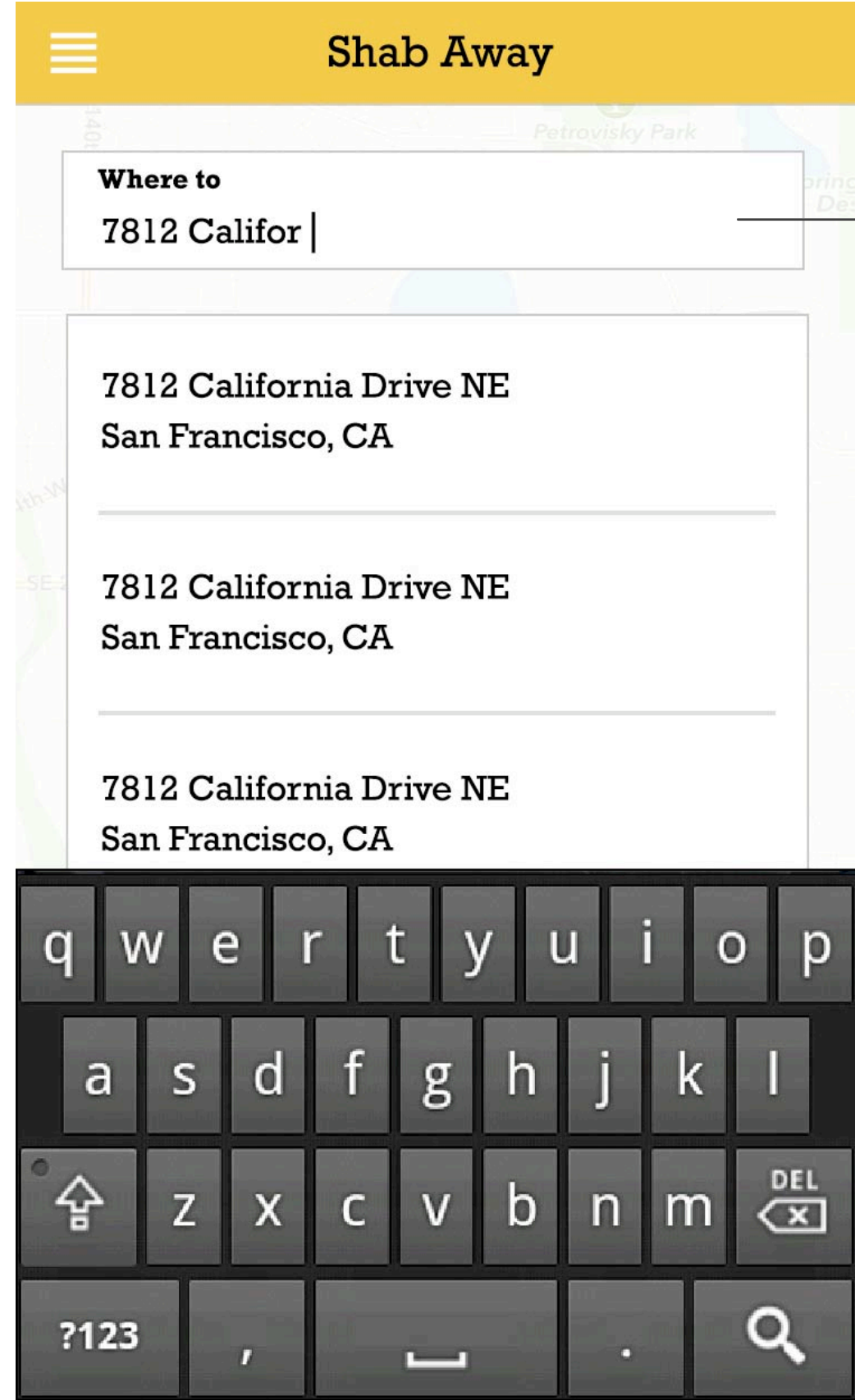
Shab

2
User clicks the "Call Ride" button if their pickup location information is correct

User is brought to this screen where they are asked to enter in their destination information. This screen auto-completes.

Interactions: When a user clicks on an address the screen will automatically take them to the next screen. Minimizing the click

Reasoning for the page: Auto-fill to minimize clicks and make for task efficiency. Satisfies the Kaci persona who wants to know how much the cab costs before getting into it. There was debate between adding this functionality after the cab had been called but we ultimately decided to include this step as criteria before the cab was called because we have a short cut "hail" cab feature for expert users.



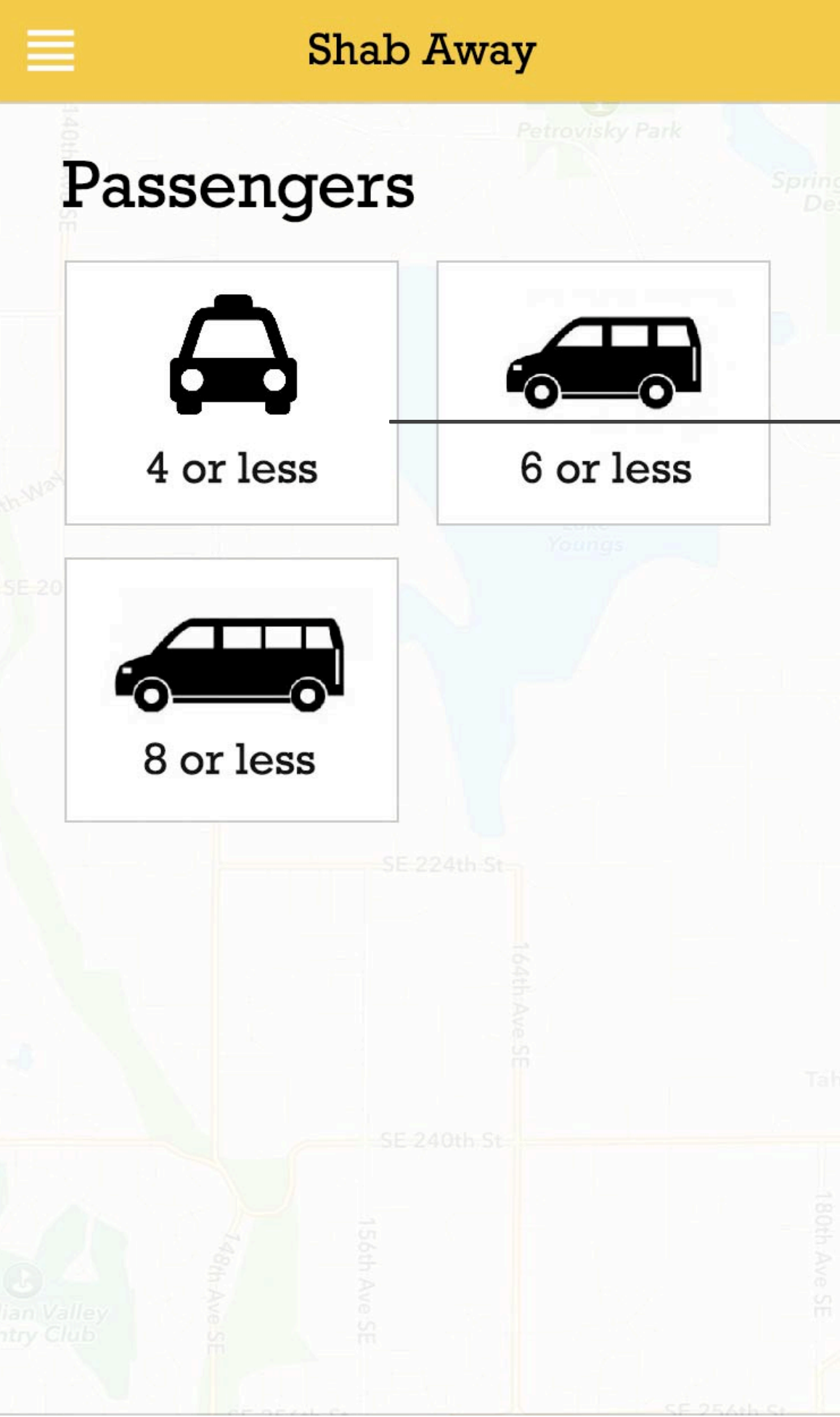
3
User of transparency to show the user different layers within the application so the architecture of the system is easily learned.

User clicks the address that has been auto-completed

User is brought to this page where they need to specify the type of vehicle they hope to ride. The first "4 or less" option is a normal cab. The next two options include "vans" that can hold 6 or more people.

Interactions: user click on an option and it automatically brings them to the next page. This interaction allows users to quickly make a decision without causing additional user burden.

Reasoning for the page: We discussed giving the user the option to enter in the amount of passengers they wanted to call a cab for, but we realized that entering 2 people, was equivalent to calling a normal cab that fit four people so in order to reduce the user burden and to create task efficiency we decided to group the options into the 3 types of vehicles the user can call and request a cab for. This feature satisfies the Kaci persona who needs to call a cab for 6 people.

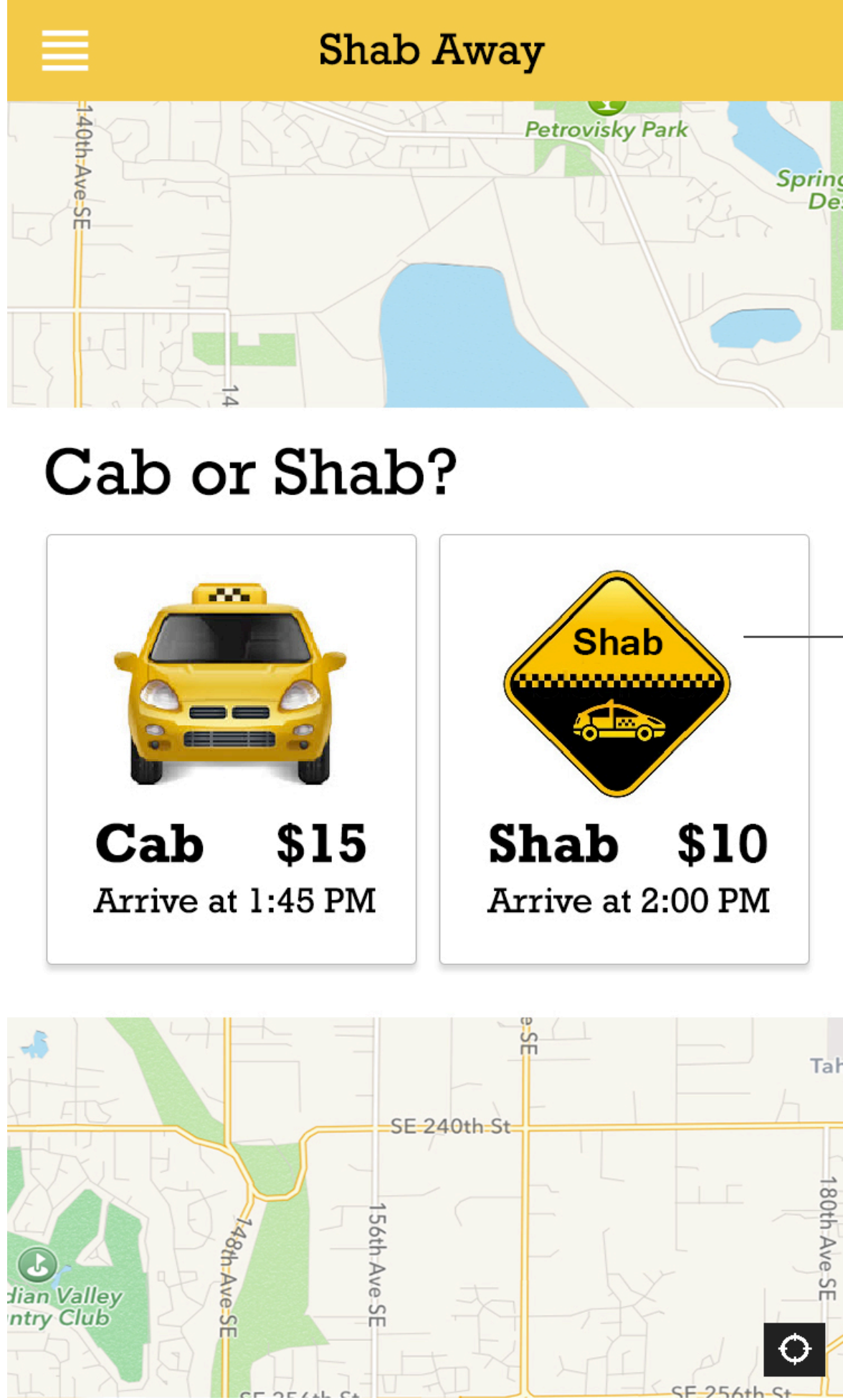


4
User clicks the cab icon

User is brought to this last step where they pick the type of ride they want to take. We created a model for a new type of taxi a "shab" which is a shuttle-cab that behaviors similarly to a bus.

Interactions: user clicks either the Shab or Cab option and they are automatically assigned to a cab rider.

Reasoning for the page: After careful analysis we realized we needed every step of the process but in order to make the process seem shorter then it actually is, we make the map visible at this step to allude to to idea that the user is "almost" done.

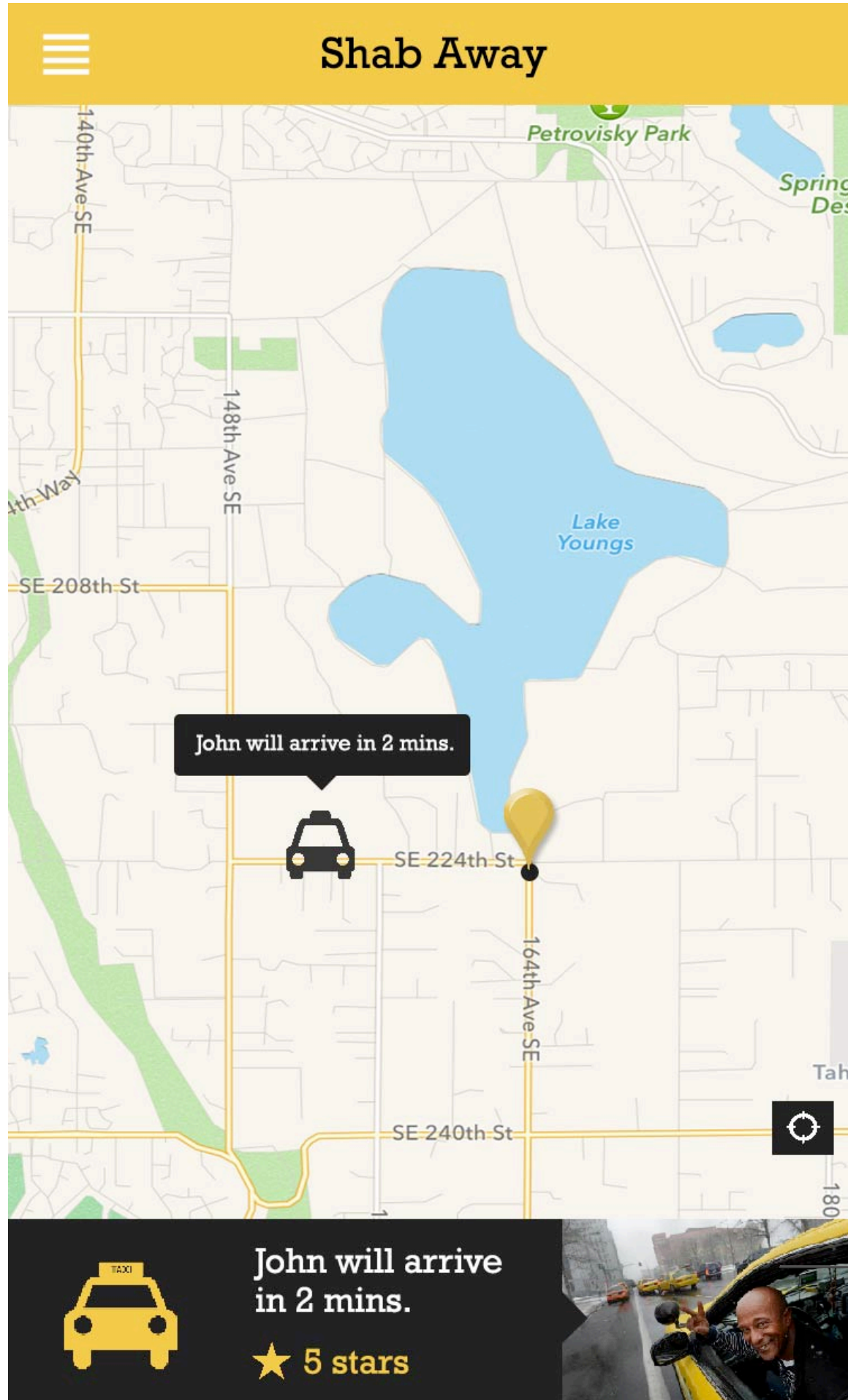


5
User clicks on the Cab option

After a confirmation message of the ride (one that automatically blows up). The user is brought to this page that eliminates the view of surround cabs and shab stops and so that the user can focus on their cab that is coming for them.

Interactions: user can click on the cab to get up to date information on where it is in relation to the user.

Reasoning for the page: We wanted a clean view that contained only the information that the user needed to know at the time - information regarding to the status of their pickup.



6
By tapping on this section or dragging it up the user is able to reveal more information

User is brought to this home screen the top left icon is the menu button that once clicked, will reveal a sidebar menu of options. These options include profile, payment information, history, favorites

Interactions: user can click on a subcategory in order to get/ change information

Reasoning for the page: We wanted a user to be able to access/ update their settings easily without making the main screen too busy; hence we put the information that is not need each time user uses the app under a sidebar

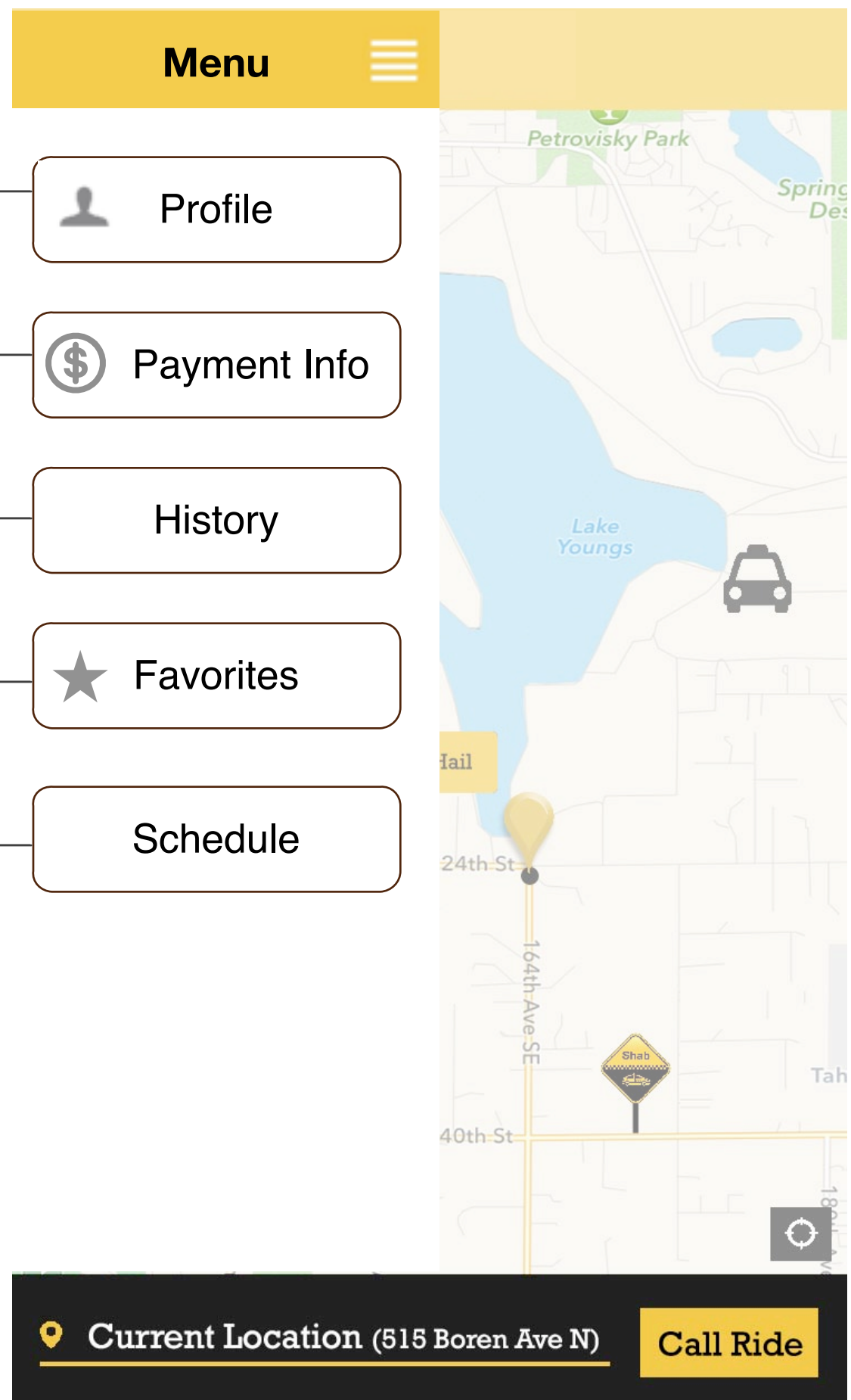
By tapping on this section or dragging it up the user is able to reveal more information

Click to enable/ disable/ update automatic payments

check your previous routes

By tapping on this section or dragging it up the user is able to reveal more information

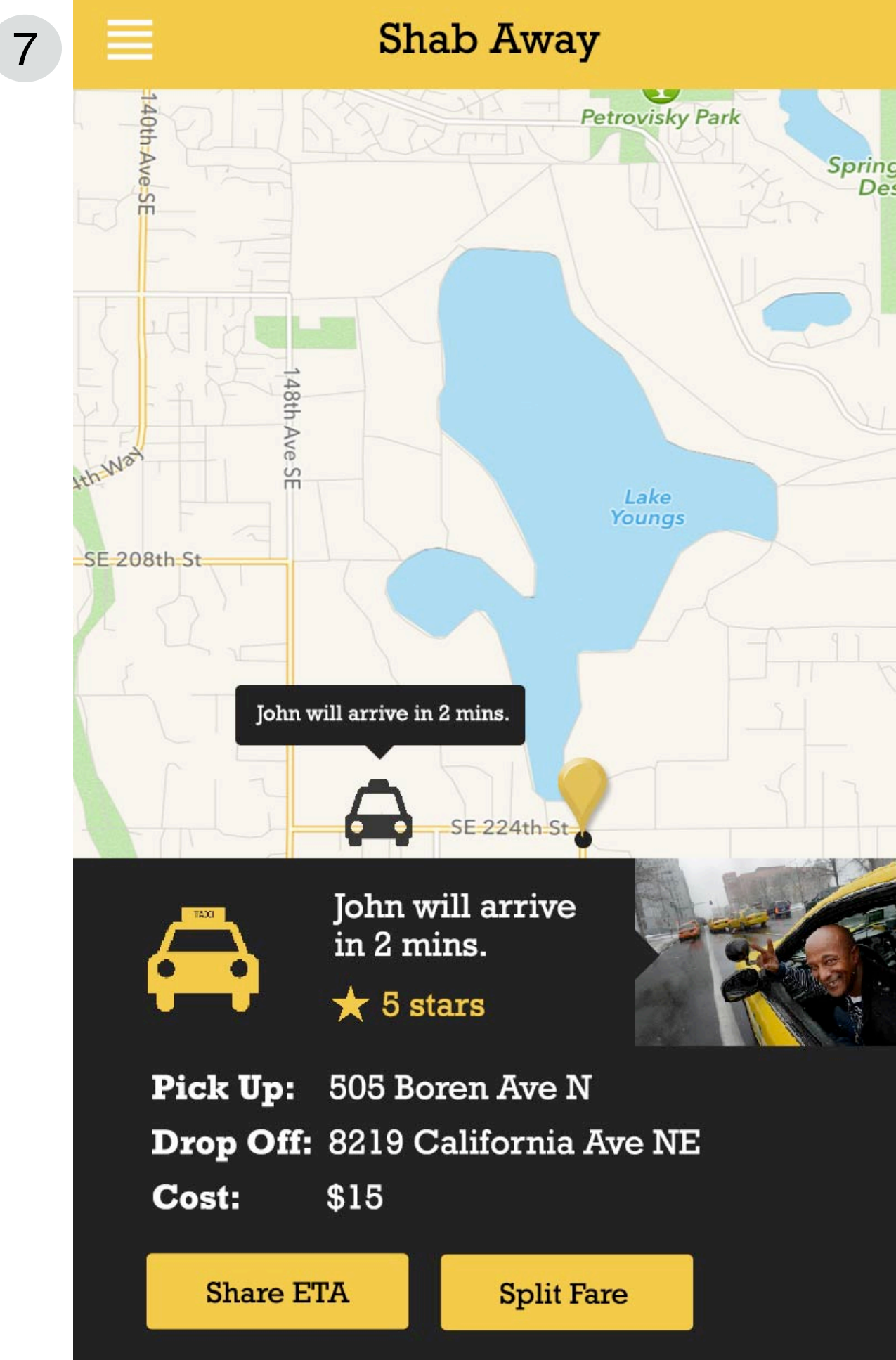
schedule a cab or update/ cancel it



After clicking on the bottom bar or pulling it up, the bar reveals additional information for the user.

Interactions: After clicking on the bottom bar or pulling it up, the bar reveals additional information for the user. The bar can be pulled down to return it to the original state 5

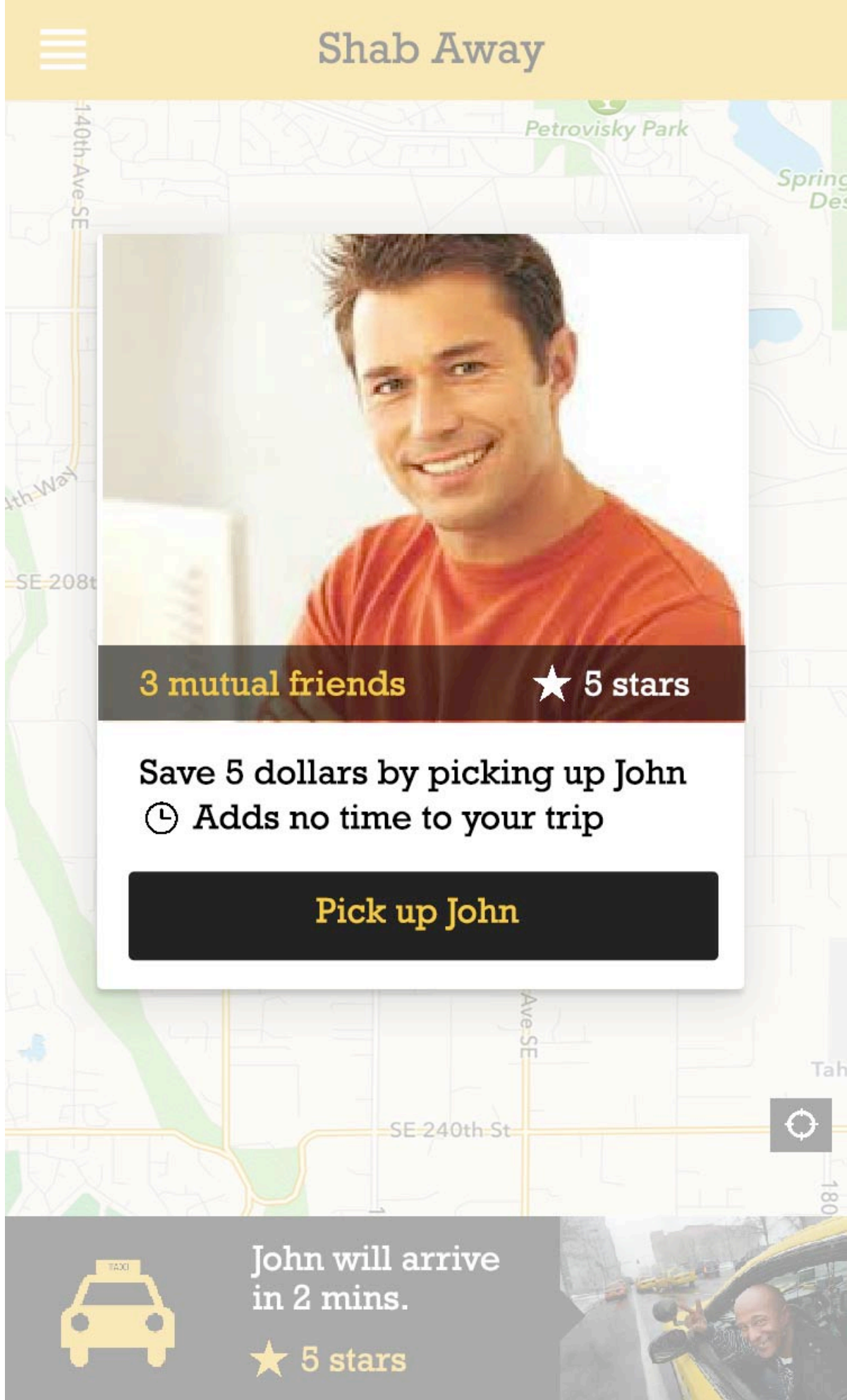
Reasoning for the page: This information is not vital to the user's decisions and does not affect their task efficiency or hinder their progression towards their goal so it is not initially visible - but users are able to be delighted when they discover it. It is easily discoverable.



Anytime during the ride if the user has "share ride" option enabled, then they may get popup notifications of people around them that they can share a cab with in order to save money.

Interactions: No user action required - if someone happens to be requesting a ride that is on the user's way, the app will ask the user if they want to pick up this passenger. The incentive? They can save money. If the user signed in with Facebook they can see mutual friends they have with this passenger to make them feel more comfortable about sharing a cab with a stranger.

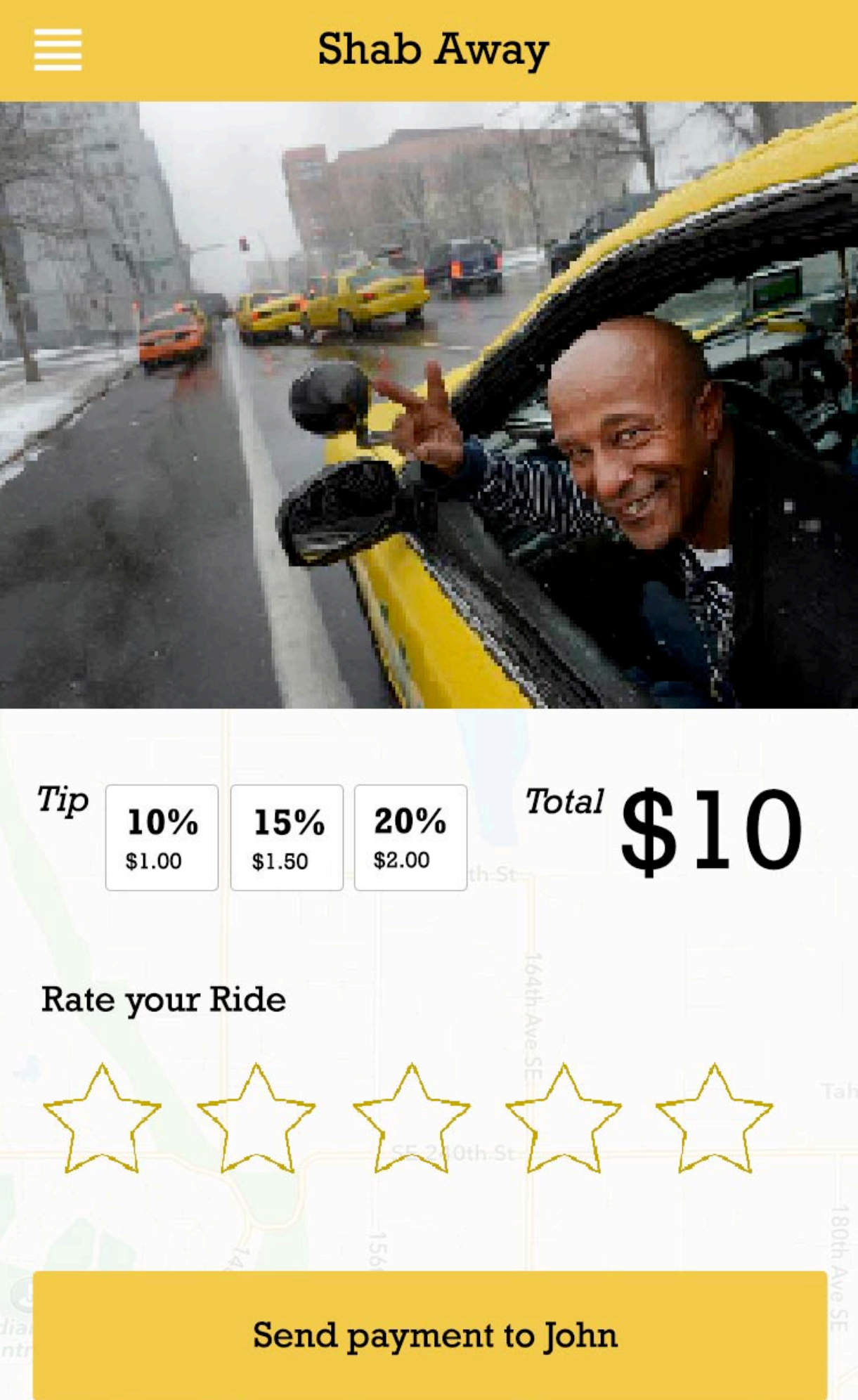
Reasoning for the page: We didn't want to user to have to go through so many interactions in order to get to their destination. Because we thought calling a cab was already a taxing situation, because our app is a very social ride share service, we wanted to give the users the ability to share a cab is they wanted to without adding tasks to their journey. Satisfies our Marquis persona



At the end of the trip the user is automatically brought to this screen

Interactions: The user can pick the tip amount - we wanted to make this interaction hassle free to ensure our drivers were getting tips. In addition we wanted to give our users the ability to rate cabs in order to make our service more appealing and reliable.

Reasoning for the page: we wanted to make this interaction hassle free to ensure our drivers were getting tips.



Interactions: This screen is brought up after the user tries to alter the pick up location

Reasoning for the page: the idea is that if their pickup location is further from their current location we can assume they are trying to schedule a ride for a future time. The schedule ride feature will also be available within the menu. Satisfies the Stan persona

