**ASSIGNMENT 2**

**LYFT UX CASE STUDY – REPORT**

**1. Overview of the case study  
2. Reasons for the redesign (at least 5 points)  
3. What were the solutions for the issues faced? (At least 5 points)  
4. Your key takeaways (3 points)  
5. Improvements  you could provide (at least 2)**

OVERVIEW:

Lyft is an American mobility as a service provider that provides wide range of commute service that is tailored to user/rider needs. As it rivals uber in the market which is currently leading the race whilst also facing competition from local competitors, Lyft had to make changes particularly to its UX design in order to provide seamless, efficient experience to its user to compete in the market.

Interestingly, Lyft’s UX team took inspiration from the discipline of psychology to implement the structural aspect of Maslow’s Hierarchy of Needs in order to construct their design principles and tackle the challenges pertaining to UX design.

The three basic tiers that lyft’s design principles is synonymous with are:

* Usability: It functions as the foundation of lyft’s design principle where the process of re-design should not compromise on the apps ability to fulfill and solve the most compelling user needs. The basic underlying use of lyft app from a user/rider’s perspective is to get from point A to point B with an experience that is simplified, making it easy to use for users of all age groups and level of experience with technology.
* Reliability: The app must be designed as such that the user experience is seamless, transparent, and easy to follow. For example, users can be prompted on the ride times and ride cost before booking a ride which ensures transparency and gains customer’s trust and confidence on the service provided by Lyft.
* Differentiate: Lyft’s design should be unique and true to its brand identity. One of the ways the company can accomplish such principle is by incorporating its theme to its design to make the user interface interesting in terms of visuals and user interaction with the applications action items and options.

REASONS TO REDESIGN:

There are varied reasons that seemed to deviate the application from fulfilling the design principles that Lyft seeks to accomplish to enhance user experience, which lead to the UX/UI team of Lyft to re-design the lyft app to address the UX challenges.

* Driver Information: The old design of Lyft did not represent the important details associated with the ride booked by the rider using the app, such as driver’s name, the name and make of car and so on. This will lead to a user experience that lacks transparency and invites room for ambiguity for user’s regarding the ride experience, safety
* Lack of transparency on price/estimated time: Neither did Lyft’s app UI provide an estimate on prices nor did it provide the estimated time for the ride to arrive at the destination set by user, which are two of the most important factors that users/riders consider whilst booking a ride if in case they have a tight budget or want to get to a place by a set time. This addresses the second tier (reliability) of Lyft’s design principles.
* Theme design: Lyft used pink as its primary color and purple as its secondary color, both of which were used more frequently throughout its old interface, making the app less intuitive for the user.
* Placement/Representation in UI: In the old interface, the awkward, unnatural placement of UI features and options made for an uncomfortable user experience that did not feel organic and intuitive. Leading to a design that is less basic and more complex. The options to cancel a ride, call the driver, splitting the ride, and requesting an ETA which can influence the user’s decision to book a ride or cancel it based on user requirements and the situation was difficult to search through.
* Lyft Cars: Since the cars on the Lyft map were not directional, it was difficult for users to navigate and estimate the ETA to pick up spot.

SOLUTIONS:

The above-mentioned issues were addressed directly through the implementation of design principles on application that was re-designed by Lyft’s UX/UI team.

* The re-designed UI informs the user of their ride’s information such as driver name, photo id, make and color of car booked for the ride, license plate number, their rating as provided by previous riders, all of which is grouped together which provides transparency and safety for users, gaining the trust and confidence of riders/users on the application and services provided by Lyft.
* Primary and Secondary colors are now used in a limited, conserved fashion as it is applied on action items, UI features and options that requires user’s attention such as Lyft logo on app, pick and destination marker on Lyft map, ‘Free Rides’ option that provides incentive for users to use Lyft, and ‘Request Lyft’ button to book a ride. The use of such colors in a consistent manner also sets the theme of the application that is synonymous with the brand, making up for a unique, visually interesting and interactive experience for the users.
* ‘Price estimate feature’ that is included as a new UI feature provides users with a flexibility in decision whilst booking a ride immediately or schedule it for later based on urgency and budget. The feature also enhances the transparency aspect of design principle that Lyft wants to integrate in their application.
* The new UI design of Lyft have the UI features, options placed and represented in such as way that it is easy to notice and provides a more seamless, comfortable, and a more intuitive user experience with improvements in its ergonomics. For example, the options to book or cancel a ride, or to call a rider and request ETA makes it easy to provide service to user as per their needs.
* The Lyft cars on the Lyft map are directional in the improved UI design, which makes the application more intuitive to use. The users are now more aware of the routes of their rides, and it provides the user with a visual estimate of ETA to pick up spot as well as to the user’s destination. The use of primary and secondary colors on the cars displayed on the lyft map also makes it easy for users to notice available rides close to their proximity.

TAKEAWAYS:

* The process of re-design is an important process that companies should not shy away from and helps them to maintain business continuity, helping them to stay relevant in the market. There is always room for improvement that can be addressed through an iterative, cyclical process of designing the application, releasing the application in the market, fetching user feedback, and repeating the process for an improved product.
* The constant process by companies to improve on UI and UX design reflects the effort that organizations and businesses put in to solve compelling user issues which builds confidence and trust in team, users and all the stakeholders involved.
* User feedback is essential in the design process which eventually leads to a product’s success. It also helps gauge and balance the requirements and needs of all stakeholders, users and developers involved.

POSSIBLE IMPROVEMENTS:

* Use or improvement of weather-forecasting API technologies/insights to better predict and prompt users of possible traffic and change in ride prices ahead of time. This will help lyft users to plan out their rides better taking budget and means of transport into consideration.
* Further details on whether a driver is ok with pets on board or ride is pet-friendly, or the number of bags that a car can carry along with the number of riders anticipated to board the ride will help drivers to prepare for ride ahead of time and will save riders from cancellation charges or time if in case the driver is not willing to accommodate as per user’s requirements for the ride. This option can be toggled based on whether the rider wants to be notified of this information for every ride or not.
* Another such improvement would be the use of cash slots to pay for the ride, similar to the ones used in MBTA where extra funds can be added to a user’s lyft account for future rides in case the user does not have any change.