

Section 1: Lyft Redesign

*Please write your understanding of this case study and what you learned from it?
Any ideas you like to propose?*

Key Takeaways:

1- I liked the Design Principles, they can be applied anywhere you need User Experience Design, which is everywhere.

- Nail the basics — Clear choice and context
- Build confidence — Consistency and transparent
- Be unique — Own-able and delightful

2- When Lyft faced these UX issues, they followed the Pyramid method.

- Usability — It must solve a compelling user issue
- Reliability — Everything must work seamlessly and be as transparent as possible (Ex: ride times and costs)
- Differentiate — It must be visually and interactively interesting (Ex: Lyft's glowing buttons and interactive options menu)

3- This is my summary of why Lyft needed a redesign in the first place

- No Transparency - Customers feel comfortable when they're given all the information you can
- Not Ergonomic - Improper use of primary colors and poor representations and UI, not enough options
- A/B Testing and User Feedback - User feedback is the most important thing for a successful User- Centered Design

4- Never be afraid of a UX redesign, implementing a new UX Design does not have to be an option to start collecting data and feedback of the current User Experience and building a Wireframe for the future.

Section 2: Shopping Cart Redesign

Please read following articles and think of a strategy and changes you think that which may work if you need to recreate the shopping cart experience on your website?

1 Abandonment of the Shopping Cart:

- Clients adding products into the cart and exiting without purchasing.
- The 65% cart abandonment rate brings about a 97.9% gap in conversion rate.
- It has more to do with the content of the site than the presentation and performance of the Website.

2 Reasons for the Abandonment

- Customers often do “Window Shopping” which is shopping for browsing and price estimates.
- Long process to buy an item and bad web page navigation may bring about clients leaving the site.
- Security issues also play a major role in shopping cart abandonment.
- Hesitation and impatience of the customers also results in shopping cart abandonment
- Customers leave the website with items still in the shopping cart because:
 - a. Expensive shipping.
 - b. Unaware of the shipping costs until checkout.
 - c. Online shopping is impulse driven.

3 How we can Redesign this Shopping Cart Experience to make it better:

- Ensure that the shopping cart gives the details and pictures of the items in the cart. These details can be utilized in choosing and updating the items in the cart. (Ex: amount, color, size, cost, and so on)
- Give full access to the whole shopping cart view which means no minicarts, so the clients can check, think about and review their order and can likewise check whether the order cost meets all requirements for a discount or not.
- Link the context of the website with something that's already familiar and requires less efforts in understanding the product. For example, a website should do everything that other websites do and more.
- The Website should be scalable, it should look great on mobile screen as well as Desktop. If a customer adds or removes an item from the cart on his desktop, it should reflect on the mobile app and vice versa.
- Provide guest checkout features. The email address of the guest can be used to build further relationships with the customer by sending marketing and promotion emails. Implement passwordless login tools, with the help of email authentication and implementing single sign on systems can also be an added advantage. Dual Factor authentication is also trending.
- Provide some offers and promotions such as gift cards and discounts on shipping charges. Let customers explore their options for shipping products at a lower cost. Provide a total amount with tax and shipping charges every time, no hidden costs.
- Websites can use Customer history to give a customized experience to every user including recommendations based on previous purchases and items viewed. If a customer doesn't like a website, he'll never reach the cart.
- Provide the customers with an easy way to remove the items. This can be done by providing the following options like Remove an Item and Move to Wishlist. Options to update the cart should also be provided.
- Use a recognizable and trusted external payment method, here's where most of the customers are lost because they don't trust websites with their card details. Provide a transaction progress bar to soothe anxious customers and to make them feel secure.