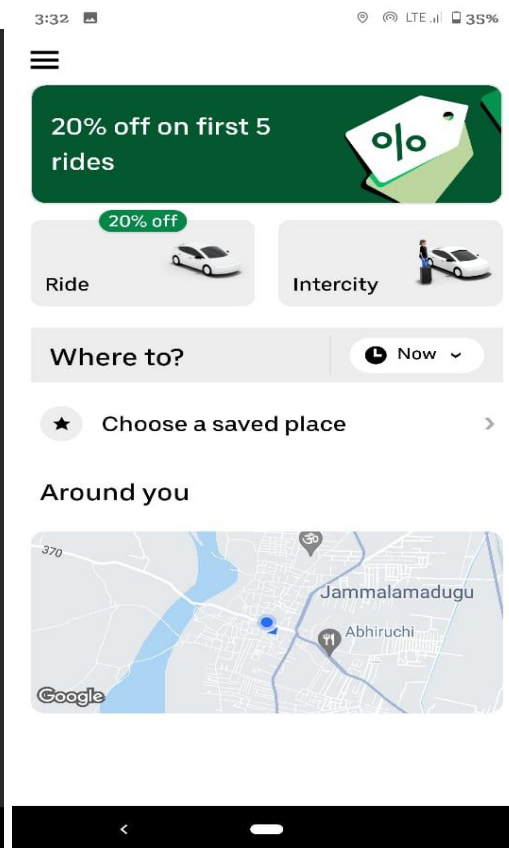
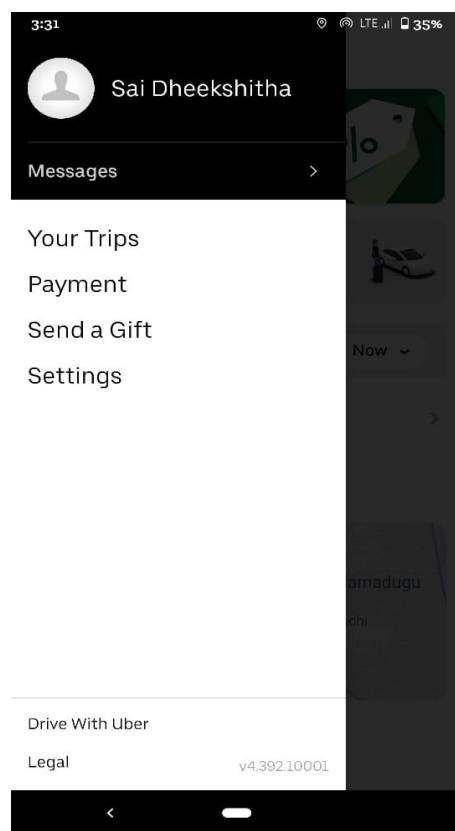


HCI Design Activity

CED18I026

Application Domain: Any online cab service such as Uber etc

Chosen Application :



Introduction :

Uber is a transportation company with an application that allows :

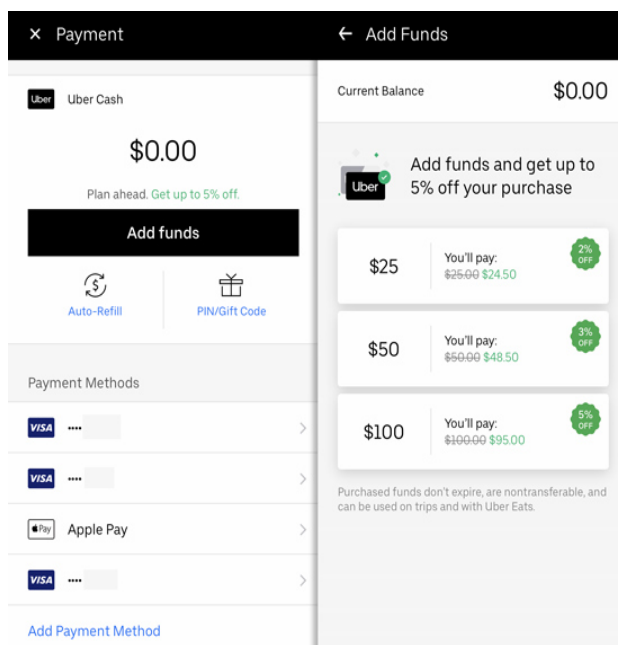
- passengers to hail a ride
- drivers to charge fares and get paid

PROS :

→ Similar UI structure in mobile to other apps

- Need to use mental models for payment applications.
- This application uses frequently used icons related to real world objects. This property is called Skeuomorphism in HCI.
- Here the same payment application is used for many other apps like amazon , flipkart etc.
- This allows users to proceed payments easily.

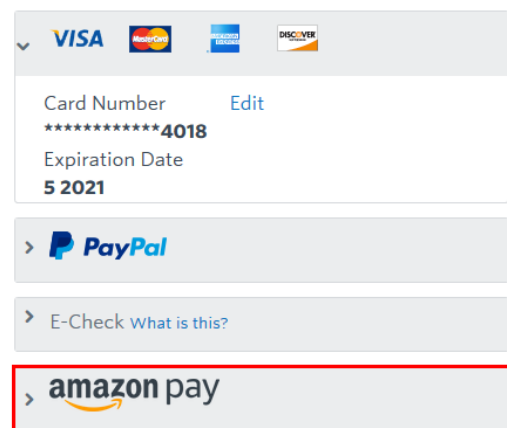
Uber Payment template



Amazon payment template

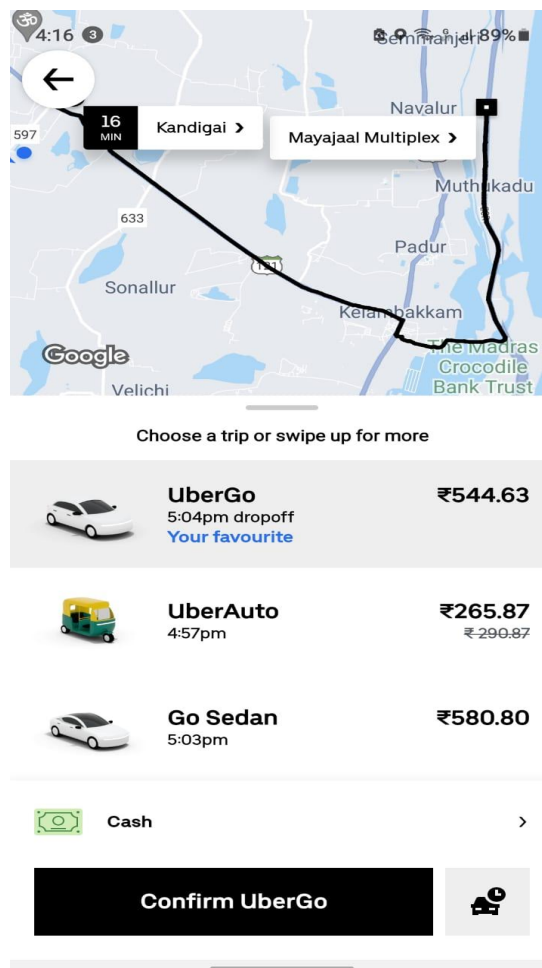
My Account

PAYMENT METHOD

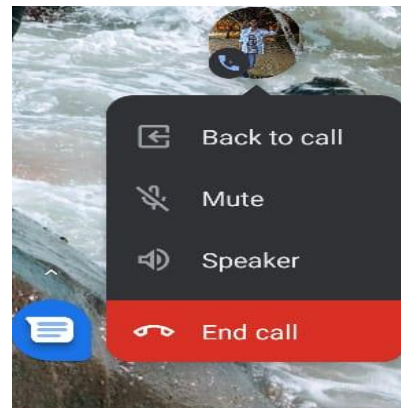


→ In this application the UI is designed in such a way that a set of actions are under the control of the user(*Internal locus of control*) . Some of them are :

- ❖ Users can cancel their cab bookings easily.(*undo*)
- ❖ Users can select the comfortable cab of their interest i.e based on the number of passengers travelling and amount they can spend for it.



→ Voice chat overlay when other apps are opened while having conversation with the cab driver(*Flexibility principle*).



→ This application works accurately because of the consistent working of GPS. This follows the *strive for consistency* in 8 golden rules of Interface design.

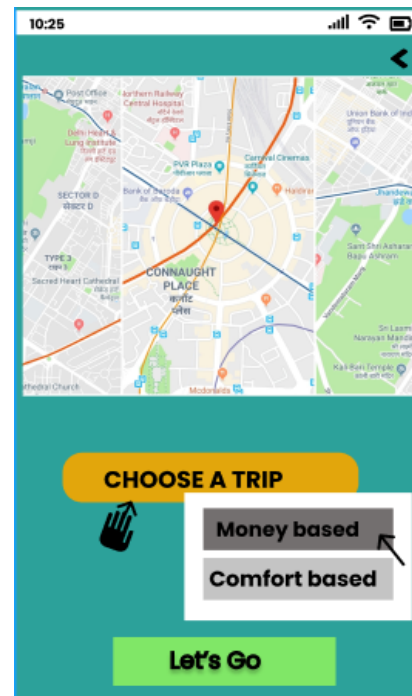
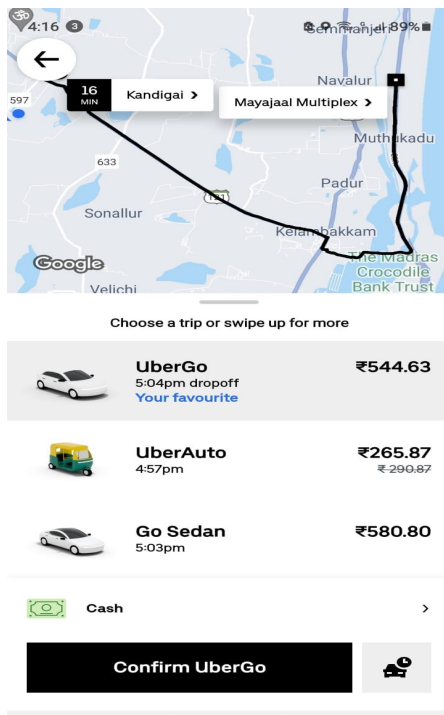
- In this we can track the cab to know its whereabouts easily because of Consistency property.

CONS:

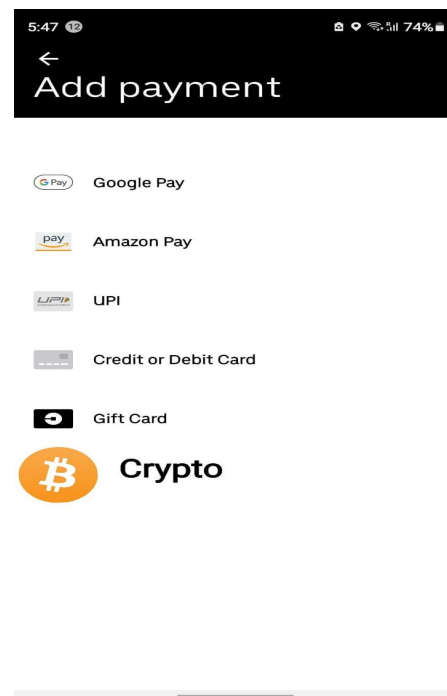
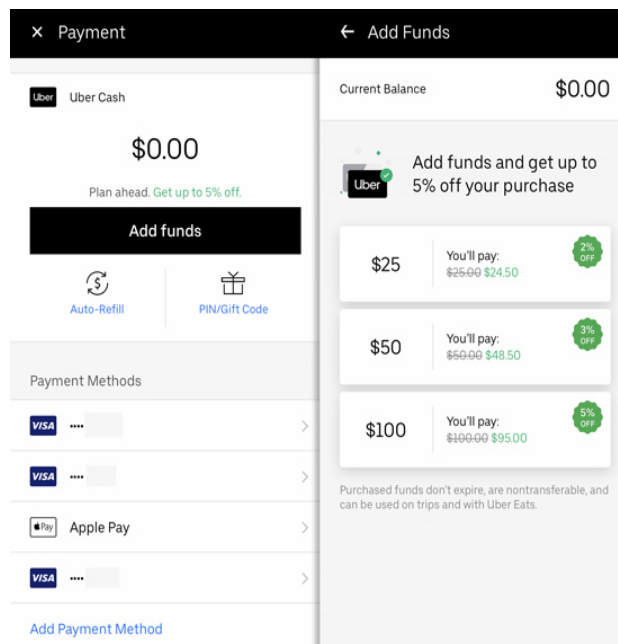
- As Indians, most of us like to compare the various ride types at a glance, knowing the price difference between a Mini and a Prime ride on a less-busy day can lead to a much more comfortable ride.
- We can also provide more payment options which makes all types of users more comfortable.
- Late charges should be kept standard instead of random . Those charges should be mentioned properly while booking a ride and moreover they are not based on the driver.

Resolving CONS using HCI Techniques/Laws :

- Knowing the price difference between a Mini and a Prime ride on a less-busy day can lead to a much more comfortable ride.(Ease of Use and sorting basis)



- We can also provide more payment options which makes all types of users more comfortable. This is done by using Flexibility and efficiency.



- Late charges should be kept standard instead of random . Those charges should be mentioned properly while booking a ride and moreover they are not based on the driver.(strive to be consistent)

