

## Assignment 1

### Part 1: App Critique

App 1: **Airbnb**



**Airbnb** is a two-sided platform that promotes booking of private living spaces for travelers.

- a. Enables owners to rent their private space
- b. Affordable and easy access to rental places for travelers all over the world

Primary problem: Helping people find housing on the go for short-term and long-term options (from 1 day to 6 months)

Primary user: Users of all age group travelling for leisure are our pricing users

Secondary user: Users travelling for business who are not able to find hotels for last minute stays

Sign in/Sign up process is smooth and responsive. While setting the password, it clearly lists all password requirements, and updates the requirements during the setup process i.e., how many requirements are being met during the set-up process and how many are left.

App Store 7:26 PM 43%

< Finish signing up

26-Jan-1994

To sign up, you need to be at least 18. Your birthday won't be shared with other people who use Airbnb.

Email  
abc@gmail.com

We'll email you trip confirmations and receipts.

Password [Show](#)

ⓘ Password strength: weak  
 ✗ Must be at least 8 characters  
 ✓ Can't include your name or email address  
 ✓ Must have at least one symbol or number  
 ✓ Can't contain spaces

By selecting Agree and continue, I agree to Airbnb's [Terms of Service](#), [Payments Terms of Service](#) and [Nondiscrimination Policy](#) and acknowledge the [Privacy Policy](#)

Agree and continue

The purpose of the app is clearly conveyed. The moment we open the app, it focuses on 2 major things:

airbnb

Places to stay Experiences Online Experiences

Become a Host

Location Where are you going? Check in Add dates Check out Add dates Guests Add guests

- If you are a traveler, you can input the desired travel location, check-in, check-out dates, and number of guests. The traveler can also explore experiences section to read about experiences of other fellow travelers.
- If you want to become a host, you can easily list your place and its availability for rental. New hosts can connect with other super hosts to learn about their experiences.

Overall, there is good usage of *space*, all features are displayed evenly. Micro and macro negative spaces are well balanced and visually appealing to the users.

From Usability point of view, Navigation is very important. The app is clear and self-explanatory.

Airbnb app uses Fixed Position Menu as a Web UI Pattern, and *Hamburger* for accessing the user account details.

The app has good animations such as scrolling, loading etc. The app also displays video content making it more appealing for the customers.

Also, the app clearly identifies the super host and share their stories with users to make them feel safe and comfortable.



**Improvements** needed?

- Some of the rental listings do not display exact rental location, it is hidden until booking is completed. This can be an issue for customers trying to coordinate their arrival.
- Sharing exact rental location along with current weather and road conditions will help customers better plan their trip.

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App 2: Lyft 

**Lyft, Inc.** Is an American company that develops, markets, and operates mobile apps that provide car and bike rentals, ride sharing systems, and grocery delivery.

Lyft embraces customer obsession, ownership, caring about people and community, inspiring and delivering impactful results.

Primary problem: Helping people find transportation services at all times.

Primary users are between the age group of 18-50 years as most of them are students, working professionals, and business owners.

Secondary users would be people of age group 50 to 70 years who are not well versed with using applications on their phones.

Lyft driver app is used by the drivers to register their vehicle and pick up rides as needed. This helps generating employment for the local people.

Sign in/Sign up process is smooth and responsive.

The purpose of the app is self-explanatory. The moment user opens the app, it displays user's location and gives user an option to change his current location if required. At the same time, user can input his end destination and it will show him the available drivers in the area along with estimated time of arrival and pricing for the trip

Overall good usage of space, all the features are displayed evenly.

From Usability point of view, Navigation is very important. It is clear and is self-explanatory.

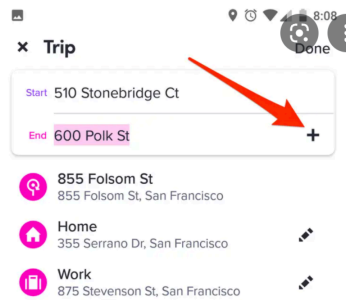
Lyft app uses *Hamburger* for accessing the user account details.

The app has good animations such as live GPS, driver location symbols.

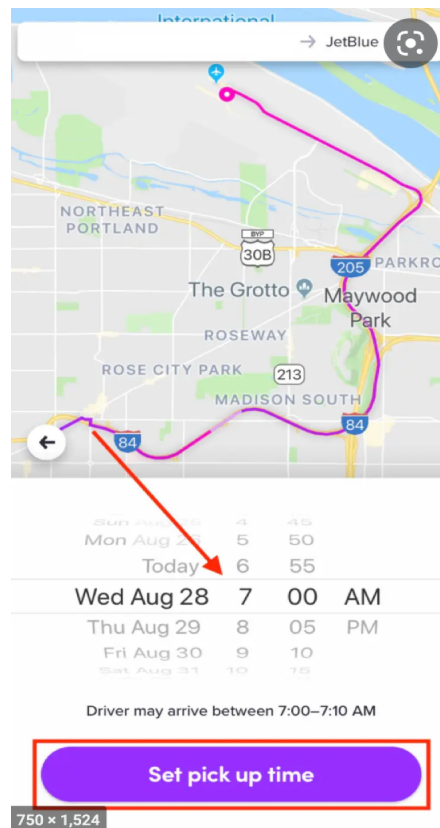
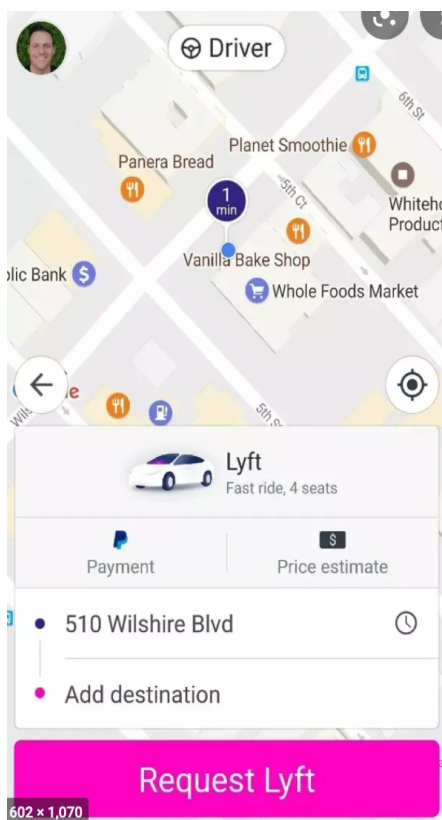
The app also provides special consideration (Accessibility) for physically handicapped people.

It also displays personalized messages dependent on the time of the day.

The app also lets you select the type of vehicle for your ride. The user can also add multiple stops to the trip. It will display "+" when trying to *add* a stop, and "-" sign when trying to *remove* a stop.



The app is very informative and easy to use. Micro *animations* have been used in the app to enhance *user experience*. Main function *buttons* are identical in size and very responsive.



The application is user friendly and has a good *information architecture*.



**Improvements** needed?

- Sometimes the app fails to capture the exact pick-up location, causing the user to manually input the location.
- Lyft has very limited services when compared with Uber. Lyft should expand their driver network to outside of urban cities.

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## Part 2

### Boarding Pass

The boarding passes of United Airlines and Indigo Airlines can improve in the following aspects:

- The boarding pass looks congested, passenger must read each line carefully while looking for anything
- Unnecessary fields are highlighted in bold
- Design does not look appealing
- Information is not well placed in order

*United Airline Boarding Pass:*

			
NAME:  DATE: 22JAN FF: H7XEBP FLIGHT: UA 902Y GATE: <b>Z19</b>  01672721252926 SFO ETICKET		NAME:  191 DATE: 22JAN 191 FF: H7XEBP MILEAGE: FLIGHT: UA 902Y GATE: <b>Z19</b> SEAT: 60C DEPART: 1215P FRANKFURT ARRIVE: 245P SAN FRANCISCO BOARD TIME: 1125A 01672721252926 A STAR ALLIANCE MEMBER	
SEAT: 60C BOARDING GROUP: <b>5</b>			

## Indigo Airline Boarding Pass:

✈ Email Boarding Pass ( Web Check in )		✈	GoIndiGo.In
Don't be late, your flight won't wait		<b>SPECIAL SERVICES</b>	<b>MS Anshika Mittal</b>
	Name <b>MS Anshika Mittal</b>	<b>NIL</b>	From <b>Delhi</b>
	From <b>Delhi</b> To <b>Jaipur</b>	Name : <b>MS SS TEST</b>	To <b>Jaipur</b>
	Flight No. <b>6E 5098</b> Date <b>30 Nov 19</b>	PNR : <b>QJRD8N</b>	Flight No. <b>6E 5098</b>
	Boarding Time <b>05:35 AM</b> Departure Time <b>06:20 AM</b>	Flt No. : <b>6E 5098</b>	Date <b>15 May 19</b>
	Sequence No. <b>1</b> Class <b>R</b>	Seat No. : <b>15E</b>	Boarding Time <b>05:35 AM</b>
	Gate No.                      Seat No. <b>15E</b>	Seq No. : <b>1</b>	Departure Time <b>06:20 AM</b>
	<small>Boarding gate closes 25 minutes prior to the departure time. Boarding gate numbers are subject to change please check the flight information screen for latest updates. Checking of photo ID and hand baggage is a mandatory procedure. Passengers are requested to cooperate with IndiGo and the relevant authorities. Have a pleasant flight. Call 0 99 10 38 38 38 / 024 001 3038</small>		Seq No. <b>1</b> Class <b>R</b>

**After analyzing** the above-mentioned boarding passes, I have **designed** a boarding pass with a better *user Interface* that aids the user in creating a positive *user experience*.

I have implemented my recommendations from above in my design.

It contains all the information that is required to board a flight. I've outlined it below for easy comprehension, so that security and other airport personnel can verify the relevant information for security purposes.

### Users:

- Passengers
- TSA
- Airline employees
- Flight Attendants

### Information printed on boarding pass:

- Passenger Legal Name
- Flight Number
- Airline Name and Logo
- Date of Travel
- Origin and Destination
- Arrival and Departure time along with time zone (IST/PST/EST)
- Gate Number

- Seat Number
- Boarding or Check-in time
- Class
- Barcode

Information required by each user:

◆ **Passengers**

- Legal Name
- Date of travel
- Airline name
- Flight number
- Arrival and Departure time
- Seat number
- Gate number

◆ **TSA**

- Passenger Legal Name
- Airline Name
- Date of travel

◆ **Airline Employees and Flight attendees**

- Passenger Legal Name
- Airline Name
- Flight Number
- Date of Travel
- Departure time
- Seat Number
- Barcode
- Class



My Design:



Based on the foregoing, I designed a boarding pass that contains the bare minimum of information required to complete an aircraft travel.