Assignment 1

Part 1: App Critique

App 1: **Airbnb** 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 proble*m*:* 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.

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

a. 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.

b. 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.
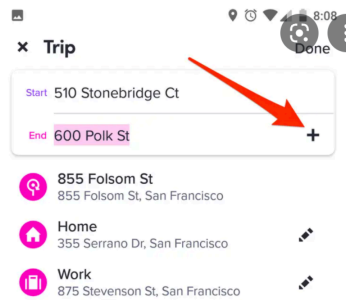
The app is very informative and easy to use. Micro *animations* have been used in the app to enhance *user experience*. Main function *buttons* are identical in size and very responsive.
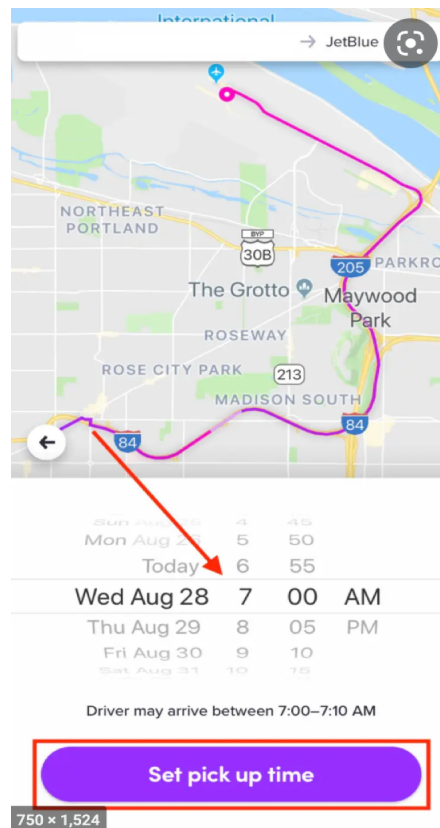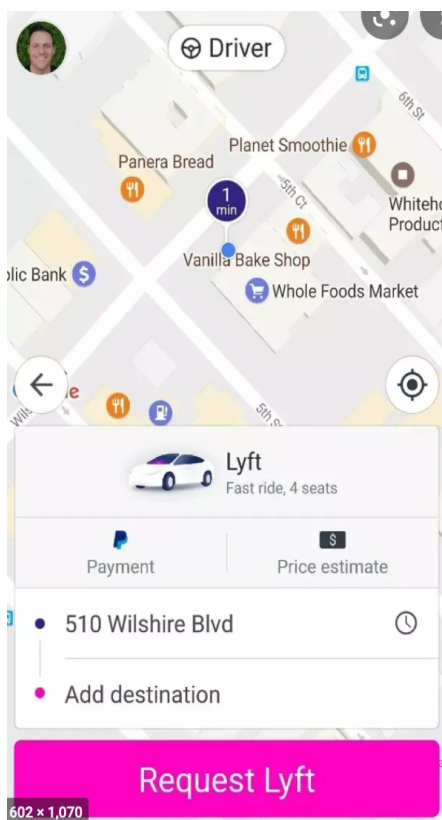
The application is user friendly and has a good *information architecture*.

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:

Indigo Airline Boarding Pass:

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.