

Yulu

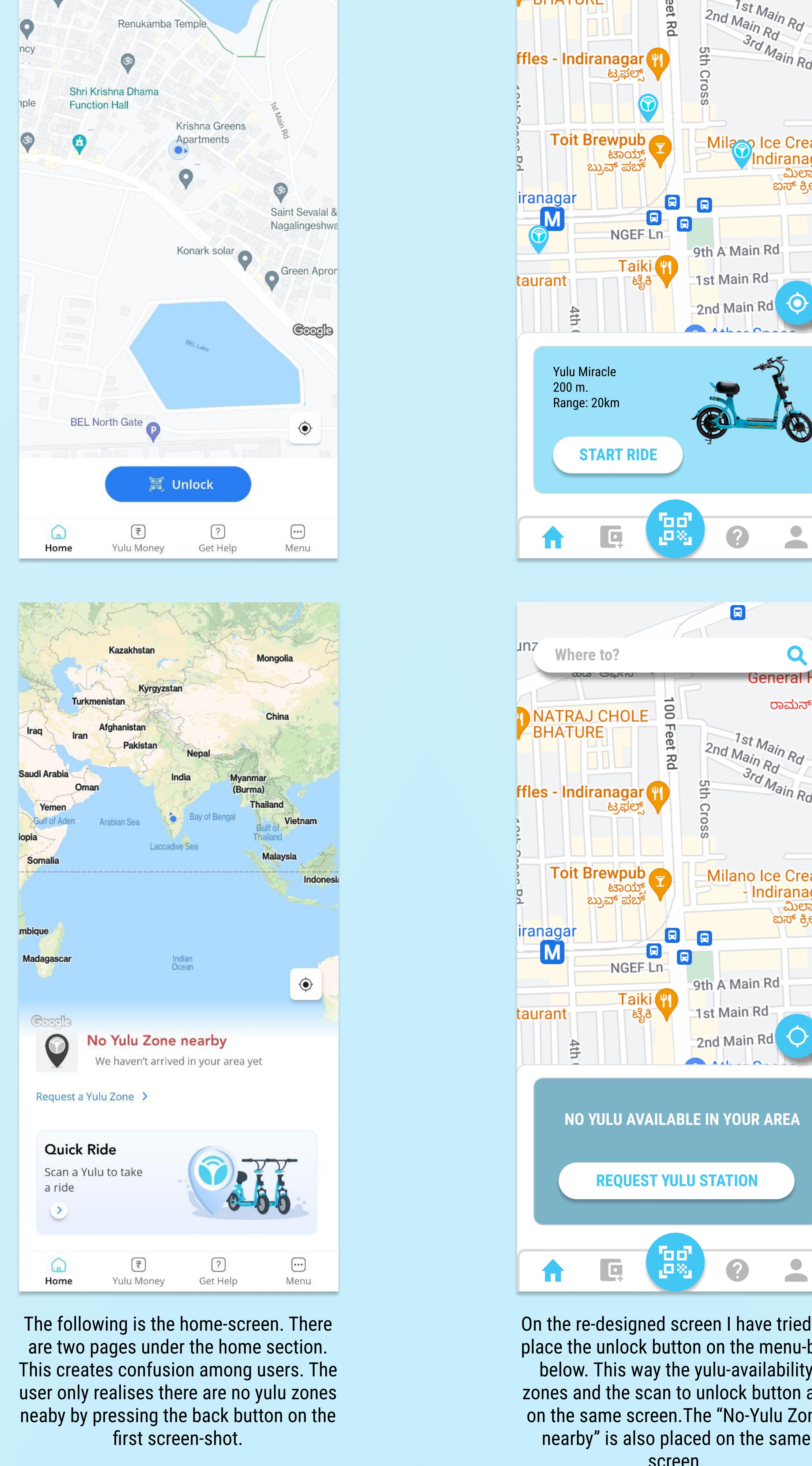
User Experience Case Study

What is YULU ?

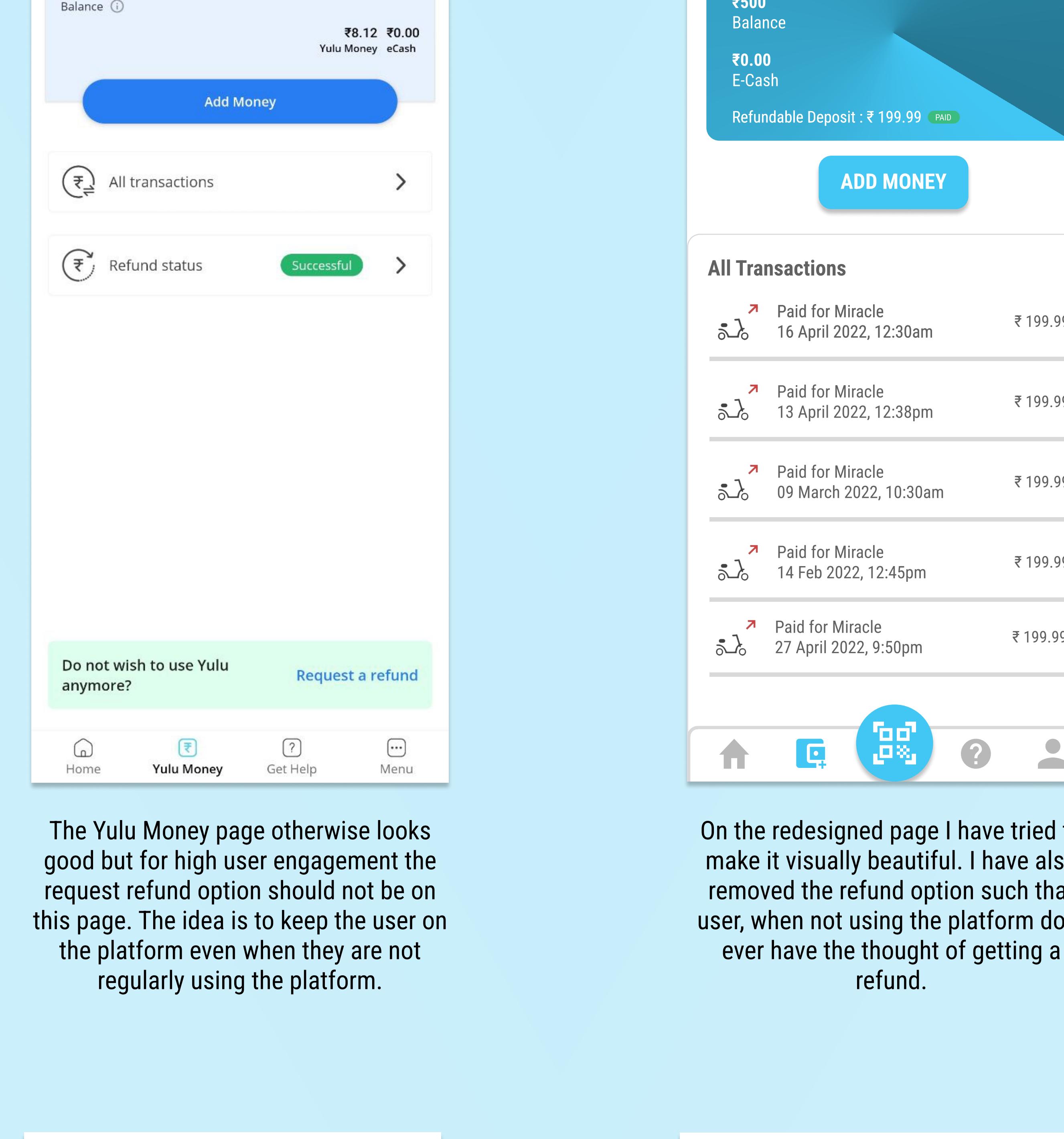
A smart dockless electrical bike powered by state-of-the-art IoT technology. Yulu Miracle Electric Bike designed for urban traffic conditions with a maximum speed of 25 Km/h. Light Weight, faster than a bicycle, lighter than a scooter. Unisex ultra-comfortable electrical bike for any height and weight.

What is wrong with the Yulu User Interface ?

Well, The UI for the app itself is visually beautiful and has high user engagement but from a usability point of view , there are a few suggestions. Lets first look at a screen shots of the app compared to the redesign from a usability point of view. On the left is the app , on the right is the redesign .



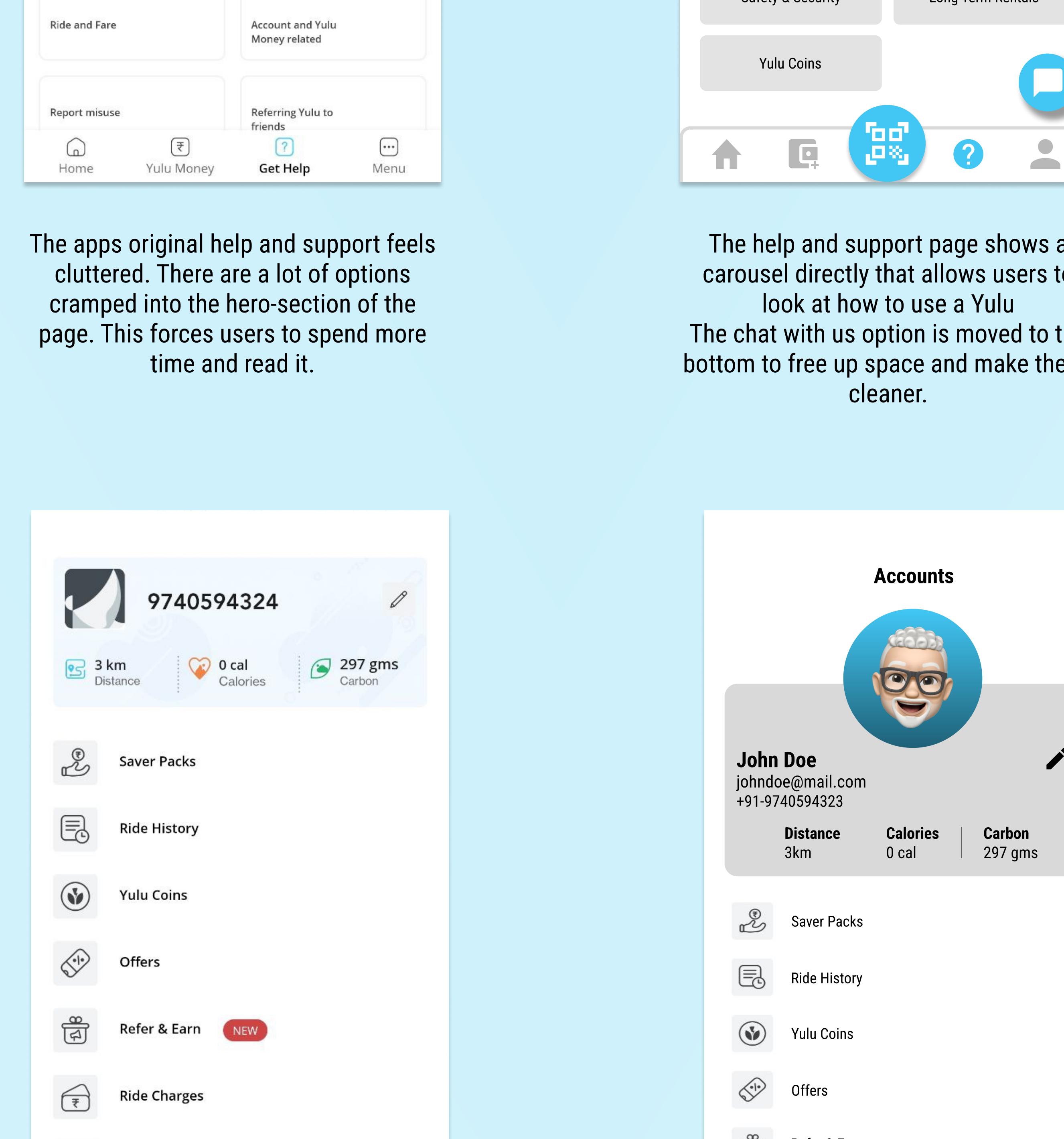
The following is the main screen and I have attempted to enhance it visually



The following is the home-screen. There are two pages under the home section. This creates confusion among users. The user only realises there are no yulu zones nearby by pressing the back button on the first screen-shot.

On the re-designed screen I have tried to place the unlock button on the menu-bar below. This way the yulu-availability zones and the scan to unlock button are on the same screen. The "No-Yulu Zone nearby" is also placed on the same screen.

This results in a simple UI showing maximum information in one screen instead of two.



The Yulu Money page otherwise looks good but for high user engagement the request refund option should not be on this page. The idea is to keep the user on the platform even when they are not regularly using the platform.

On the redesigned page I have tried to make it visually beautiful. I have also removed the refund option such that user, when not using the platform dont ever have the thought of getting a refund.

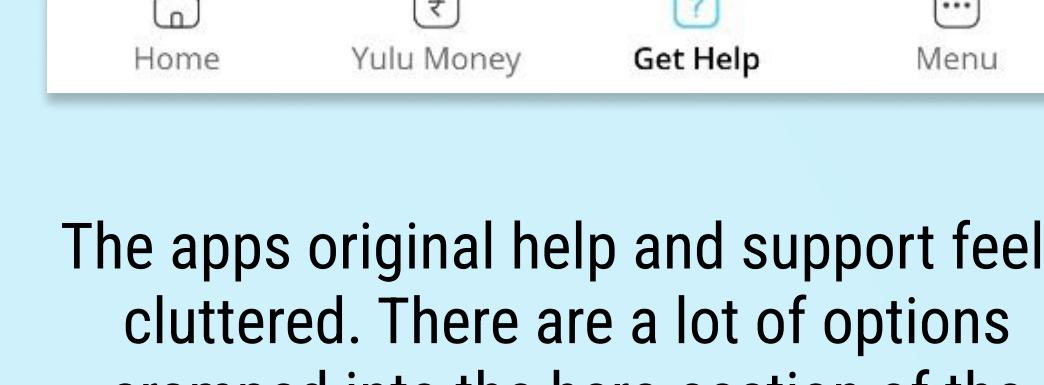


The help and support page shows a carousel directly that allows users to look at how to use a Yulu. The chat with us option is moved to the bottom to free up space and make the UI cleaner.



The accounts page is fairly similar. There is a slight UI redesign. But otherwise is the same. The refund section can be moved to the accounts section inside the edit profile.

Colour Palette



Typography - Roboto Condensed

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The following link can be used to view the high-fidelity prototype
<https://www.figma.com/file/0cgqee19G6QyOftlujGc/YULU-APP-Redesign?node-id=0%3A1>

Font - Roboto Condensed

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