

# Project: Redesigning Uber's Ride Booking for Critical Destinations

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## Define the Project

### Problem:

Users face ride cancellations when booking ride for time-sensitive destinations such as hospitals, airports, and train stations. These cancellations can result in missed flights, trains, or emergencies. The objective of this project is to redesign Uber's interface to prioritize these critical destinations.

### Objective:

The project aims to enhance user experience by addressing ride cancellation issues specifically for critical destinations. The redesigned interface will prioritize these bookings (with hospitals as the top priority) and ensure that rides cannot be canceled once booked for such locations. Additionally, a feature for prioritizing urgent item deliveries will also be there.

### Scope:

- Evaluate the current Uber app and identify pain points related to ride cancellations for critical destinations based on user feedback, reviews and surveys.
- Redesigning interface with a priority booking system for hospitals, airports, and train stations.
- Evaluate the usability of the redesigned interface through user feedback and surveys.

## Needfinding Method

For the needfinding phase, we will employ **Review Analysis and Surveys Forums**. This involves analyzing user feedback and reviews from app stores and online forums to identify specific pain points. This method will provide insights into common problems that users experience particularly for hospital, airport and train station rides.

## What We'd Produce

- **Low-Fidelity Designs:** Initial sketches and wireframes of the redesigned Uber interface, focusing on the priority ride booking system.
- **High-Fidelity Designs:** Refined and detailed mockups of the final UI with a focus on usability and improved functionality.

## Evaluation

The redesigned interface will undergo a usability evaluation where we will gather feedback on the new priority ride booking system. The evaluation methods will include user feedback on the design's effectiveness and ease of use.

# Timeline

## Week 1: Needfinding

- Analyze user feedback and reviews from app stores and forums regarding Uber's ride cancellations, particularly for hospitals, airports, and train stations.
- Identify key issues that the redesigned interface should address.

## Week 2: Low-Fidelity Design

- Create low-fidelity sketches and wireframes of the redesigned interface.
- Design the priority ride booking system focusing on hospitals, airports, and train stations.

## Week 3: High-Fidelity Design

- Develop high-fidelity mockups of the redesigned Uber interface.
- Refine the UI based on feedback from early evaluations.

## Week 4: Evaluation Preparation

- Finalize the UI design for the priority booking system.
- Prepare for user feedback collection.

## Week 5: Evaluation and Feedback

- Collect user feedback on the redesigned interface.
- Analyze the evaluation results and make any necessary adjustments.
- Finalize the report and designs for submission.

## Week 6: Final Submission

- Compile the final project report with the redesigned UI mockups.