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| Decorative A screenshot of text  Description automatically generatedLyft **Introduction**Group brainstorm**:**  Diagram  Description automatically generatedLyft Inc. establishes a Peer to Peer marketplace for on-demand ridesharing in the United States and Canada. The company offers riders various on-demand transportation options such as shared cars, bikes, scooters dedicated for different routes. Lyft app is dedicated platform open for all users in need of on-demand rides with no restrictions. Surging with 21.8 million users over the second quarter of 2019. Lyft also provides a Lyft Driver app, featuring Emergency assistance, 24/7 support. It provides simple toggle button at the top of the interface which allows the driver to start or stop receiving the request. Lyft offers a special section for Drivers such as Earnings, Referrals providing one-touch track of total payments and services to refer others to join Lyft.  List  **Learnability:**  Timeline  Description automatically generatedUsers find Lyft’s interface most intuitive as it’s using Apache Kafka, Apache Flink, and Spark systems to produce a seamless experience. Starting with google maps that most users are familiar with, it provides a one-touch bar to enter your destination, while fetching your current location automatically. In addition to this, it ensures quick access to three main components such as bike, public transit, and rental near one-touch bar increasing the overall accessibility of the application. Easy to use menu bar with an only important option to avoid unnecessary overhead. Lyft provides the user-friendly experience with a special Notification service that allows you to learn every feature of the app when you install it for the first time. Even if you miss the first-time installation you will find the Help option in the main menu.  **Icon  Description automatically generated**  **Efficiency:**  Including State of the art spark system with google map integration, Lyft contribute towards one of the fastest route tracking feature. Google integration allows Lyft to search available rides within few milliseconds. With minimum resources, Lyft is providing an outstanding user interface with one significant efficiency defect such as international payments. The standard payment gateways Lyft uses are Paypal, Credit, or Debit card, but usability of Lyft with international credit cards is not defined well. Most of the time it does not accept international card creating a significant impact on tourist need pickups from the Airport.  Describing Efficiency and its issues.  A picture containing food, drawing  Description automatically generated  **Visibility**:  To increase the visibility of the app Lyft provided different versions in Spanish, Portuguese, and French. Its is having a unique name demonstrates its purpose in the market. Lyft has to use ASO keyword optimization technique which makes it simpler for users to find it in App store or Play.  Integration with maps gives a clean user experience of different destinations with a very minimum need for explicit search. There are certain features like scheduling a ride that needs to optimize according to the User-Friendly manner. Once you schedule a ride, you will get a very small Icon at top left corner which is clearly prone to miss.  Timeline, map  Description automatically generatedLyft App does not provide an option in the Menubar to track the scheduled rides making it hard for the user who exited the app after scheduling and logged in after a while to track the schedule.  Icon  Description automatically generated  **Error:**  Lyft is having a Robust platform with some significant glitches. Now, even if these statements are contradictory they are having their own existence in a real environment. Almost 6 out of 10 people has experienced  Network issues while using the Lyft App. Even if you are connected to the strongest network many people have experienced this network issue in the middle of a working app. The network issue simply gets you out of the main window and force you to shut down the main window. In order to resume the functioning of the application, the user must force close the app and the network and restart them again.  The Promos section in the app allows you to add Lyft cash Gift cards and promo codes. As we have seen in Efficiency  If you have an international card and its not working with Lyft then the user may come to the volatile solution of buying the Gift card Physically from stores and add them in the Lyft wallet for a ride. But here comes the main challenge, the Lyft Default system is organized in such a way that it doesn’t let you book rides only over the Lyft cash without adding your Credit/Debit Card. According to logical analysis when the ride cost is less than your Lyft cash the Interface should allow you to book the ride even if your card is not registered with Lyft. Your card is not there but you have already  Solved this problem with the Lyft cash. |
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| Decorative   T-Mobile **Introduction:**  Graphical user interface  Description automatically generated T-Mobile is the American Wireless Operators, which is majority-owned by Germany’s  Deutsche Telekom. The brand operates in parts of Europe, but the U.S is its largest territory  with 81.3 million Mobile customers at the end of March. T- Mobile provides a CMS platform  that allows users to shop Various plans according to their needs, plans section to compare the  different plans and prices, support Section to seek required help, Line Details, Payment Summery,  Make Payment and My Profile. The T-Mobile Interface also provides an option to Refill the Amount in  order to renew the current plan. The most common users of T-Mobile services are their millions of  subscriber who puts their faith in T-mobiles seamless network services.  **Learnability:**  Users find T-Mobile interface most intuitive as it’s super convenient to navigate. Starting  With the Login portal, it gives the user their private space to explore T-Mobile in a better way.  The clarity of the Interface comes from its simple Tab structure layout with eleven primary and  essential tabs. Each tab is designed carefully by considering type of users. Non – tech users can master the  procedures Such as balance tracking, easy refill, by simply reading and clicking one hyperlink button.  The second Factor contributing towards soft accessibility is All in one place, once used logged into his  Portal He finds everything on single page display, there are no links that direct him to different pages  Avoiding Unnecessary indecision.    **Efficiency:**  Single page interface makes it faster for user interaction but when it comes to the plan  Change section T -Mobile does some clever job. They cost you some extra amount if you use T service  Care for your plan change to leverage this fact T-Mobile restructured the plan change matrix in  Such a way that it gives you the error codes most often when someone is utilizing online plan change  Interface. One of the important Interface flaws a user may encounter with its routine interaction website  is constant advertisements with slower section switching speed. Even if a user is able to easily master every  feature the website with first-ever interaction the high switching time between tabs reduces the efficiency  dramatically.    **Visibility:**  Inside the Tmobile application visibility is achieved with the help of the personal account Simplicity.  The unique color scheme that the interface is using helps users to quickly distinguish between operation  such as bill payments, reload, view the summary, and plan change. Even with the most simple user  interface Tmobile need to work on their server system, in order to generate fast response time and  Graphical user interface  Description automatically generatedreduced crashing. Moreover, there is a need of optimization with the ad display due to inconsistent  advertisement slide systems.  Error:  T-Mobile is having one significant error, In reality, when a user tries to log in to his portal it gives  Your error message is shown in the diagram. In order to properly login, you have to use the Pay Bills  Link of T-Mobile store, Pay Bill link gives you the option to login as guest and login an existing user.  At this point still, login as the user link provides the same error code as mentioned in the diagram.  Text, letter  Description automatically generatedOnce you choose to log in as a guest the interface takes your number as an input and redirects you  to the actual portal login link. |

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