



Design Exercise

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Introduction

As a regular user of Lyft, I love how well Lyft has simplified my commute. It's a product that has truly changed my daily commute behavior. I do not own a car and I rely only on Lyft and public transport for my everyday commute. In fact, in the 2 years that I have been in the US, not once have I felt like owning a car. More than that, I enjoy taking a lyft because of the interesting people I meet and the stories I get to hear. It's such a delightful experience. These days, I don't worry about missing a bus or staying out in the city or at a friend's place too late because I know I can always rely on Lyft to take me home safely. Lyft has been a game-changer for my intra-city travel.

I use Lyft's app almost everyday and it's amazing! It gets the job done without any friction. From a designer's perspective, I love that app's interaction design & visual aesthetics with clear affordances, friendly content & IA that makes using the app as easy as getting from point A to B in a Lyft ride.

As a designer, who wishes to be a part of Lyft's design team, I felt that a design exercise to explore alternative ways of interacting with Lyft's app would be a wonderful opportunity to show my design skills instead of telling about it.

Introduction

Before I Start...

This is an exercise to explore alternative ways of interacting with Lyft's app. There is a very good chance that the talented design team at Lyft has explored the solutions and patterns that I have created in this exercise. Also, there are certain things I do not know or have access to, especially the research data. Ideally, I would start a design project by studying usability & previous research data and base my design decisions on the findings.

For this exercise I chose to explore design alternatives for two areas of the app:

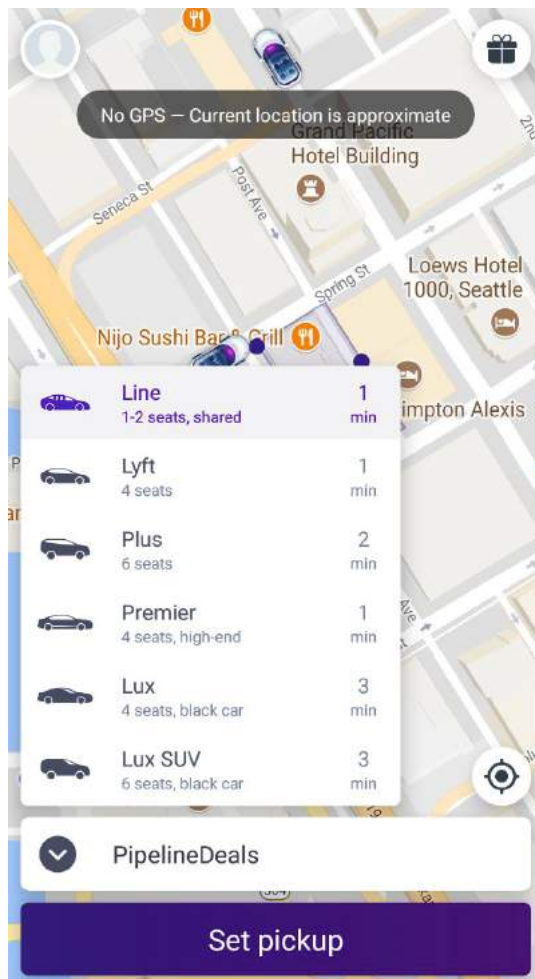
1. Homepage experience - The experience of opening the app and selecting a car type.
2. A user profile page

In the absence of the research data, I have carried out this exercise based on my own experience using the app & knowledge of usability heuristics. Also, I been very cognizant of any assumptions that might have influenced the designs and have tried to keep them to a minimum. This document shows how I would usually brainstorm & create design variations to explore different ways of achieving a user goal. A majority of the work focuses on layout & interaction design. I have not modified any of the existing content.

The purpose of this exercise is to demonstrate my passion for creating a consistent, coherent & cohesive user experience & my desire to be a part of Lyft's design team.

Homepage Experience

When the app is opened, before requesting for a ride, we see the screen shown below. The car selection modal is open by default. The modal, along with the address bar and the primary CTA occupy 48% of the map space.



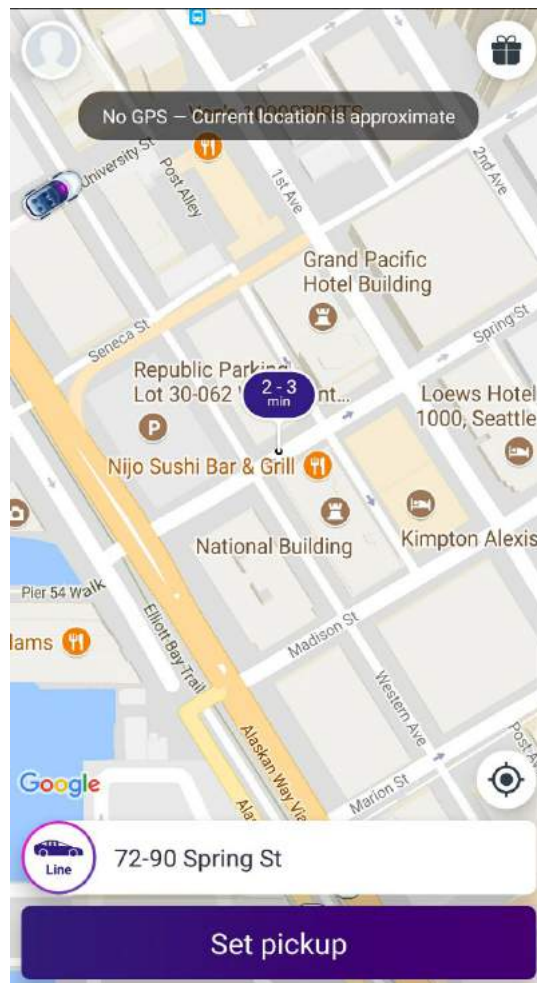
Current design

48%*
map space covered

* This value was calculated by taking a ratio of the total map area visible to the area of the map that is covered by the modal, address bar and the CTA

Homepage Experience

When the modal is closed, it reveals a significant portion of the map with only 18% of the map being covered in the bottom half. However, the car information (i.e the number of seats and duration) that is in the modal are no longer visible when it is collapsed.



18%
map space covered

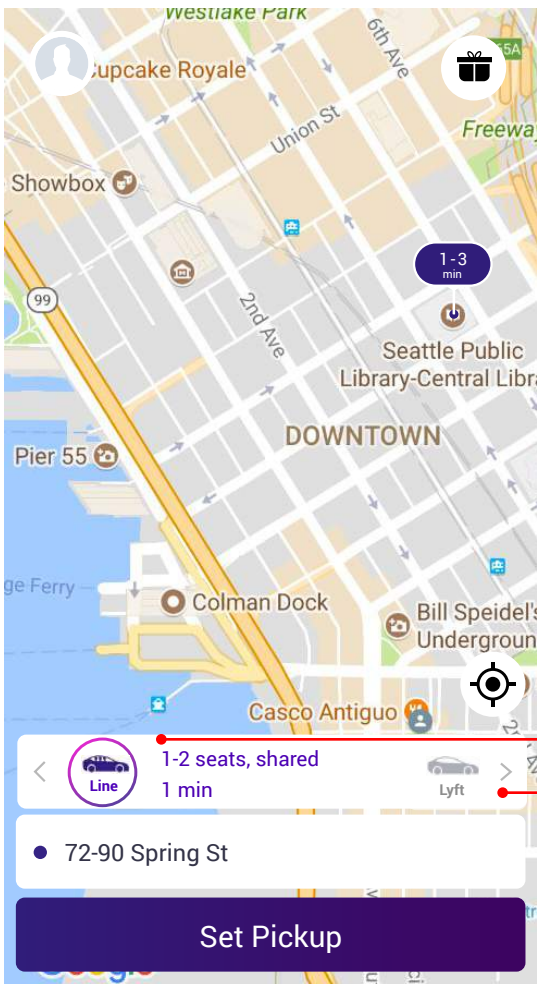
Current design - Modal collapsed

Homepage Experience

Alternative Design

Design Goal: Allow users to select a car type without reducing the map space on the screen.

By moving the car selection out of the address field into it's own separate bar we get an additional 22% of the map screen space. The wider car-type selector accommodates car-related information & selecting other car types without having to open the modal. This design change provides 3 benefits while taking up only 8% of additional screen space.



Advantages

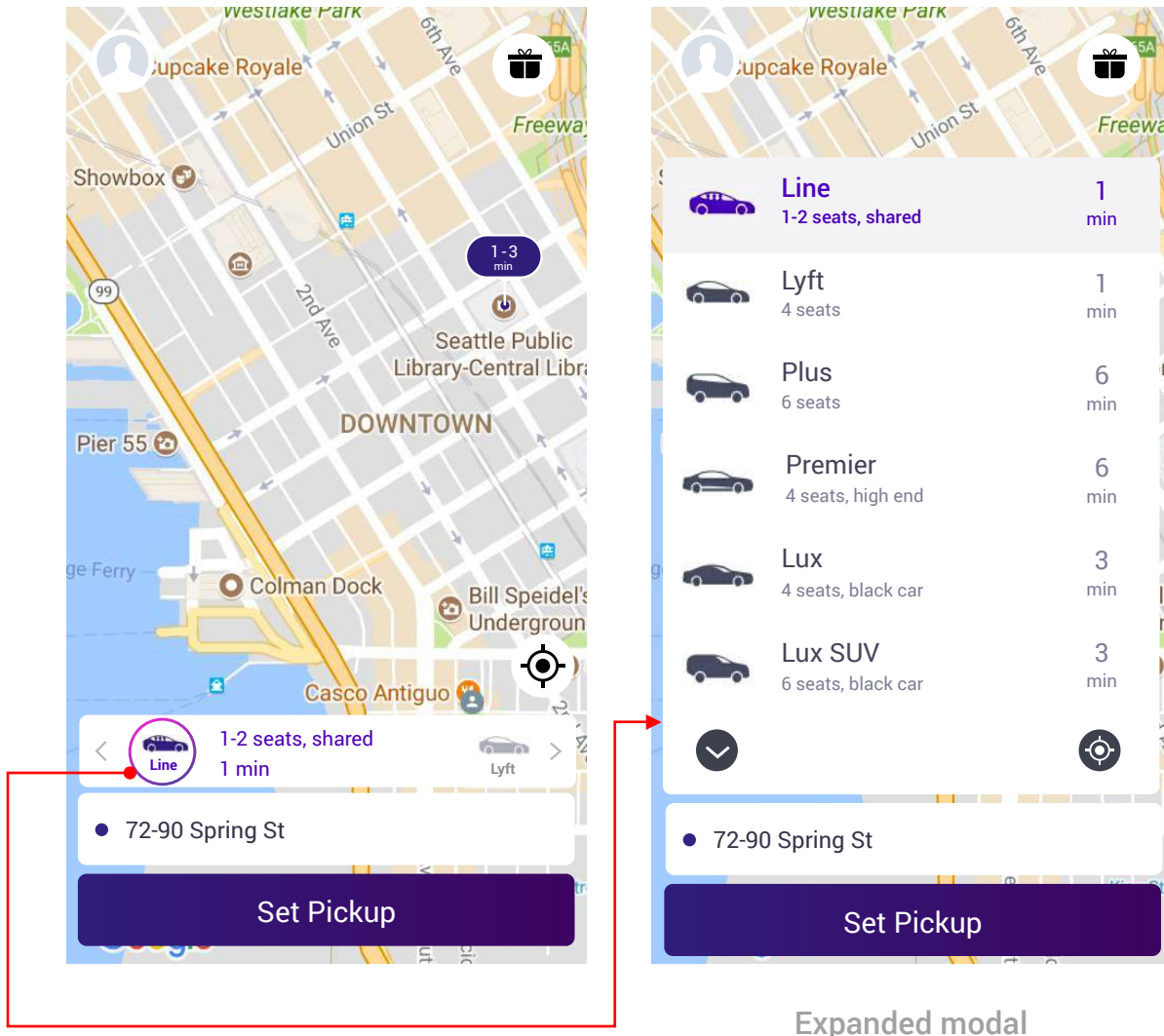
Provides more map area when the app is opened. The three bars in the lower half of the screen occupy only 26% of the total screen space.

Car information (seats & duration) is visible by default.

Other car type can be selected by swiping through the choices. The arrows provide affordance to change the car types.

Alternative design

Homepage Experience



Users can still click on the car and it opens the modal as it does in the current app. The modal has been made larger to keep it's size consistent with the bar it expands from.

The modal has two buttons at the bottom - a collapse button & a 'My location' button. The location button functions as a substitute to the default 'My location' button which gets hidden when the modal is open.

Homepage Experience

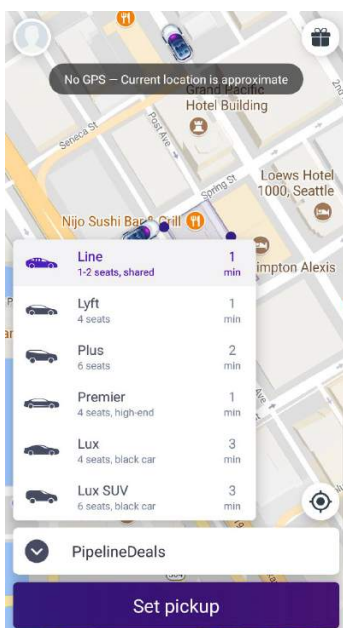
Side-by-side comparison

The design is ultimately a trade-off of screen-space versus user needs/behavior.

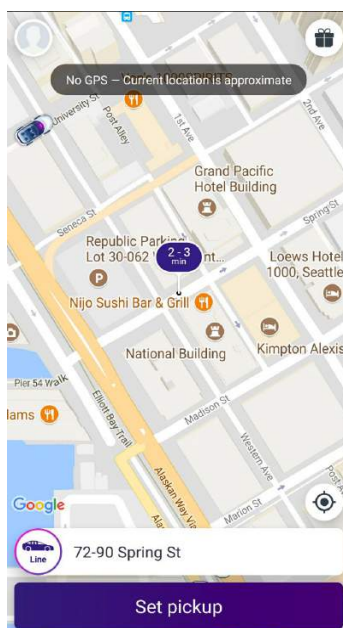
If users frequently change car-types when they open the app or if they're in a location where there are fewer Lyfts, the existing app design works best.

On the other hand, If users do not change car type frequently, or if their top two frequently used choices could be made visible on the screen by hiding the rest, the alternative design could be considered to address this use case and put through a usability study.

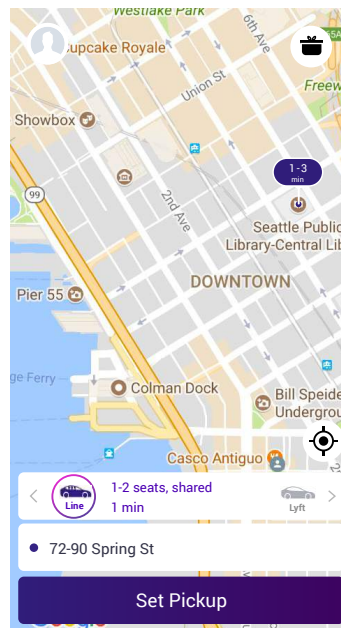
App homepage



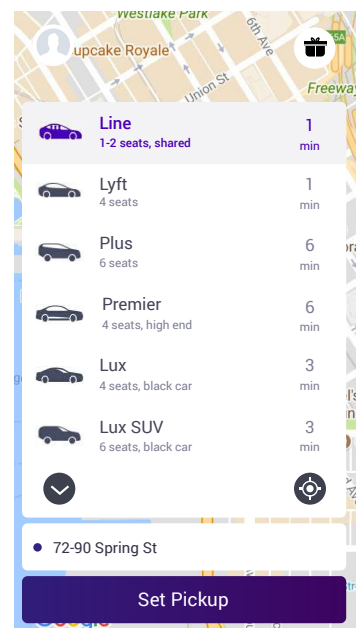
Modal collapsed



App homepage



Modal expanded



Existing design

Alternative design

Homepage Experience

Hypothesis & Design Decisions

By keeping the modal collapsed by default, a user gets to see a larger map upon opening the app. This avoids having a user's location hidden behind the modal if they happen to be situated in that position when the app is opened.

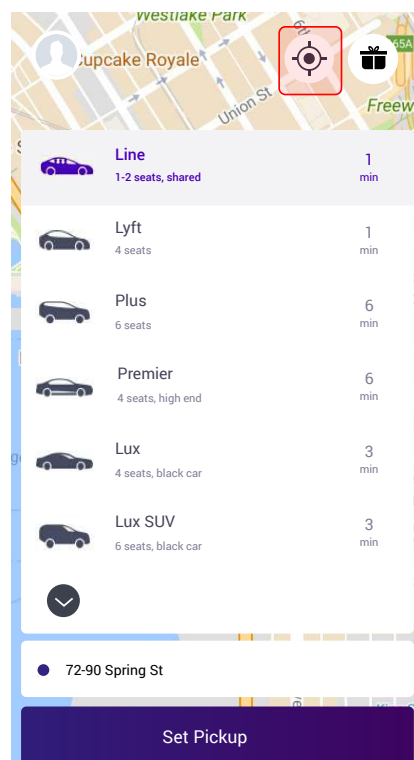
Keeping the 'Users' location' button within the car-selection modal maintains the consistency of the button position. It also affords easier recognition and stays consistent with users' expectations since the button exists in the same place in the current app when the modal is open.

Homepage Experience

Risks

The new design now occupies slightly higher percentage of map space when the car-type modal is collapsed - 26% as compared to 18% in the current design. It also occupies more space when the modal is open.

Keeping the 'My location' button within the car selection modal might introduce confusion in a user's expectation of what that button might do in the given context. Alternative position for the button was explored as highlighted below, but its location is ergonomically inconvenient and users with tall phones might find it hard for a single-handed operation.

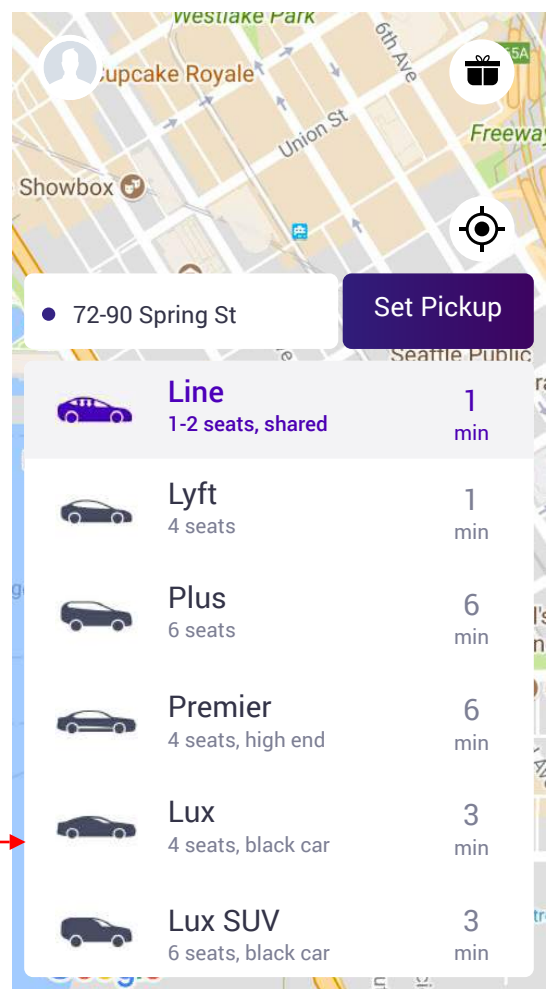


Alternative button position

Homepage Experience

Other Designs Explored

The concept below explores positioning the CTA button along with the address bar. The car selection modal sits below this group making it more accessible for a single-handed use. This increases the map space usage to 82% along with the swipeable car-type selector. However, this pattern doesn't perform well when there is a longer text in the CTA button (for example "Set Destination").

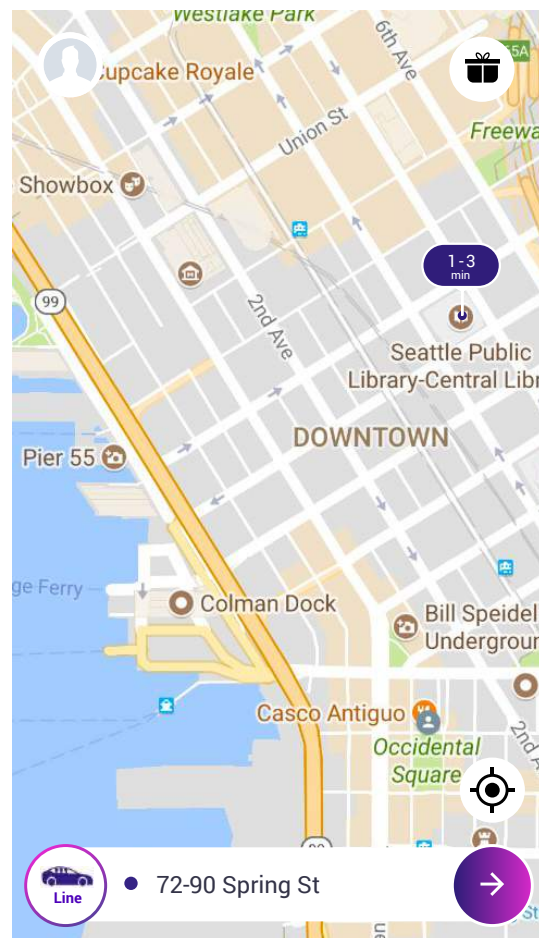


Address & CTA inline

Homepage Experience

Other Designs Explored

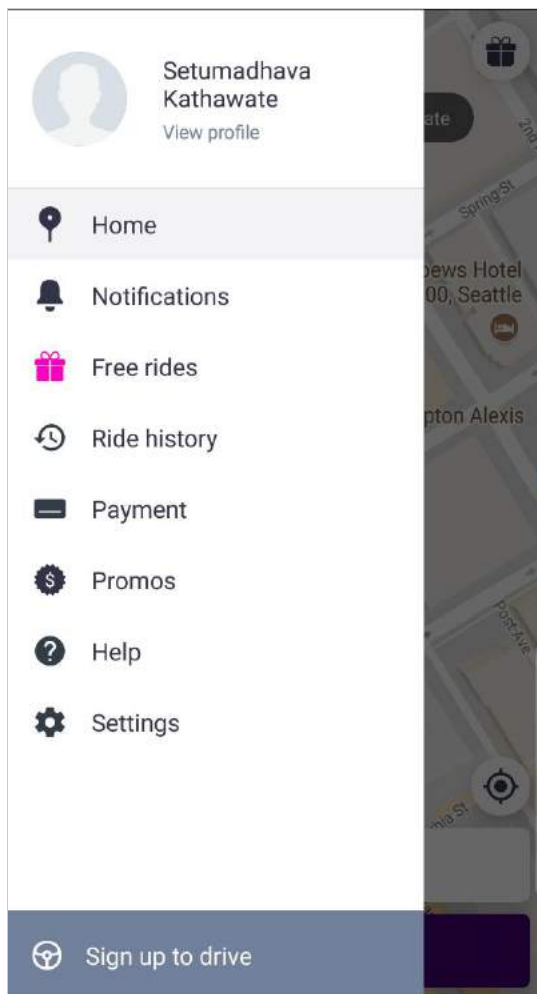
This concept combines the three functions, i.e selecting car-type, address bar and 'Set Pickup' CTA, into a single unit. The CTA button label is replaced by an arrow which takes a user to the next step. This pattern has the best use of map space, however, without a label, it would be hard for a user to know what this button does. Also the destination page was out-of-scope for this project and I did not explore the next steps for this version.



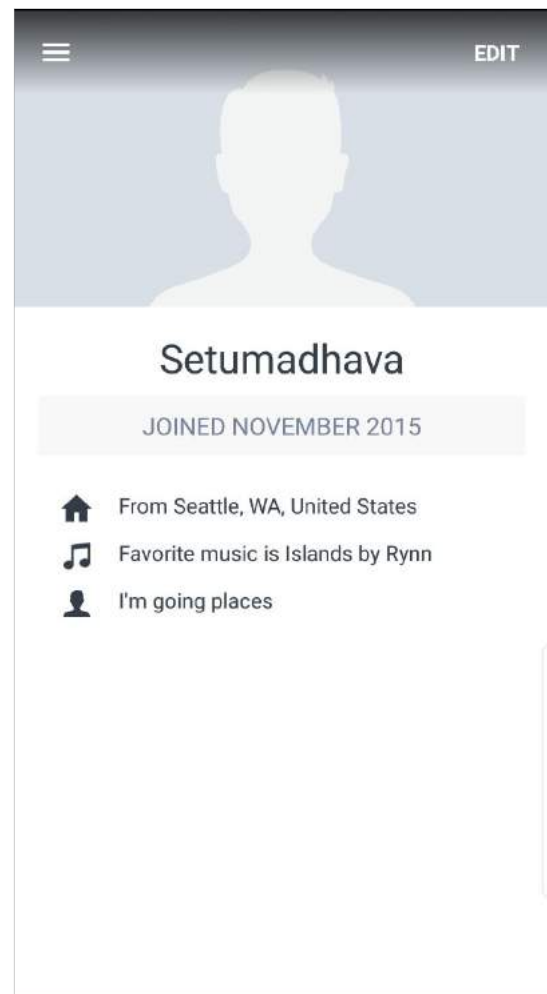
Unified single field experience

User Profile

The current app has a minimal user profile page with most of the app functions being present in the drawer menu. Also, clicking on the avatar icon in the homepage opens the navigation drawer which is traditionally done using a hamburger icon.



Current navigation drawer



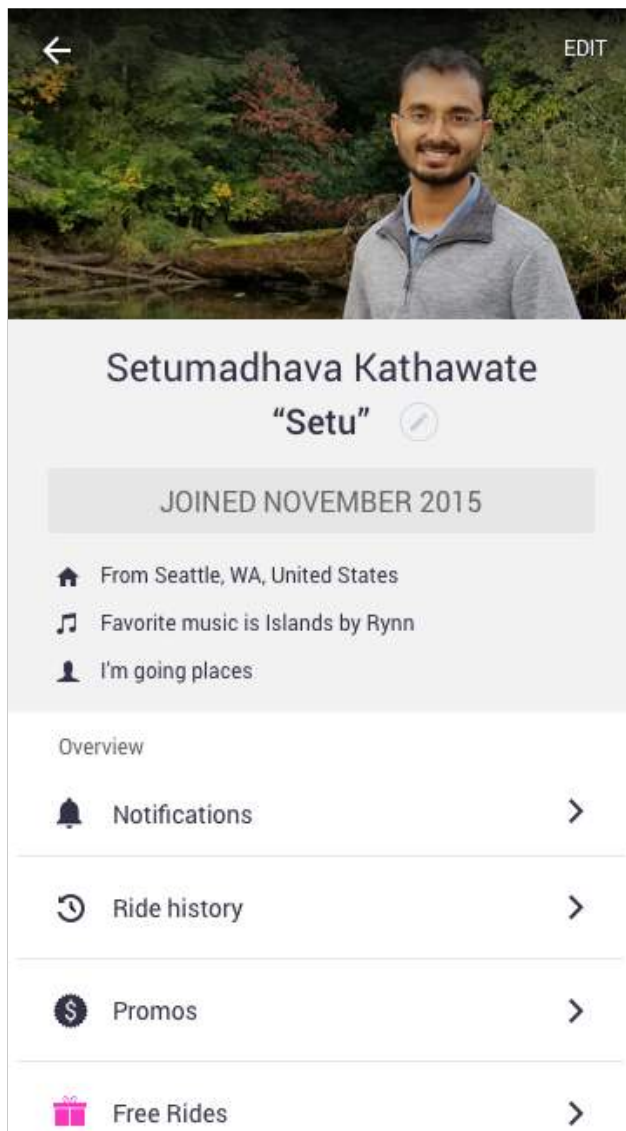
Current profile page

User Profile

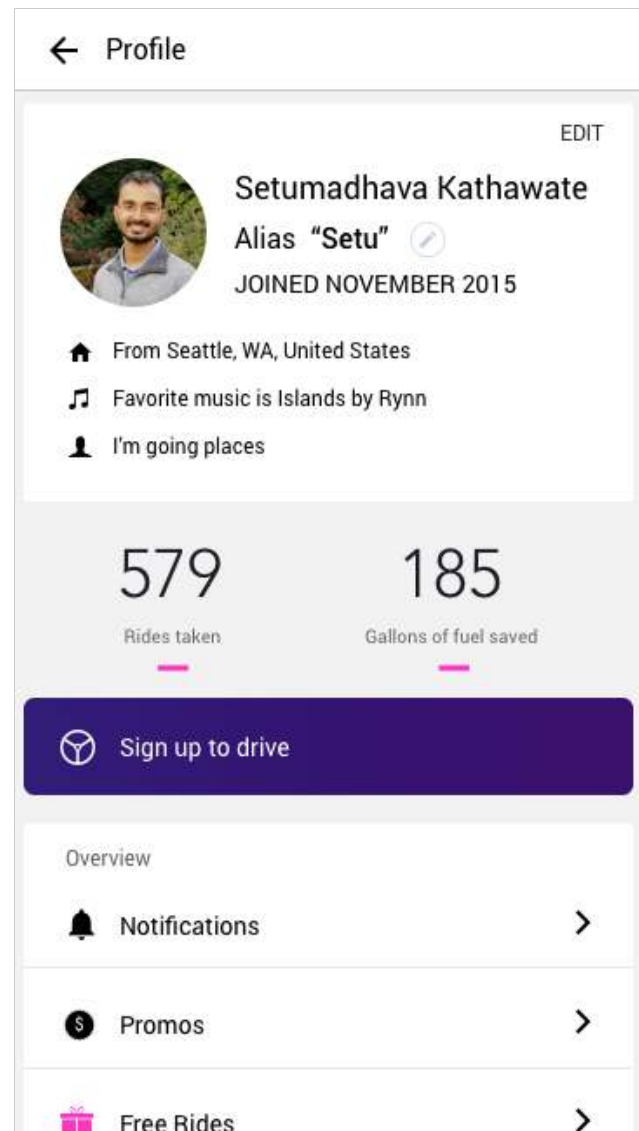
Alternate Design

Design Goal: Design a profile page that contains all the necessary functions & information a user needs.

I created a unified experience which contains a user's profile and also the important menu items in the same page. I designed two versions of the profile page with minor changes in the content, button positions & visual design.



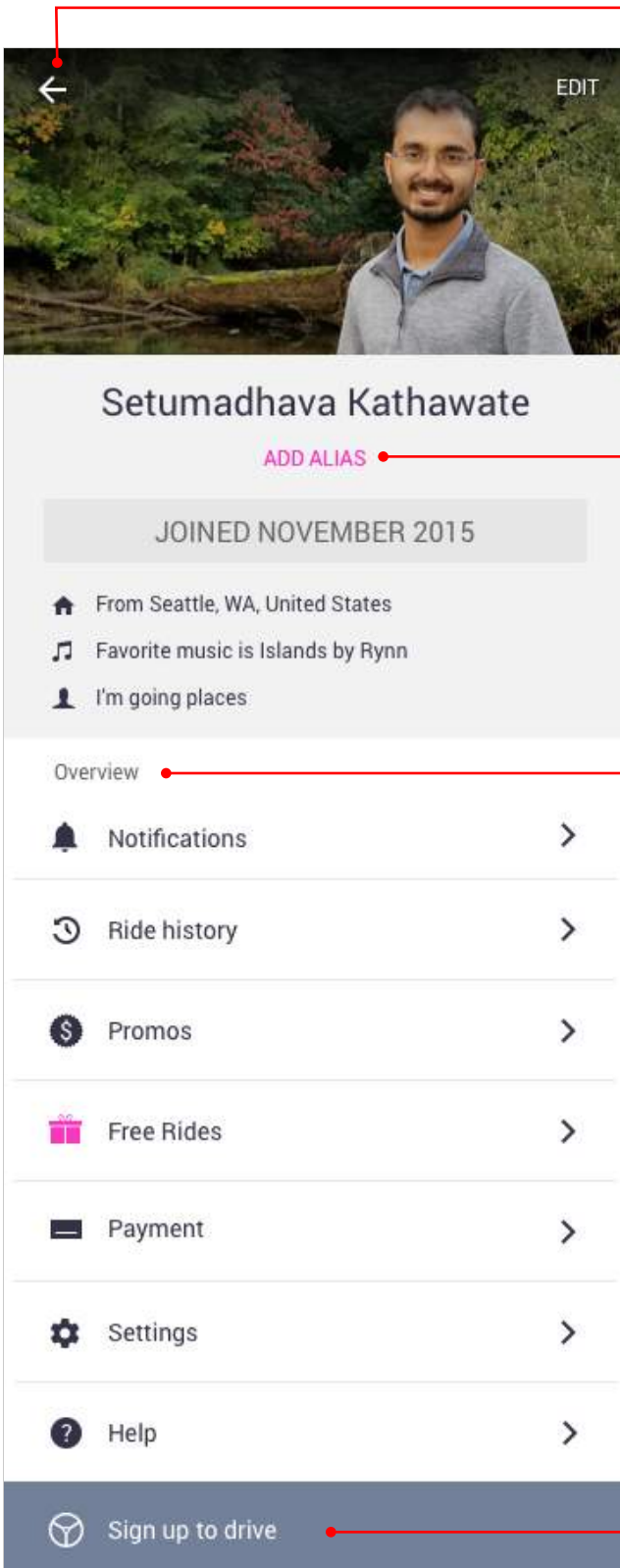
New homepage - version 1



New homepage - version 2

User Profile

Profile Page Version 1: An extension of the existing user profile.



The back button would take a user back to the homepage.

Allows users to add an alias that makes it easier for drivers to identify/address a user with a long, unusual name.

Overview: This section contains the rest of the profile related items.

A card sorting study with users would help identify if 'Overview' is the right term or if something more appropriate can be used to name the group.

Wide gaps between the menu items provide comfortable touch-targets.

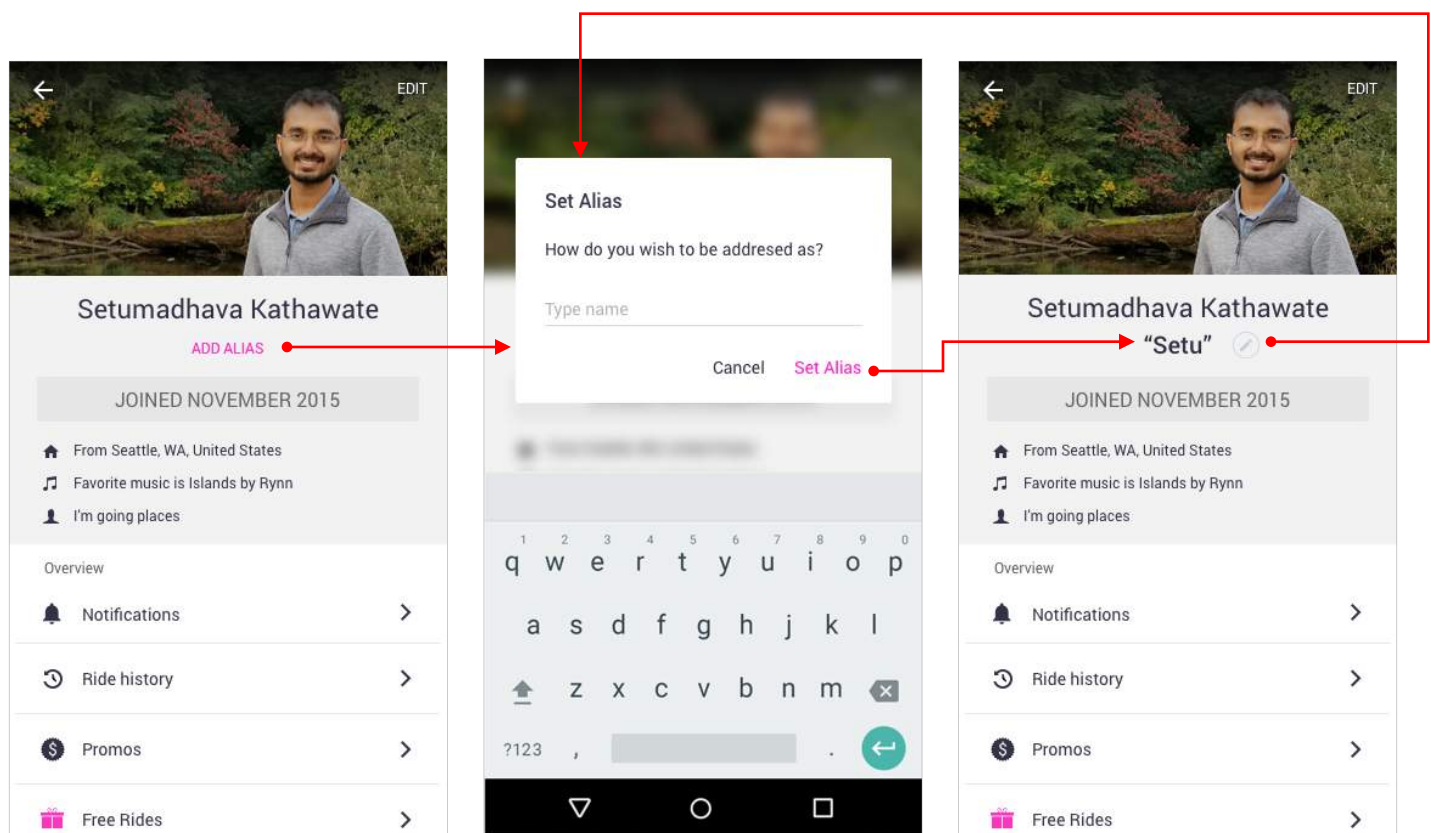
Maintains the same styling as in the current app. The position in the page however, might affect discoverability.

User Profile

Adding An Alias - Modal

Hypothesis: Drivers usually find it hard to pronounce names that are long and culturally different. A user's name is taken from his/her Facebook profile and currently the name cannot be changed. Providing a way to add an alias allows a user to set the name they prefer to be called or one that's easier to pronounce.

The pink 'Add alias' link affords a user to click on it and set an alias. The modal dialog was chosen since there is only one action to be taken.



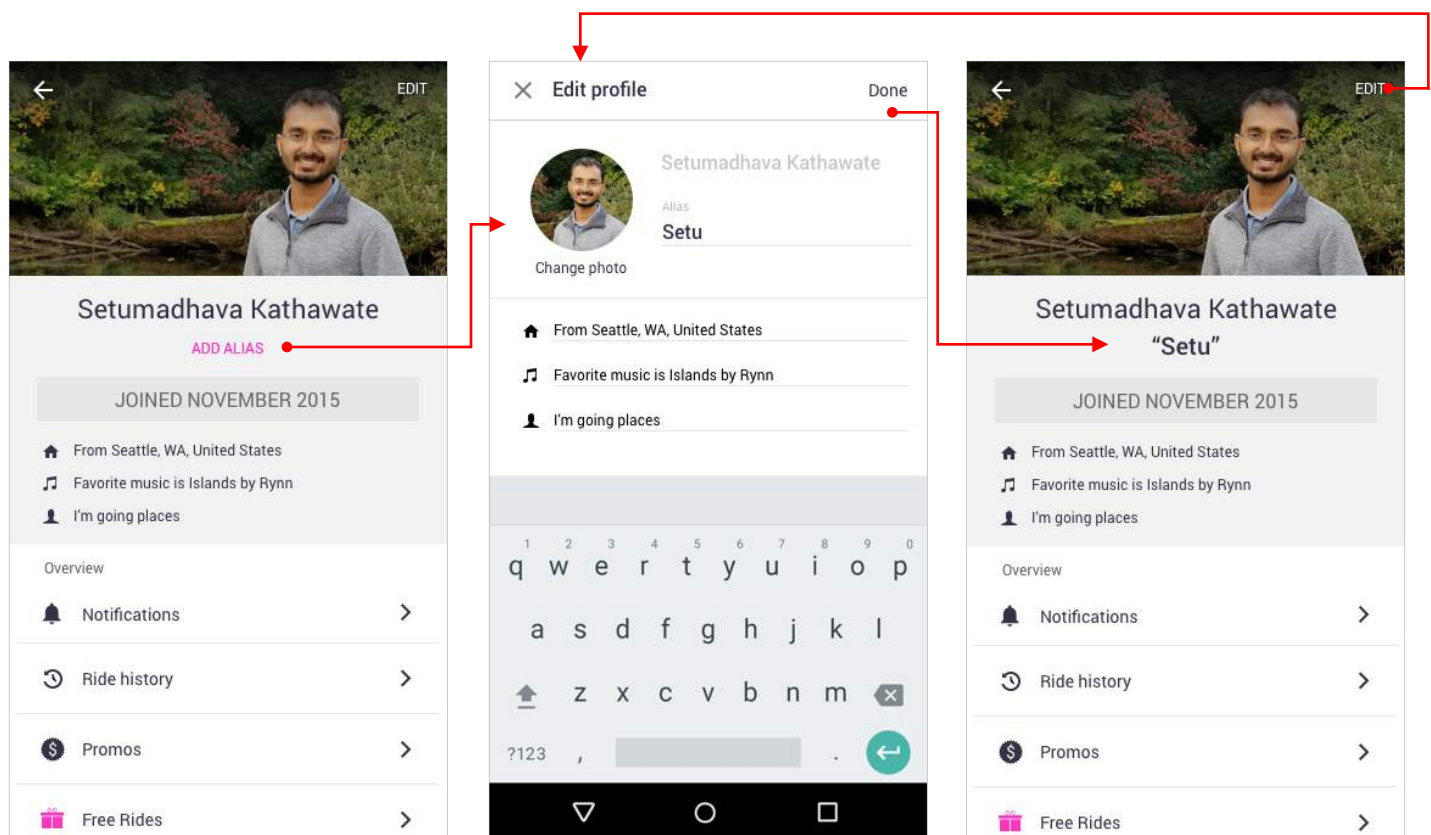
Setting an alias

User Profile

Adding An Alias - Edit profile page

Alternatively, this action can also be completed in the edit profile page.

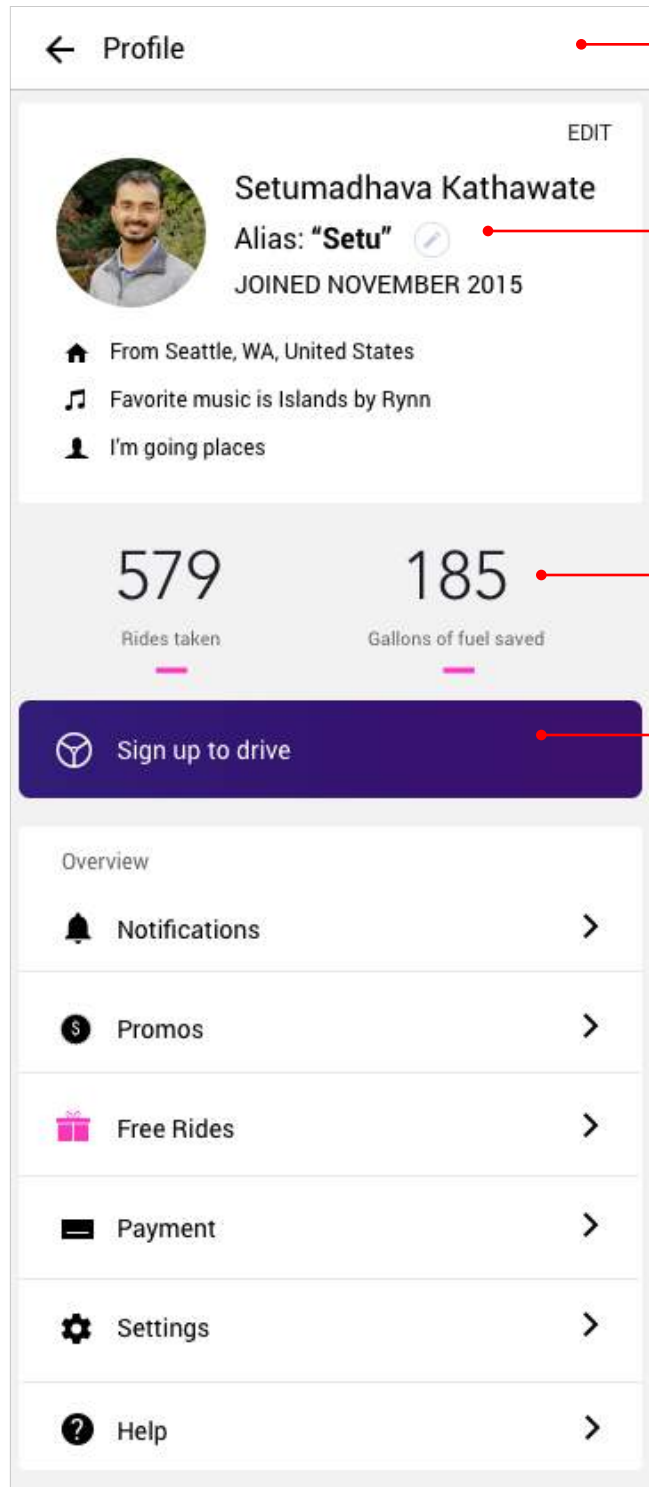
Running an A/B test & studying the use frequency of the alias option would confirm which pattern works best for the users.



Setting an alias

User Profile

Profile Page Version 2: Exploring an alternative visual, content & layout design.



Material design header style.

The 'Alias' label provides context in this layout.

Hypothesis: By providing useful stats gamifies the process of taking Lyft and might motivate people to take more rides. The numbers shown here are for representational purpose only.

Hypothesis: By moving the CTA higher up the page to improves discoverability. Also, using the same button style as used in the homepage draws more attention.

The position & the visual style of the 'Sign up to drive' button would ultimately depend on its utility for users and business goals.

Next Steps

What I would do if I had more time/resources?

In a work setting, I would ask my peers for feedback on the designs to understand their perspectives & consider any ideas that they might have.

The next step of the process would be to test the hypothesis with real users. This is achieved by building a functional prototype using tools like Framer or Invision and creating a usability study plan that describes the goal of the study, user tasks, success metrics, interview questions & participant profiles. Running the study with 6-8 users usually uncovers 80% of the usability issues.

The success or failure of the design can be measured by analyzing quantitative findings like time on task, success rate, SUS scores etc and qualitative findings like interviews, user quotes and by observing non-verbal feedback.

Based on the feedback and study findings, the next step would be to iterate on the designs that didn't work for users and run more tests until all the issues are satisfactorily resolved.

The final step would be to create high-fidelity mock-ups and redline the designs using tools like Zeplin before sending them to the dev team for turning the designs into code.

While this is a general process, every design project is unique and the testing & iteration process will vary depending on the user goals, business goals & development schedule.

Design System & Platform

Design Language

Google Material Design

Colors



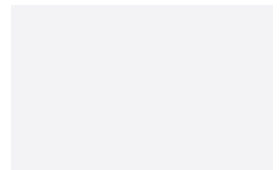
Lyft Pink #FF00BF



Mulberry #352384



Charcoal #333347

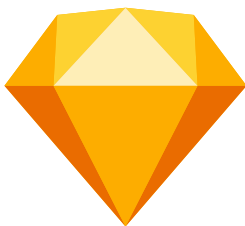


Off-white #F3F3F5

Font

Roboto

Tool Used



Sketch

Reflections

I had a lot of fun doing this exercise. The challenging part was to keep the design consistent with the rest of the app & Lyft's brand guidelines. While creating the design, I ensured any design changes I made were consistent & in-line with the existing app experience. With that in mind, I have tried my best to respect the brand guidelines & maintain the design consistency.

I spent a weekend working on this and not once did I feel like doing anything else (except for those 4-5 times when my stomach grumbled). If working on a weekend was so much fun, I can only imagine how amazing it would be like to be a part of the team and do this everyday.

A Note To Lyft

Firstly, my sincere thanks to Lyft for creating such an amazing service and solving a huge problem in my life.

This exercise was a demonstration of my skills & approach to solving design problems. With enough data & resources, I would definitely be able to create better-informed-designs & prototypes.

I would love to join Lyft because of the following reasons:

1. I love Lyft's app & the impact it has had on my daily commute.
2. I attended a tech talk event on Payments & Farud at Lyft's Seattle office and interacted with people from Lyft. What was very evident in everyone I spoke to was the passion to build a great product, humility and wealth of knowledge they all possessed.
3. I am genuinely interested in solving big real-world problems & making a positive impact on users through intentionally designed products.
4. With a strong focus on users needs and good understanding of human centered design fundamentals, I am a versatile designer who can work on all aspects of the design process comfortably and design products that are ready to ship.

My goal is to constantly push my abilities to solve bigger problems and become a better designer everyday. The smart & humble people at Lyft are the kind of people I want to work with and grow in my career. As a part of the Lyft's design team, I dream of revolutionizing the way people commute now and in the future.



Thank you!

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