Uber Design Exercise

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Introduction

Uber's app doesn't currently allow users to add a promo code while booking a ride.

As a curiosity driven designer, I am constantly experimenting & learning new things. After attending a meet-up at Uber's Seattle office, I was inspired to present some of my ideas and explore alternative ways of interacting with Uber's app. This exercise is an attempt to explore what the interaction of adding a promo code during the ride booking process would look and work like.

Before I start…

The purpose of this exercise is to explore alternative ways of interacting with the app and a demonstration of my design skills. I am a huge proponent of the Human Centered Design process and normally I run research studies and go through usability reports to understand the problem and user needs before attempting any design efforts.

Since I don’t have access to Uber's research data, I chose to work a problem I personally faced while using the Uber app. While the problem is hypothetical, I been very cognizant of any assumptions that might have influenced the designs and have documented any such assumptions I have made.

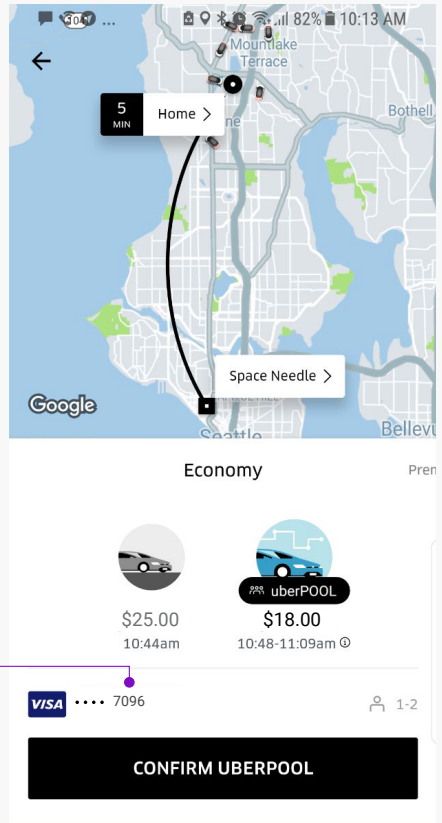
1. Adding A New Promo

The Problem: When booking a ride, a promo code cannot be added.

Hypothesis: Allowing users to add promo code before taking a ride keeps them within the same context and the users don't have to make a fresh search.

Assumption: Users find it difficult to enter the promo code when using the app

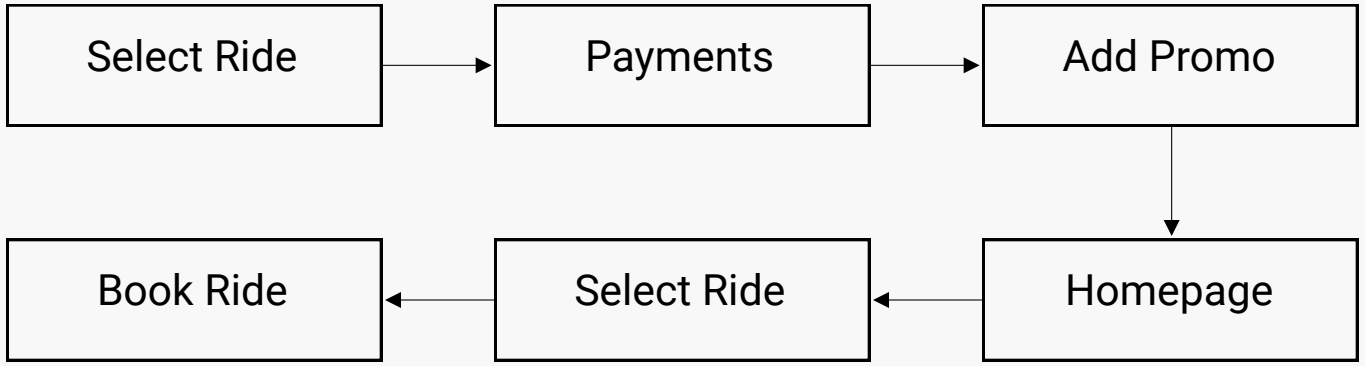
Promo code cannot be applied at this stage



Current design

User Flow

The existing user flow involves having to go to the payments page to add a promo and returning to the homepage to select a ride and booking it.



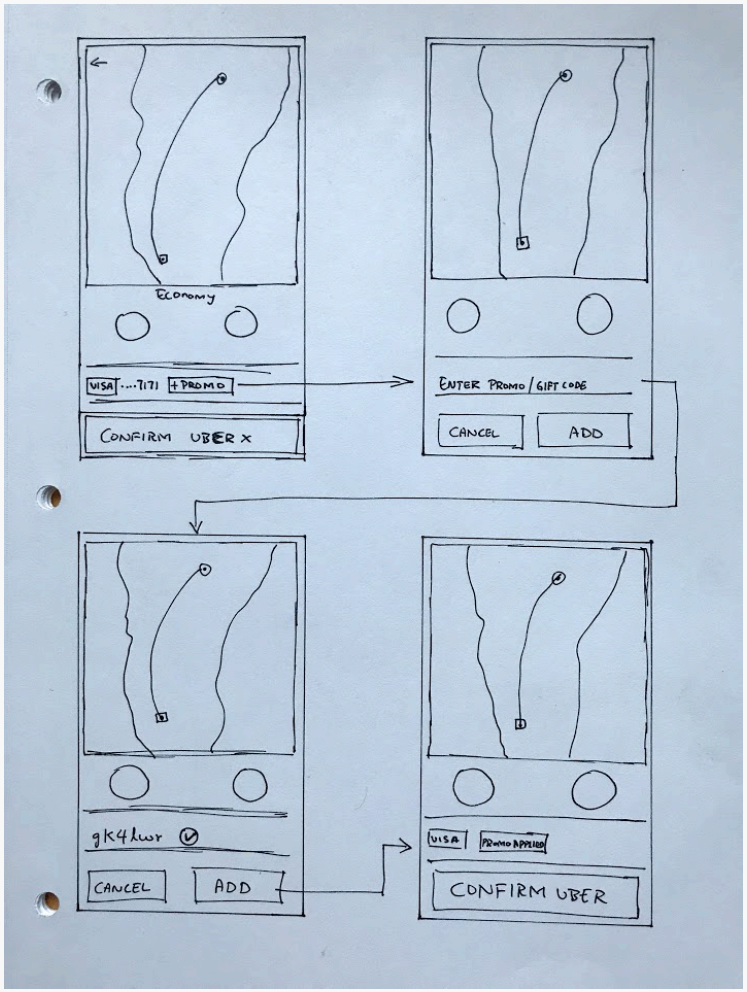
Current user flow

The alternative user flow would be to add the promo during the ride booking process and continuing to book the ride without having to search again.

Proposed user flow

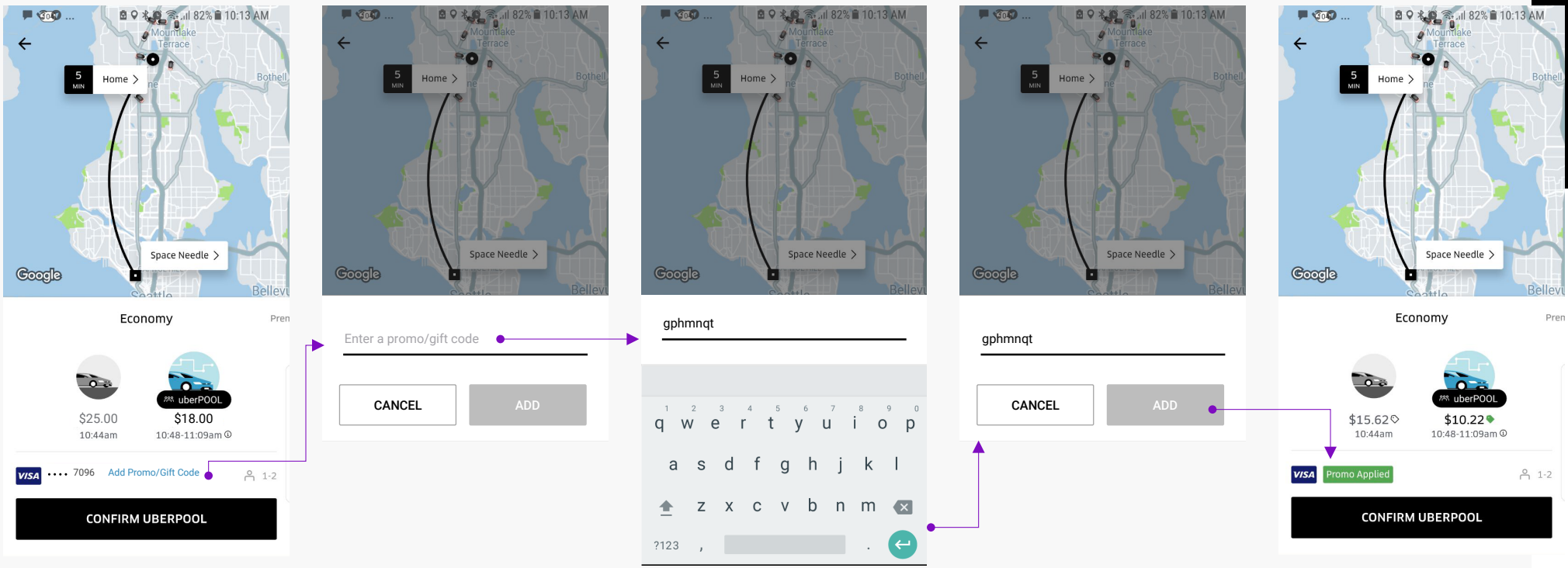
Proposed Design

This idea explores having a link next to the payment option to add a promo/gift code.



Proposed Design

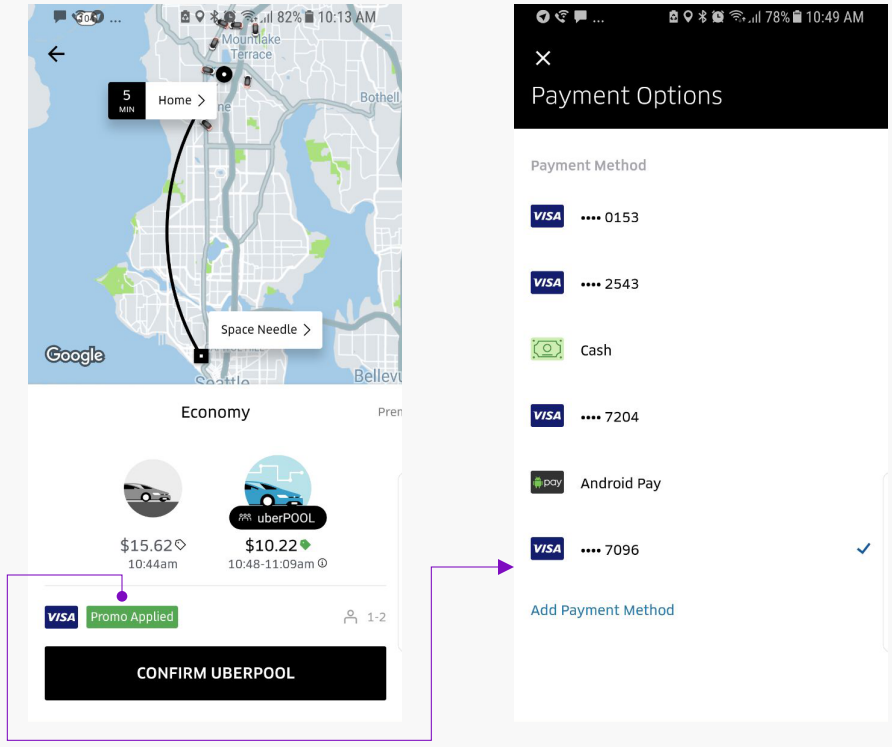
Following the wireframes with visual design.



2. Choosing Existing Promos

The Problem: In the current design, promos cannot be chosen during the ride booking process.

Hypothesis: Allowing users to choose between promos will provide them better control over how they would like to use their promos.

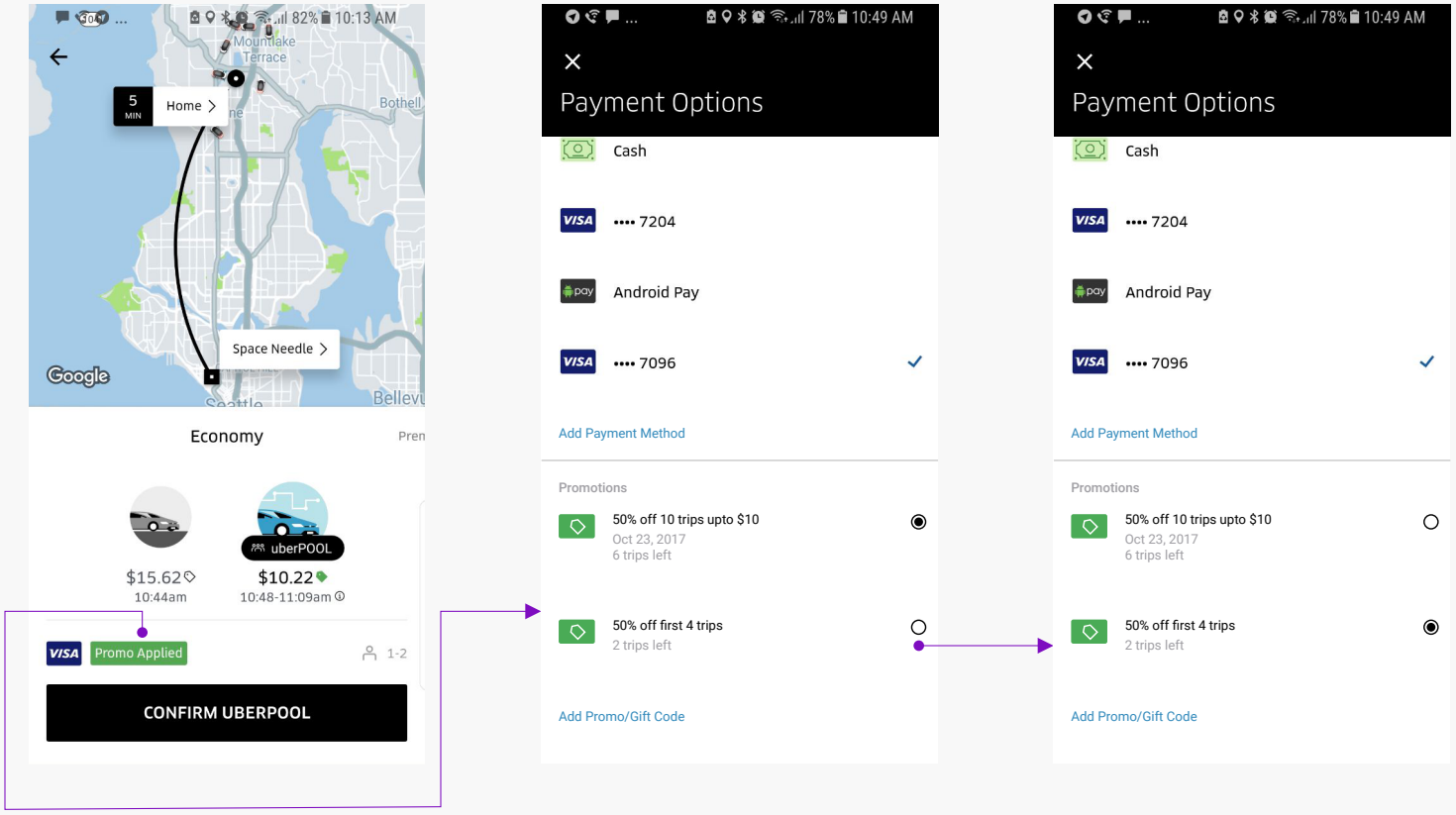


Promos cannot be selected or changed

Choosing Promos - Proposed Design

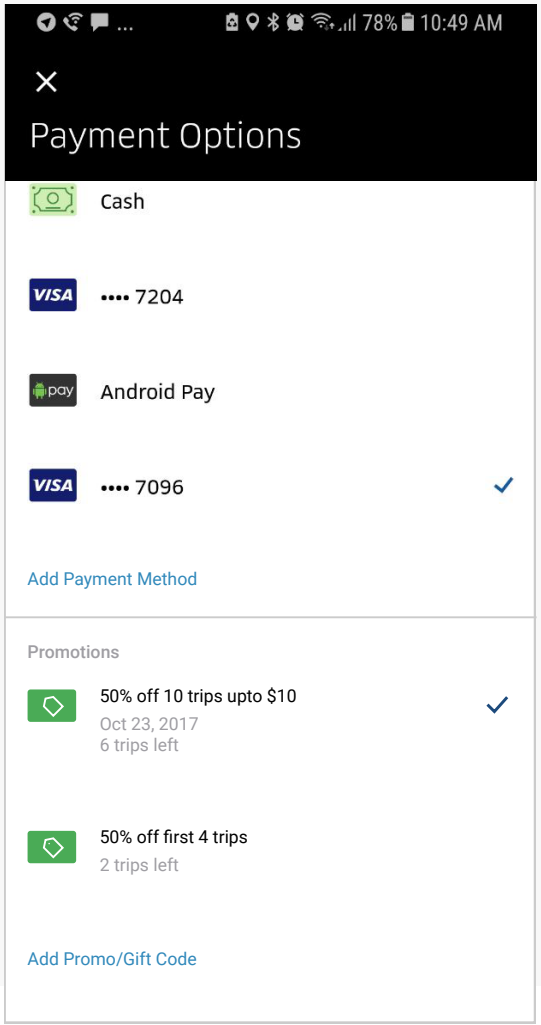
This version explores the use of radio buttons to choose between multiple existing promos.

Assumption: Only one promo can be applied at a time.



Other Variations

This design explores the process of choosing between multiple promos during the ride booking process by using the existing ‘Check mark’ pattern.



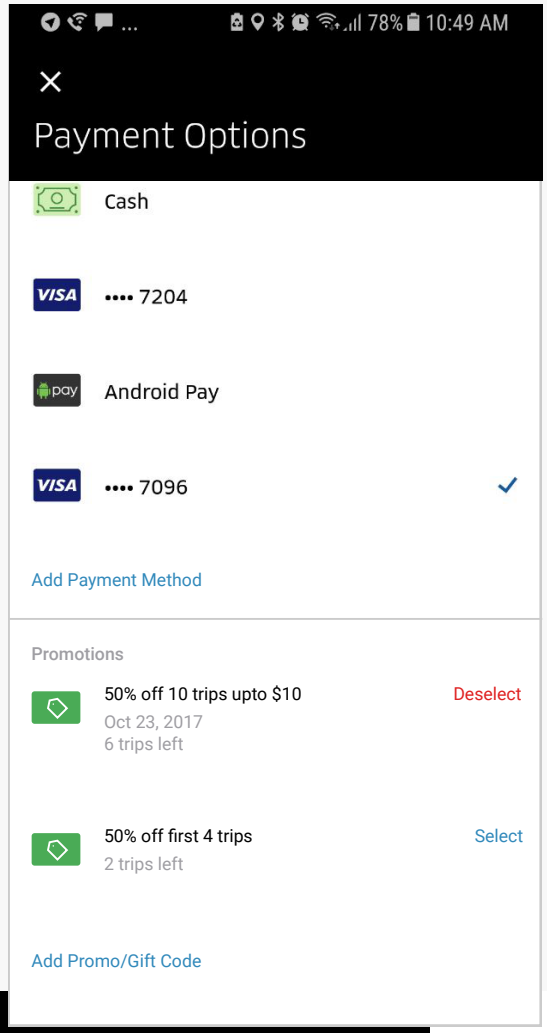
Pros

Existing pattern can be easy to recognize.
Showing the number of trips left would allow people to use their promo suitably as per their convenience.

Cons

The check marks do not provide enough affordance to signify the deselection of a promo.

Other Variations



Pros

Using copy to indicate the promo status might makes it easier to find out the status of the promo.

Cons

There is uncertainty around the word ‘Deselect’. While the word suggests an action that can be performed, it could also be replaced by ‘Selected’ which suggests the current state. An A/B testing or usability study would determine what resonates best for the users.

What I Would Do Next

In a work setting, the next thing I would do is to get some peer feedback on the designs to understand their perspectives & consider any ideas that they might have.

After that, the next step would be to test the hypothesis with real users. This is done 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 quantitive 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 I would 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.