User Experience Design and Testing

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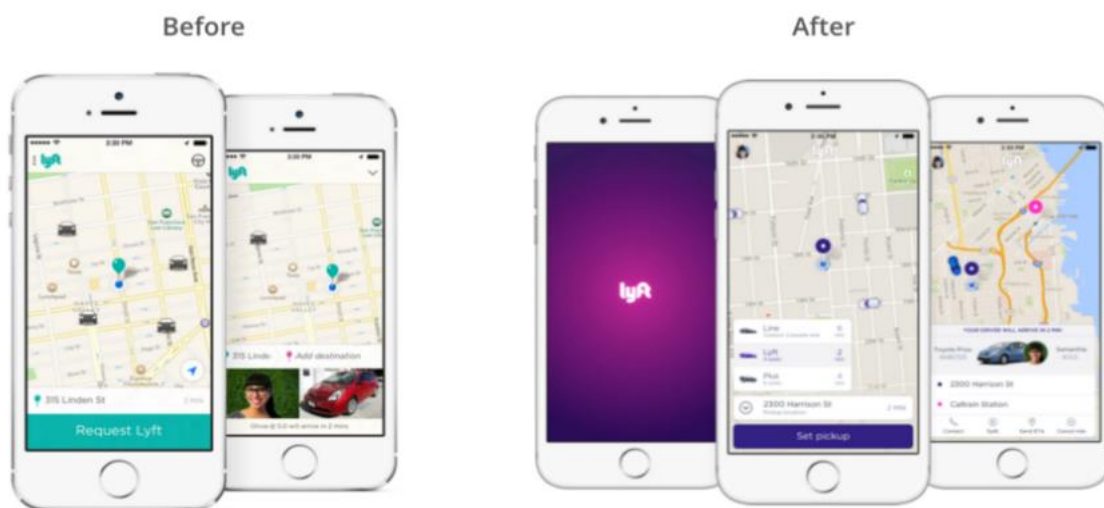
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Assignment 2

Topic:

Lyft Application

Before After

Overview of the case study

From the case study in the provided link, I have learnt many things which are given in the following points below:

- The case study provides what mistakes should not be made while designing an application and how they can be avoided

- Even though re-designing an entire application sounds scary, it can be made with a **promising redesign plan** which can be enforced by the entire UI/UX team

- Developing an application based on a **Trial-and-Error method** improves the application features and design based on the user feedback through which we can correct our errors and build it in a more **user-friendly way**

From the case study, I understood that the initial plan of the design should be made keeping the following things in mind:

Planning and Research:

- Developing a plan based on immense research, understanding the user **requirements based on the ratings of the other apps.**

Analyze the design:

- Analyze our design comparing the other successful applications and decode what new features can be added to the design to enhance the user experience

Application workflow:

- Preparing a workflow for the execution of the application. Deciding the font and the color usage which plays a prominent role in design. Making a unique and simple color usage and readable or a fancy font would attract a lot of customers

- I have understood that designing the application from a user point of view, an example from the case study where they redesigned the application to

have all the important options on the bottom of the page to avoid more movements to the user.

- As a user, I will feel this feature to be more promising and easily accessible.

Reasons for the redesign

Not adequate driver details

- Driver details were not adequate for a user to contact the driver for safety reasons as the user was not able to confirm that they were travelling with the assigned driver

Poor vehicle descriptions

- Vehicle details were not displayed which will create a huge confusion for the user to locate the exact vehicle they are assigned to and will delay both the driver and customer's time
- Did not have any details about how many seats the car would accommodate for the customer

Usage of colors

- The color usage of the application was not unique and eye-catchy which led to a poor design

No tracks for the location of the car

- The user will not be able to check where the driver is coming from and will not be able to track under which route the driver is going while traveling

Poor spacing of the Pickup and Drop destination tabs

- Due to poor spacing of the tab, the pickup and drop locations cannot be fully visible which may create a possibility of confusion or a chance for the customer to click a wrong address which is like their address

Less promotion of the application

- There were no referrals/earnings will attract a lot of customers to get a cab for a cheaper price and refer to other people from which they will benefit from a discount

Poor usage of words

- The words were not easily connected with the users. For example, initially, they had **requested Lyft,** a separate unnecessary extra button which was not needed and a separate tab to request Lyft and using **invite friends** instead of **referrals** was more unimpressive

No symbolic representations

- There were no symbolic representations via icons for easier communication. For example, the user was not able to book a ride ahead of one day time by just clicking on to a **clock symbol** as a pre booking feature

Less contents in Options Tab

- There were not enough options placed in the options tab.
- The options tab can be supported by **more features**, and they can utilize it more wisely.
- The appearance of the **options tab** was blunt and had a **lot of empty space** which disrupts the user experience while using the application

What were the solutions for the issues faced?

- Vehicle descriptions were corrected and more details on the vehicle, **seat availability, car model, image of the car as an icon attached with the driver's picture with a circular frame**, number plate which was more innovative, and attractive to the customers to use the application

- Usage of words was improved in the following places:

  o Where they used **referrals** in the place of invited friends

  o In the homepage, there is **Hi there** for **mornings** and **evenings** and it changes to **hey there, night owl** during **nights**

- Location of the cars were tracked in a livelier way of exposure to the user to track the route they are travelling along with the driver

- **Pickup and drop** destination tabs were placed on the homepage in the **vertical column** way which has a **more visibility** of the entire location they are selecting for pickup and drop

- Promotions were done by introducing **referrals and discounts on the next rides,** which is benefitable for both the new rider and the existing rider, which in turn increases their business to attract more customers

- Color usage was changed with a more innovative **gradient color of purple** which seems **more contrast** with the background of the application and the usage of the pink color for primary icons and the destination was more creative

- Lease important buttons were removed in the redesigned version

- There were more advanced features and symbolic representations for various buttons which includes **Start and Destination Icons** which represent a **concentric circle with distinct colors** to specify the difference

and **home and work icon, heart symbol for donate button** are the symbolic representation which connects the user

- **More content** has been created by clicking on the options button which includes Lyft pink, Notifications, Free rides, Ride History, Rewards, Payments, and gift cards

- There are scanning features added for requesting a scooter ride which is up to date with the trend

- Having **multiple destination stop points** is one of the added exciting features about lyft

- Having a tab for **lost items builds** trust in the customer for using this application

- They have a **dark and light mode** feature which seems more customized by the user

These were the few solutions which were upgraded to fix the issues which they had in the previous version of the lyft application

Your key takeaways

- From the above issues and fixes, I have learnt that we should have the courage to redesign the entire application if it has issues to be fixed and execute the redesigned application without any hesitation

- Understanding the user requirements before creating a plan is more important and analyzing it **before** execution or having a trial session with the customers beforehand would be more appreciated

- I have understood what mistakes I should not make and how to overcome those mistakes by implementing or changing the user experience with respect to the customers and the trend

- There should be a separate team to analyze the facts about customers and brainstorm their ideas to the UIUX team to enroll those new features to the app

Improvements you could provide

Considering the improvements, I would suggest the following points below:

- Instead of applying **fine** to the person who tends to **vomit in the cab**, they can add a tab called **health issues** in which they can mention what health issue are they facing and there can be a **checkbox** to engage the customer to select **Yes/No** for the **requirement of vomit disposal cover** , so that they can provide default vomit covers in the car to help the person who has medical conditions like "motion sickness."

- Under the options button, navigating to the Notification tab, I do not see any notifications there. It would be better if there were no announcements made on the **notification tab** which include **discounts on rides during the festivals or redeeming a gift card.**

- If there is any introduction of new features, **a trailer which includes the visualization of that feature** would be added to the notification tab as an announcement which will connect the customers along with the growth of the company

- Along with the ratings for the driver, the customer must also be able to have a **comments section** to post how they feel about the ride which builds

more trust and helps in engaging the customers and bad reviews can be rectified based on their reviews

- In ride history, they can **add car details** along with the driver details which will help the customers to have more clarification when they tend to check on the ride.

- Providing bus routes in Lyft application is not required as it shifts the mind of the customer to use the bus instead of lyft as it is cheap. I feel that part should be removed from the UI (User Interface) to not lose any customers

- The **symbolic representation** of features like **car rentals** can be even more **user-friendly and with less complexity**

These are the improvements that need to be made to lyft app to attract even more customers

<p align="center">Thank You 😊</p>