



Ridesharing for the Modern Hitchhiker

Meet Our Team



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Overview

- ✓ Our UX Principles
- 😢 The Problem
- 👤 Personas & Scenarios
- 🎯 Content Strategy
- 📝 Sitemaps and Wireframes
- 🖼️ Mockups
- 🧪 Usability Testing
- 📈 Improvements
- 💻 Final Proposal
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UX Principles

Digestibility

Understand the content without too much thought

Clarity

Clearly convey to the user what we offer

Trust

Understanding of the purpose of every interaction with our system

Familiarity

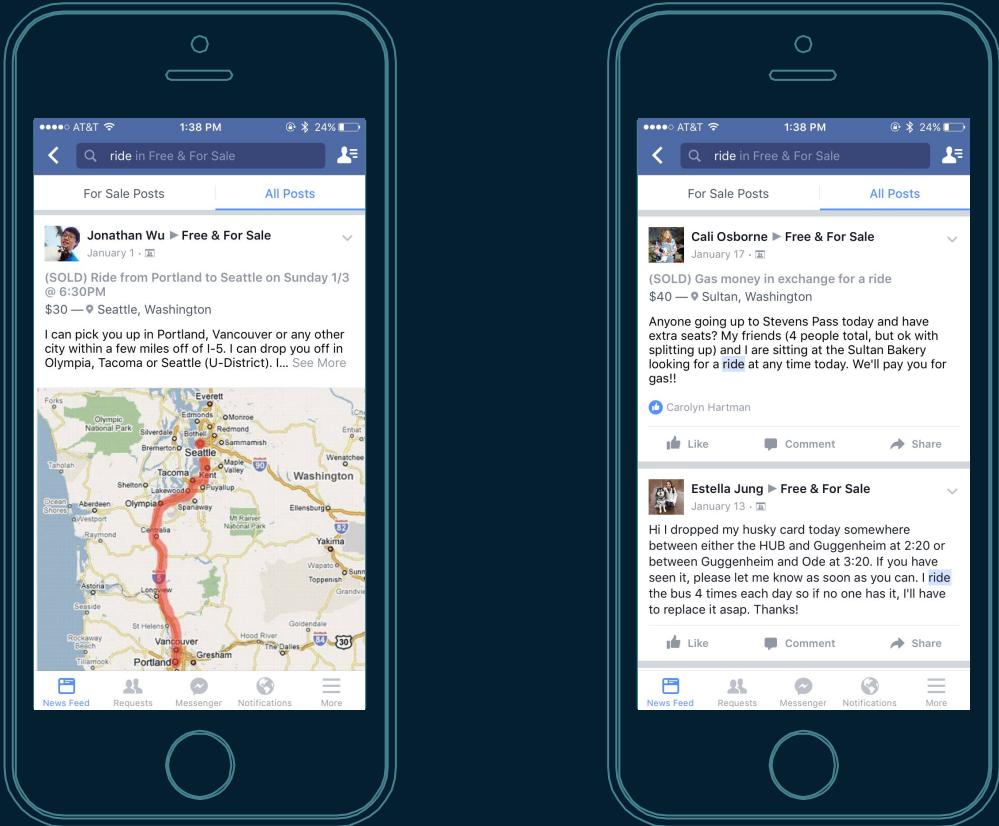
Instant understanding of the platform's functionality

Delight

Simplicity to a complex problem



The Problem



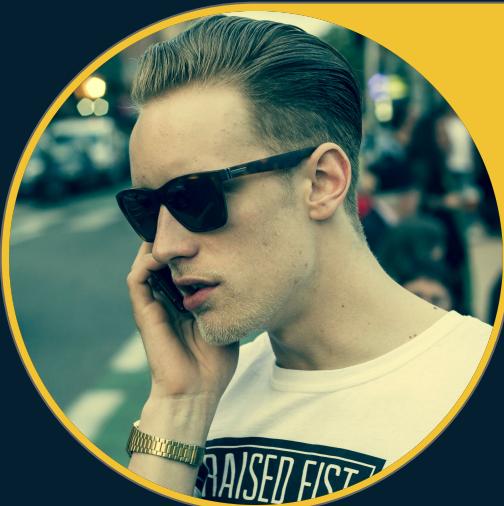
Bring Simplicity to a Complex Problem



Personas and Scenarios



Tammy Montgomery
College Student



Robert Pavlov
Musician



Content Strategy



Affordable

Forget expensive flights and taxi rides! A-Z provides an affordable ride sharing experience.

Safe

We make getting into a stranger's car seem more like getting into a friend's car.

Social

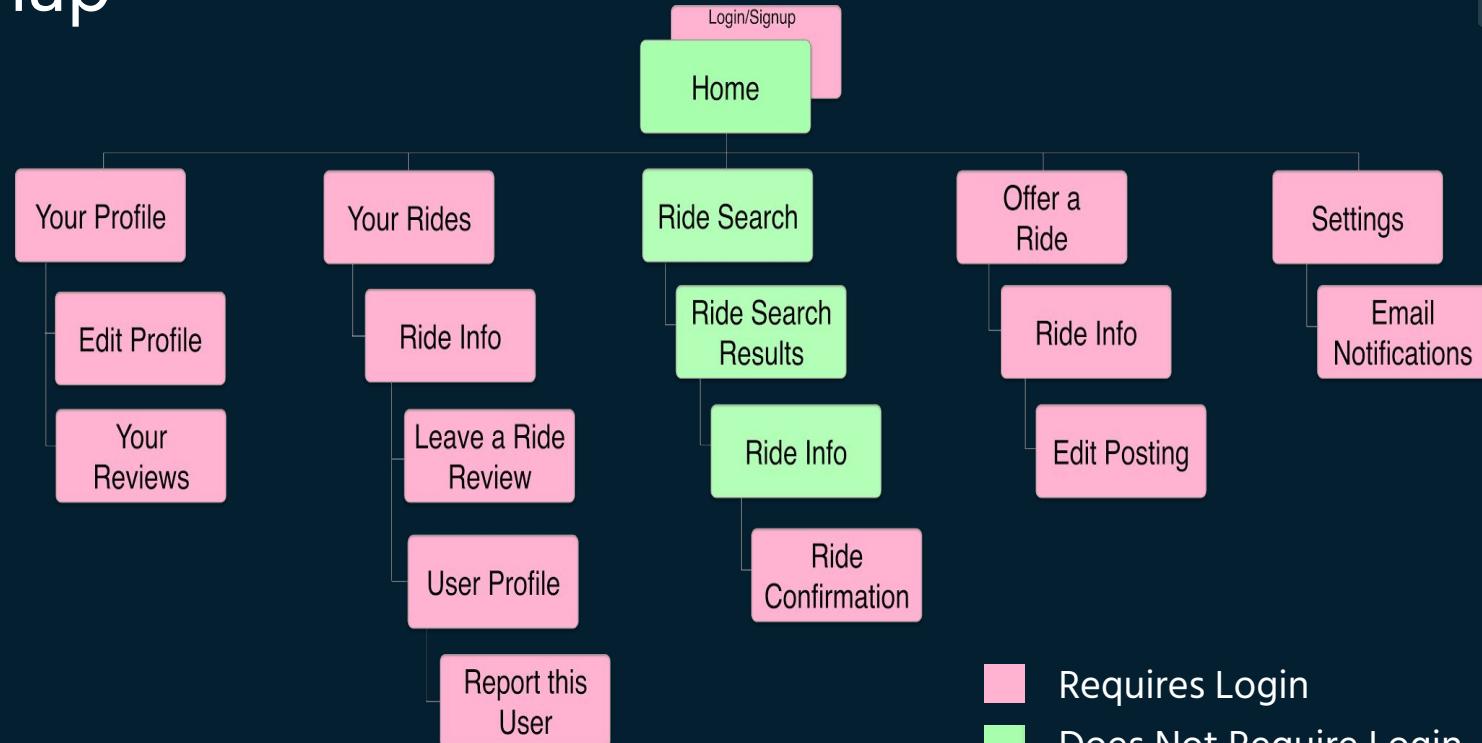
A-Z brings people together. Users can share their ride itineraries via social networks as well as view their friends' rides.

Green

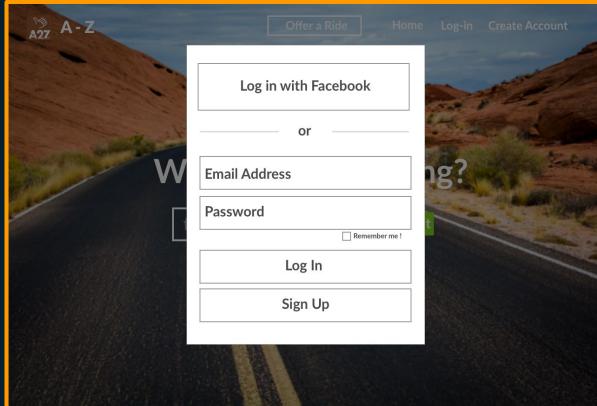
Ride-sharing means less cars on the road, and less carbon emissions. A-Z is helping save the planet.



Sitemap



Wireframes

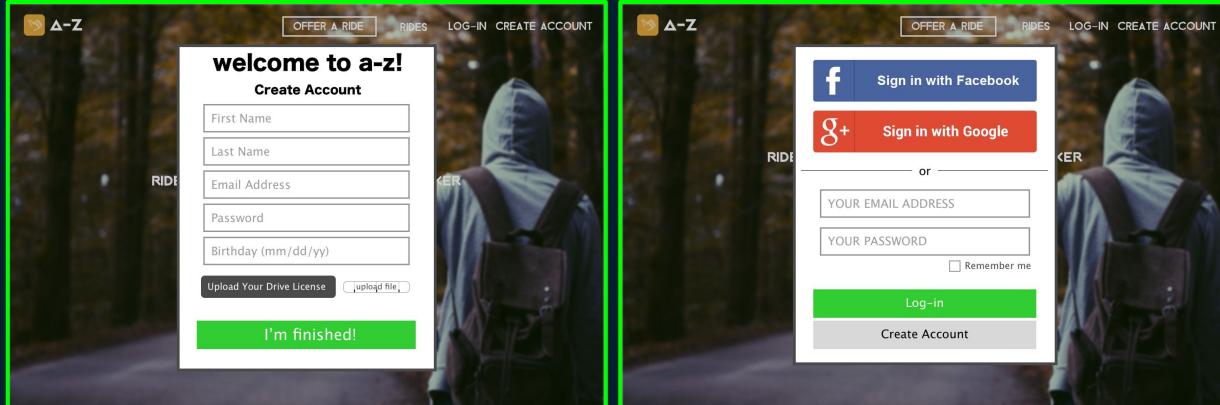


A wireframe of a ride search and browse page. The top navigation includes the A2Z logo, "Offer a Ride", and links for "Home", "Your trips", "Ride Search", "Settings", and a user profile for "Simon". The main section has a "Browse rides from" search bar, an "Advanced Search" panel with filters for "Number of Guests", "Preferred gender?", "Preferred price?", and "One way? or Round trip?", and a "Current Rides" list. The "Current Rides" list shows three entries: "Porter Robinson" (Leaving Seattle to Portland), "James Lee" (Leaving Seattle to Portland), and another "Porter Robinson" entry. Each entry includes a "Request" button and a small map icon.

A wireframe of a user profile page for "Simon Kim". The top navigation is identical to the previous page. The main content area features a placeholder profile picture, the name "Simon Kim", and a large "X" mark indicating the profile picture is missing. To the right, there are several sections with placeholder text: "Upcoming Rides", "Personal information", "Ratings / Reviews", "Ride history", and "Car Information".



Mockups



Mockups

Top Mockup (Left): Advanced Search Results

Browse rides FROM **Seattle** TO **Portland**

Advanced Search

- Date of Departure: 2/28/16
- Time of Departure: anytime
- Numbers of riders: 1
- Amount of luggage: \$20-30
- Preferred Driver Gender: Male
- Walking distance from Origin:
- Walking distance from destination:

Looking for a friend who wants to go SanFran!

- Name: Ash Smith
Car: Altima 2.5
Departure Seattle: 2/28/16
Destination: Portland
Time: 9:00am - 10:00am
Available Seat: 2
Price: \$30
- Name: Eric Soni
Car: BMW i5
Destination: San Francisco
Departure Seattle: 2/28/16
Time: 9:00am - 10:00am
Available Seat: 1
Price: \$20
- Vegas Trip with grandpa!

 - Name: Emma Meany
Car: 2010 Camry
Destination: Las Vegas
Departure Seattle: 2/28/16
Time: 7:00am - 8:00am
Available Seat: 2
Price: depends
 - Name: Eric Soni
Car: BMW i5
Destination: San Francisco
Departure Seattle: 2/28/16
Time: 9:00am - 10:00am
Available Seat: 2
Price: \$30

- LONG TRIP TO LA! price is always negotiable

 - Name: RJ Sawyer
Car: 2010 Camry
Destination: Los Angeles
Departure Seattle: 2/28/16
Time: 2:00pm - 2:30pm
Available Seat: 1
Price: \$30
 - Name: Alice Wong
Car: 2005 Corolla
Destination: Tacoma
Departure Seattle: 2/28/16
Time: 2:00pm - 7:30pm
Available Seat: 1
Price: \$30

Safe and Quick ride from Seattle to Tacoma dome.

 - Name: Eric Soni
Car: 2010 Camry
Destination: Tacoma
Departure Seattle: 2/28/16
Time: 2:00pm - 2:30pm
Available Seat: 1
Price: \$30

Search

Bottom Mockup (Right): Ride Details and Map

Browse rides from **Seattle** to **Portland** Date: **2/28/2016** Car Type: **Compact (2+) Intermediate (4)** Price Range: **\$1 - \$500**

Driving From Seattle to Portland this weekend!

 - Name: Ash Smith
Car: Altima 2.5
Departure Seattle: 2/28/16
Destination: Portland
Time: 9:00am - 10:00am
Available Seat: 2
Price: \$30
 - Name: Eric Soni
Car: BMW i5
Destination: San Francisco
Departure Seattle: 2/28/16
Time: 9:00am - 10:00am
Available Seat: 2
Price: \$30

Looking for a friend who wants to go SanFran!

 - Name: Emma Meany
Car: 2010 Camry
Destination: Las Vegas
Departure Seattle: 2/28/16
Time: 7:00am - 8:00am
Available Seat: 2
Price: depends
 - Name: Eric Soni
Car: BMW i5
Destination: San Francisco
Departure Seattle: 2/28/16
Time: 9:00am - 10:00am
Available Seat: 2
Price: \$30

Vegas Trip with grandpa!

 - Name: Emma Meany
Car: 2010 Camry
Destination: Las Vegas
Departure Seattle: 2/29/16
Time: 7:00am - 8:00am
Available Seat: 2
Price: depends
 - Name: RJ Sawyer
Car: 2010 Camry
Destination: Los Angeles
Departure Seattle: 2/29/16
Time: 2:00pm - 2:30pm
Available Seat: 1
Price: \$30

LONG TRIP TO LA! price is always negotiable

 - Name: RJ Sawyer
Car: 2010 Camry
Destination: Los Angeles
Departure Seattle: 2/29/16
Time: 2:00pm - 2:30pm
Available Seat: 1
Price: \$30

Map of Seattle and surrounding areas showing driving routes.

Top Mockup (Left): Ride History

Browse rides FROM **Seattle** TO **Portland**

Advanced Search

You must log in

Seattle to Portland
Feb. 28, 2016

To see more details, you must log-in.

Seattle to San Francisco
Feb. 28, 2016

To see more details, you must log-in.

Seattle to Las Vegas
Feb. 28, 2016

To see more details, you must log-in.

Seattle to Los Angeles
Feb. 29, 2016

To see more details, you must log-in.

Seattle to Tacoma
Feb. 29, 2016

To see more details, you must log-in.

Search

Bottom Mockup (Right): Rider Profile

Amber Smith

Ratings: ★★★★☆
Age: 22
Gender: Female
Education: University of Washington
Favorite Song: Hot and cold - Katy P.
Favorite Movie: Inception
Add Your Vehicle!

Reviews:

- Amber was terrific to ride with! She is super funny, down to earth, and has a great taste in music. There was never a dull moment and she is a ball of sunshine! ★★★★★
- Amber is super cool. We drove from Seattle to Portland together and stopped at In-and-Out along the way. She is really friendly and is a great listener! ★★★★★
- Amber is the PERFECT rider. She is really considerate and has a kind heart. She really likes to talk though! ★★★★★
- Had a ride with Amber last month and we had such a good time, we thought we would do another trip this weekend! She is great and she pitches in for gas :D ★★★★★

View more



Usability Testing



Usability Testing

- ✓ Ubiquity of “Become a driver”
- ✓ Overall layout and design
- ✗ Home Page “Quicksearch”
- ✗ Ride Search Results UI
- ✗ Redundant functionality on user's profile



Improvements

The initial version of the A-Z ride sharing app landing page features a background image of a person hitchhiking. At the top right are links for "OFFER A RIDE", "RIDES", "LOG-IN", and "CREATE ACCOUNT". The main heading "A-Z" is displayed prominently, followed by the tagline "RIDE SHARING FOR THE MODERN HITCHHIKER.". Below this, there's a form with fields for "I Can't Wait To" (with "GO" and "DRIVE" buttons), "From" (with "YOUR LOCATION" input), "To" (with "DESTINATION" input), and a large button labeled "I am ready to go!".



The improved version of the A-Z ride sharing app landing page maintains the same visual elements and overall layout as the initial version. However, it includes several additional features: a row of car icons at the top for selecting vehicle types (compact, intermediate, Premium, Truck, SUV), and two input fields for "Leaving from" and "Going to" locations, each accompanied by a "City or Zip Code" placeholder and a "Search" button.



Improvements

The screenshot shows the initial state of the app's search interface. At the top, there are input fields for 'Browse rides from' (Seattle) and 'to' (Portland), along with dropdowns for 'Date' (2/28/2016), 'Car Type' (Compact (2-4), Intermediate (4), Premium (4), SUV (6+)), and a 'Price Range' slider between \$1 and \$500. Below these are three listing cards:

- Driving from Seattle to Portland this weekend!**
Name: Ayah Smith
Departure: Seattle Date: 2/28/16
Available Seat: 2
Car: Altima 2.5
Destination: Portland Time: 9:00am - 10:00am
Price: \$30
- Looking for a friend who wants to go SanFran!**
Name: Eric Smith
Departure: Seattle Date: 2/28/16
Available Seat: 1
Car: BMW i8
Destination: San Francisco Time: 2:00pm - 2:30pm
Price: \$30
- Vegas Trip with grandma!**
Name: Emma
Departure: Seattle Date: 2/29/16
Available Seat: 2
Car: 2010 Camry
Destination: LasVegas Time: 7:00am - 8:00am
Price: depends

A map of Seattle and surrounding areas is displayed in the center, with a route highlighted from Seattle to Portland. The map includes labels for Greenwood, Ballard, Fremont, University of Washington, and various parks.



The screenshot shows the improved version of the app's search interface. The search parameters remain the same, but the results are now presented in a more organized and visually appealing way. On the left, a 'Filter Search' sidebar allows users to refine their search by date, time, number of riders, amount of luggage, and price max. The main area displays the filtered results in a grid format:

- Driving from Seattle to Portland this weekend!**
Name: Ayah Smith
Departure: Seattle Date: 2/28/16
Available Seat: 2
Car: Altima Coupe 2.5
Destination: Portland Time: 9:00am - 10:00am
Price: \$30
- Looking for a friend who wants to go San Fran!**
Name: Kolin Clark
Departure: Seattle Available Seat: 1
Car: BMW i5
Destination: San Fransico Time: 12:00pm
Available luggage: 1
- Vegas Trip with grandma!**
Name: Emma Merry
Departure: Seattle Date: 2/28/16
Available Seat: 2
Car: 2010 Camry
Destination: Las Vegas Time: 11:00am
Available luggage: 2
- TRIP TO LA! price is always negotiable**
Name: RJ Sawyer
Departure: Seattle Available Seat: 3
Car: 2015 Camry
Destination: Los Angeles Time: 10:00am
Available luggage: 2
- Ride from Seattle to Tacoma dome.**
Name: Alice Perry
Departure: Seattle Available Seat: 3
Car: Honda Accord
Destination: Tacoma Time: 12:00pm
Available luggage: 2



Improvements

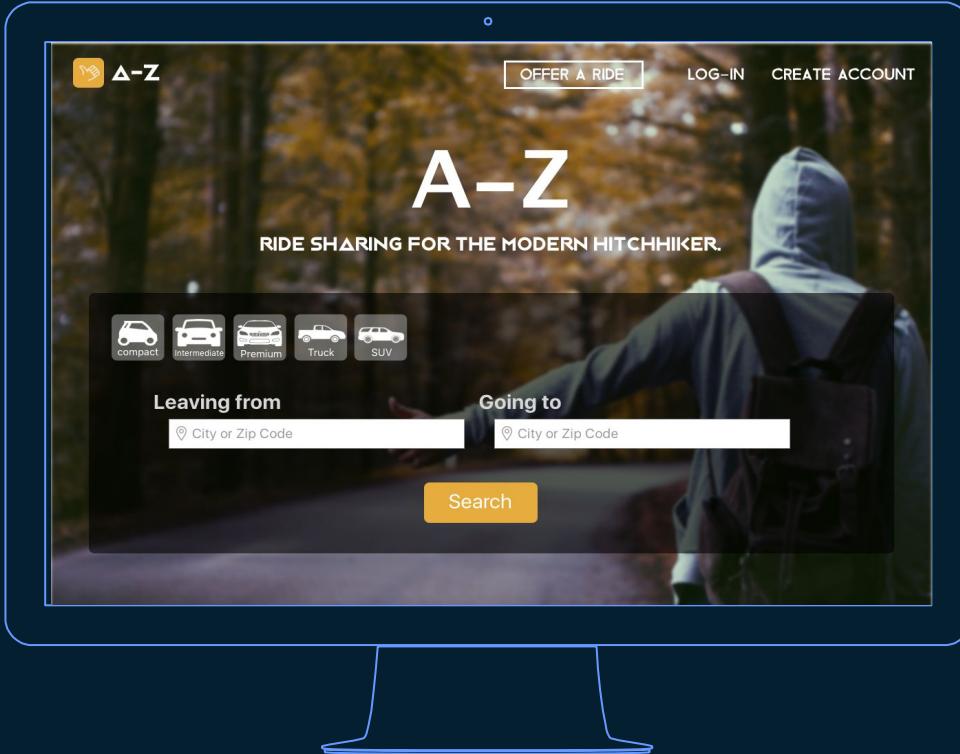
The screenshot shows the A2Z app's profile page for a driver named Amber Smith. At the top, there's a circular profile picture of a woman with long brown hair wearing sunglasses and a red plaid shirt, standing next to a red convertible car. Below the picture, her name "Amber Smith" is displayed in a large, bold font. Underneath her name is a "Ratings" section showing a 5-star rating. Below the ratings are her demographic details: Age (22), Gender (Female), Education (University of Washington), Favorite Song (Hot and cold - Katy Perry), and Favorite Movie (Inception). There's also a button labeled "Add Your Vehicle!". To the right of this information are three review cards. The first card is from a user named Britney Spears, the second from RJ Sawyer, and the third from Josh Lee. Each card contains a short testimonial and a 5-star rating. At the bottom of the screen is a large orange "View more" button.



The screenshot shows the same profile page for Amber Smith after an update. The layout remains largely the same, but the reviews have been updated. The first review is now from Britney Spears, the second from RJ Sawyer, and the third from Sandia Vogt. Each review includes a small profile picture of the reviewer and a 5-star rating. The overall design is cleaner and more modern.



Final Proposal



Homepage

Clarity

Familiarity

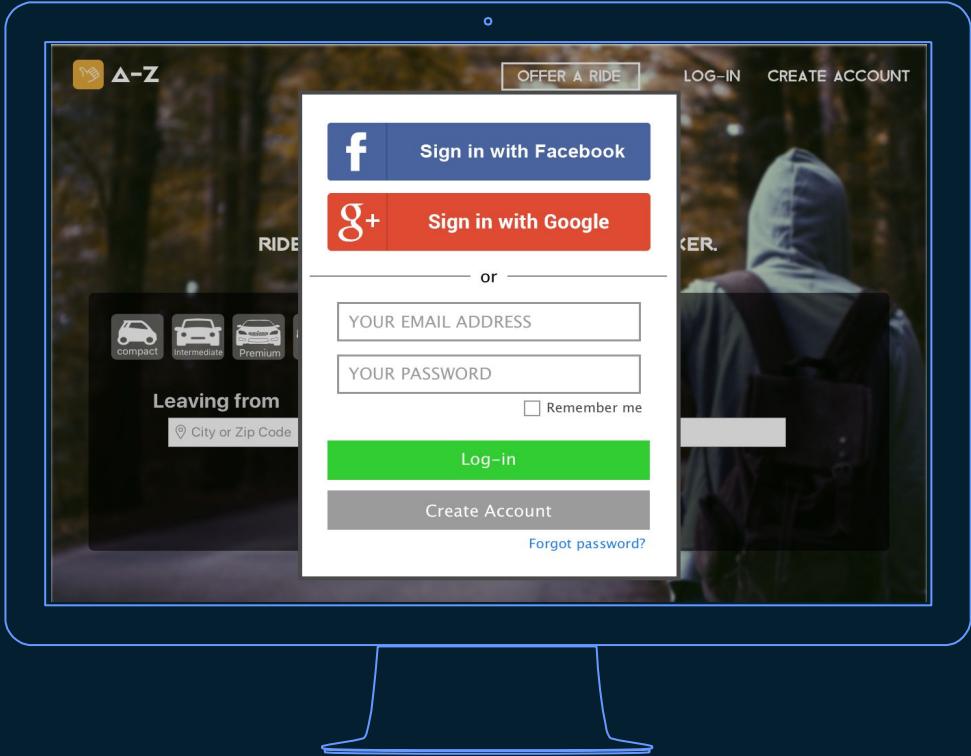
Trust

Digestibility

User Acquisition



Final Proposal

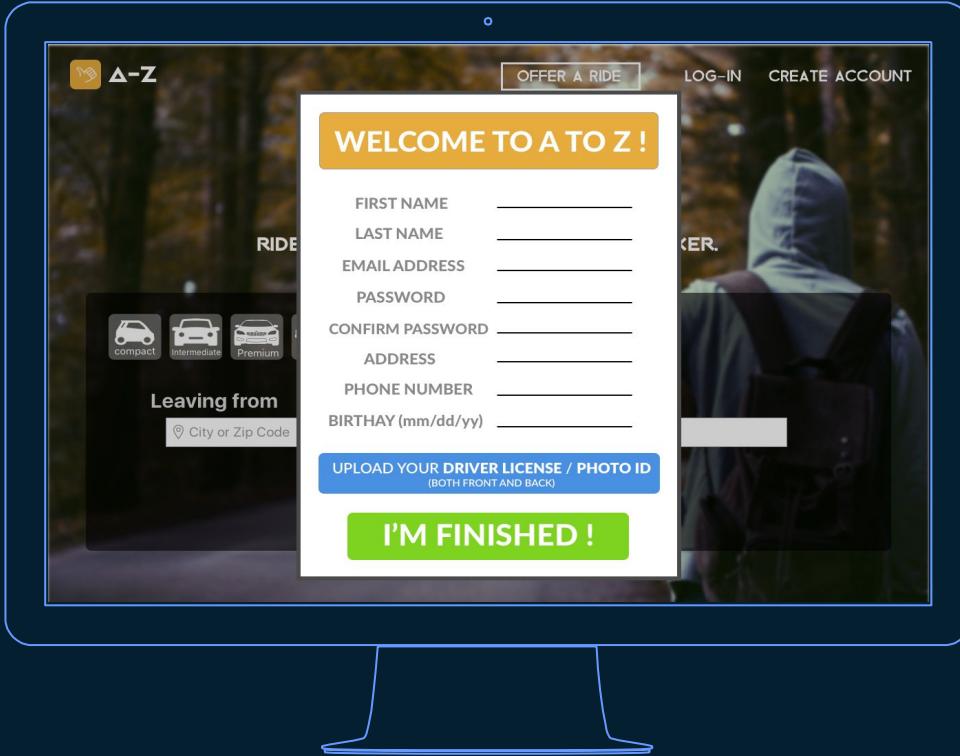


SIGN IN

Familiarity
Digestibility
Social
Safety



Final Proposal



SIGN UP

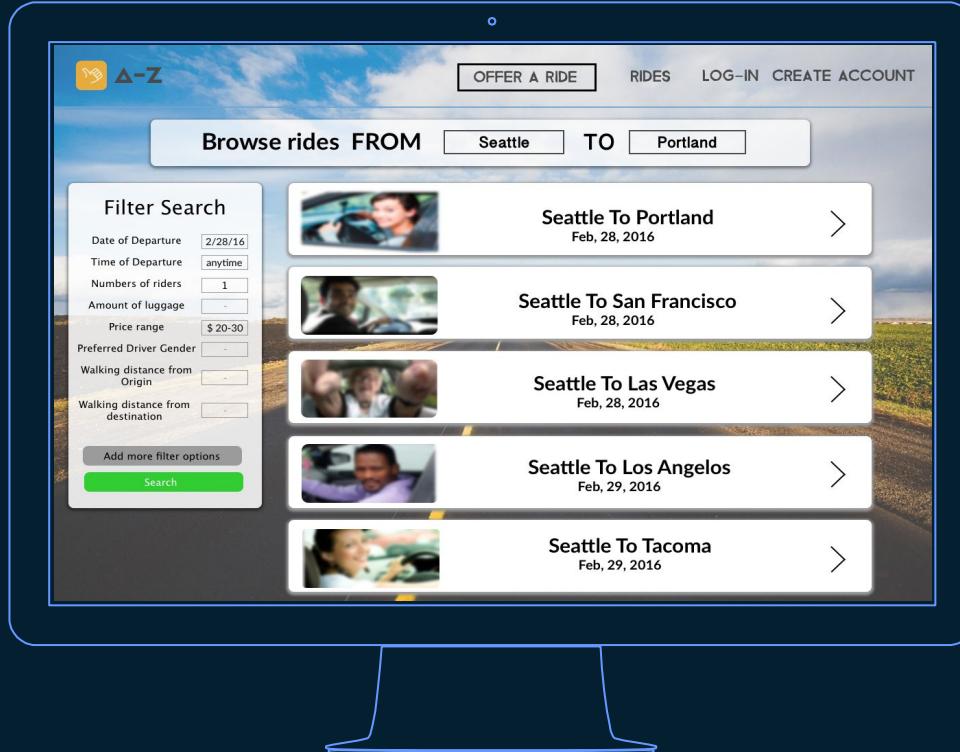
Digestibility

Trust

Safety



Final Proposal



RIDE SEARCH

Familiarity

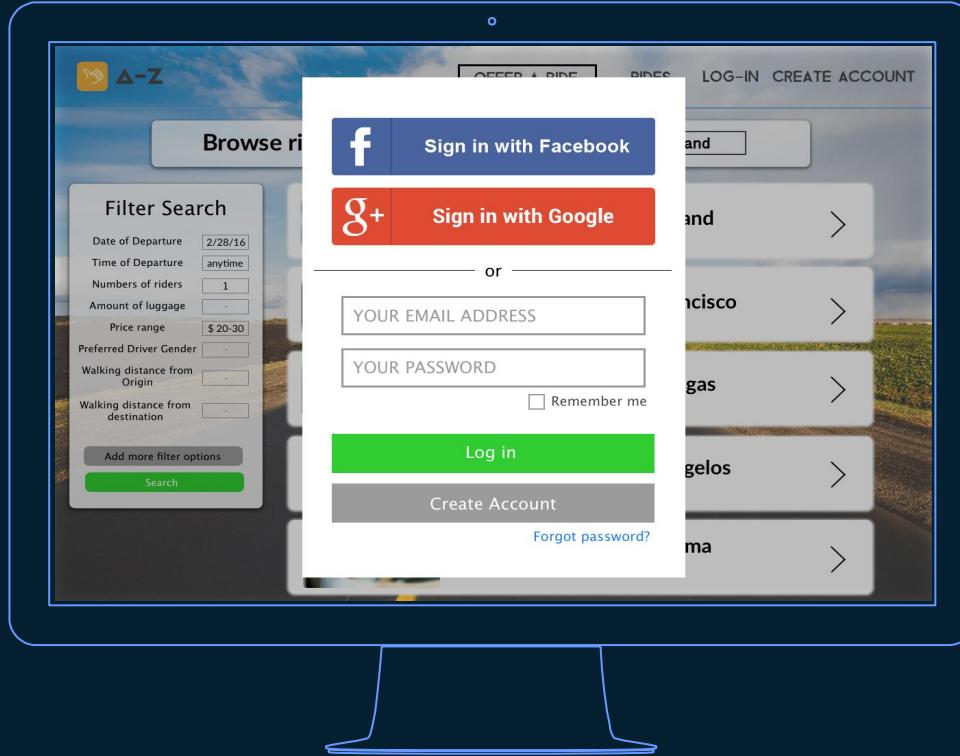
Digestibility

User Acquisition

Safety



Final Proposal



RIDE SEARCH

Familiarity

Digestibility

User Acquisition

Safety



Final Proposal

The screenshot shows a mobile application interface for a ride sharing service. At the top, there's a header with a logo, 'OFFER A RIDE', 'RIDES', 'MESSAGES', 'HELP', and a user profile for 'AMBER'. Below the header, the main title is 'Browse rides FROM Seattle TO Portland'. On the left, there's a 'Filter Search' sidebar with fields for Date of Departure (2/28/16), Time of Departure (anytime), Numbers of riders (1), Amount of luggage (none), Price range (\$20-30), Preferred Driver Gender (none), Walking distance from Origin (none), and Walking distance from destination (none). There are also buttons for 'Add more filter options' and 'Search'. The main area displays five ride listings with small driver profile pictures:

- Driving from Seattle to Portland this weekend!**
Name: Ayah Smith
Departure: Seattle
Available Seat: 2
Date: 2/28/2016
Destination: Portland
Time: 9:00am - 10:00am
Car: Altima Coupe 2.5s
Available luggage: 2
Price: \$30
- Looking for a friend who wants to go San Fran!**
Name: Kevin Clark
Departure: Seattle
Available Seat: 1
Date: 2/28/2016
Destination: San Fransico
Time: 12:00pm
Car: BMW i5
Available luggage: 1
Price: \$30
- Vegas Trip with grandma!**
Name: Emma Merry
Departure: Seattle
Available Seat: 2
Date: 2/28/2016
Destination: Las Vegas
Time: 11:00am
Car: 2015 Camry
Available luggage: 2
Price: \$40
- TRIP TO LA! price is always negotiable**
Name: RJ Sawyer
Departure: Seattle
Available Seat: 3
Date: 2/29/2016
Destination: Los Angeles
Time: 10:00am
Car: Jeep Wrangler
Available luggage: 2
Price: \$40
- Ride from Seattle to Tacoma dome.**
Name: Alice Perry
Departure: Seattle
Available Seat: 2
Date: 2/29/2016
Destination: Tacoma
Time: 12:00pm
Car: Honda Accord
Available luggage: 2
Price: \$10

RISE SEARCH

Clarity
Familiarity
Affordability



Final Proposal

USER PROFILE

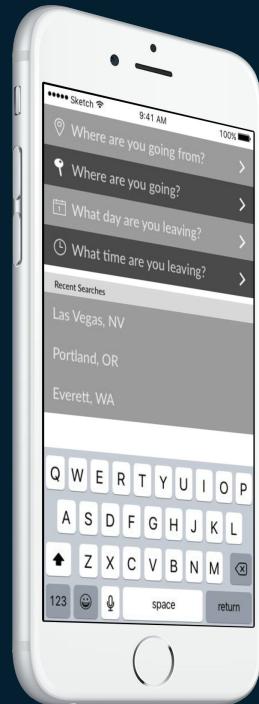
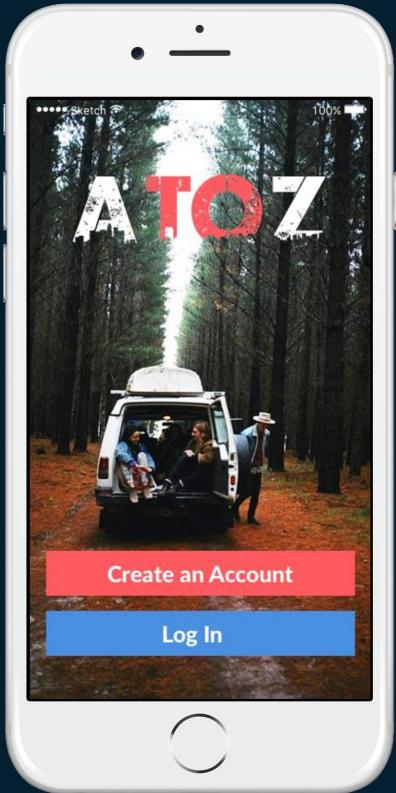
Digestibility

Clarity

Safety



Next Steps ?



Questions?

Thank you~!



Credits

Special thanks to all the people who made and released these awesome resources for free:

- › Presentation template by [SlidesCarnival](#)
- › Photographs by [Startupstockphotos](#)