

# AZ Ridesharing

— For the Modern Hitchhiker —



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Prepared for i330 Investments



THE EASIEST WAY TO TRAVEL

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# Project Overview



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# Project Overview

A-Z Technologies Inc. is seeking to build a web application that allows users to organize convenient ride sharing. This application would connect drivers with individuals looking for a ride and help both arrive to their destinations satisfied.

We have set out to build a ride sharing service that pinpoints a very real problem and is designed to handle it efficiently and elegantly. Some of these key issues are drivers trying to reduce gas expenditure on long distance trips, all individuals hoping to cut down on carbon footprints, and frugal riders needing long-distance transportation. We looked closely at these problems and used comprehensive UX strategies to build our website accordingly.

To build a successful service, you have to understand its users. We put a great amount of focus researching and mapping out the necessary personas applicable upon which to build our platform. Understanding who would be using our service, and how they would be using it guided us in creating a tool which solves real problems. We also used these personas to improve ease of use and to create usable and digestible content.

Another key step in designing our service was creating a content strategy. We had a vision to build a safe, social, low-cost, and eco-friendly service that brings all types of users on board. We used this vision to build up a content strategy, which has since guided us towards carving out a design we are extremely proud of.

We took these tools: a comprehensive content strategy, an understanding of our core users, and a strong focus on user experience, to implement our design. Each idea started out very small with a strong vision from which to build the idea outwards. We created our prototypes, put it into user-testing, and then revised them based on the user feedback. Iteration after iteration has finally brought us to our product: A-Z, ride sharing for the modern hitchhiker.

In the following sections we will outline our terms for the sale of our design as well as our methodical and innovative design process.

# Project Scope

## **What A-Z is responsible for:**

- Designing the platform for the mobile ride-sharing experience, and incorporating unique aspects of user-experience design
- Presenting periodic examples of progress to the client at regularly scheduled meetings
- Staying on track with the agreed upon budget

## *Our App Will:*

- Ensure security and confidence by requiring a Facebook login of all users (both drivers and riders)
- Require photo identification or a valid driver's license upon registration.
- Allow users to rate their experience with another driver or rider.

## *Our App Will Not/Is Not:*

- Compete with pre-existing short-term ride platforms such as Uber; A-Z targets long-distance travel
- Promote commercial advertisements

## **The client is responsible for:**

- Providing detailed feedback throughout the course of the partnership
- Participation in the design process of the application
- Assistance with any required assets needed for completion of this project
- Prompt payments in accordance with the dates in the agreed upon payment schedule and terms

# Project X Timeline

We have a structured timeline to ensure punctual delivery of our system. From inception to completion, this process will take 56 days, spread across three distinct stages.

The **first stage** will focus on User Experience design. In 14 days, our team will focus on wireframing, designing, and planning our application to provide an incredible user experience.

During the **second stage**, our team will focus strictly on development. Over 21 days, our team will develop a fully functioning proof of concept using HTML5, CSS3, Javascript, jQuery, Parse, and Leaflet JS. These cutting edge web technologies will provide the functionality to our platform. They will also provide the added benefit of being platform agnostic.

During **stage three**, we will focus exclusively on improving our user experience through A/B testing, interviews, and user testing. We will incorporate the changes suggested by our users, continuously iterating and altering our product. This process will span at the very least 21 days, however we will always strive to improve our platform.

The end result will be a platform that connects individuals via a common need. It will be so simple anyone can use it, but it will be powerful enough to get from point A, to point Z.



# Project ~~X~~ Pricing

To fully design, develop, and test our novel application, project costs will amount to \$20,000 USD. This includes user experience research as well as product development and establishing infrastructure around the application.

The costs will break down as follows:

\$4,000 for Stage 1 - Initial User Experience Research

\$1,000 market research

\$2,000 to employee wages

\$1,000 to wireframes

\$10,000 for Stage 2 - Development

\$6,000 employee wages

\$1,000 api

\$1,000 servers

\$1,000 test servers

\$1,000 equipment

\$6,000 for Stage 3 - Iteration

\$2,000 to operate private beta

\$4,000 for employees to manage and implement changes

**Total: \$20,000 USD**



# *Contractual Elements*

1. All payments are final
2. Late payments will result in the interruption of all work on this project until payments are submitted in addition, for each day payment is not submitted past its due date, \$500 will be added to the final payment charge.
3. Delayed completion of deliverables on the part of A-Z Technologies Inc. will result in \$500 being removed from the final payment charge.
4. After full payment and the completion of this project, the fully functional application will be under full ownership of the client. A-Z Technologies Inc. will have no control of the product at any point after it's completion.

# Measuring Success

We mentioned previously that we had several concrete goals to measure our success. Meeting these goals in their respective timelines will be a good way to measure the success of our content strategy.

- **User Acquisition and Retention** - Reach 10,000 users in our first year.
- **Environmental** - Save 500,000 metric tons of CO2 emissions in our first year by ride-sharing through our app (US produced 1.8 billion tons of CO2 from transportation in 2013)
- **User Safety** - Keep unsafe ride incidents to 0.05% of all rides.
- **Social** - Have post-ride ratings for 90% of our rides

# Payment ~~X~~ Terms

Payment will be received at the beginning of each stage in order to operate and successfully complete that stage. Thus, the project will commence once the initial \$4,000 for stage one is received. This amount will be used for market research, employee wages, and wireframes. Our platform will be born during this time. Stage one is estimated to take 14 days.

Following stage one, stage two will commence upon payment of \$10,000. This sum will cover all development costs including employee wages, system servers, testing servers, and miscellaneous equipment. Over the following 21 days, our platform will come to life. At the end of this stage, our users will be able to interact with our system, allowing us to begin iterating and improving the system.

Finally, stage three will begin upon final payment of \$6,000. This sum will be used over the course of 21 days to conduct a private beta launch of our platform. The remaining \$4,000 will be used to implement the improvements gained from user research during this private beta.

In 56 days we will plan, develop, and improve a platform that will not only create a new industry, but will change the way users travel from point A to point...Z.

# Acknowledgement & Sign-Off



This proposal is acknowledged and agreed in its entirety by the client. This proposal must be signed and dated by an authorized representative of the client in order to be in effect. Alternately, a signed purchase order referencing this proposal will constitute acceptance in place of this signed document (provided, however, that any preprinted terms on such purchase order shall be considered null and void and of no effect).

This proposal constitutes the entire agreement between the parties with respect to the subject matter of this proposal. This proposal merges and supersedes all prior oral or written agreements, discussions, negotiations, commitments, writings, or understandings. This includes without limitation any representations contained in any sales literature, brochures, or other written descriptive or advertising material and is the complete and exclusive statement of the terms of the parties' agreement. Each of the parties acknowledges and agrees that in executing this proposal it has not relied upon, and it expressly disclaims any reliance upon, any representation or statement not set forth herein or in the Agreement.

Accepted by the authorized representatives of :

A-Z Technologies Inc.

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Client

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Make all checks payable to: A-Z Technologies Inc.

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# Personas and Scenarios



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# OBJECTIVES

Our platform is designed around a very simple idea - connecting individuals. The implications of this idea are huge ranging from reducing environmental impact by encouraging ride-sharing, creating social and emotional connections, as well as providing both the drivers and the riders an economic benefit.

Below we have solidified three project objectives that outline our main goals and overall idea for the future of this application.

**Economic:**

Obtain 10,000 users within six months of the release of our platform.

**Rationale:**

Our client feels obtaining loyal users is extremely important to becoming successful. However monetizing the platform is also important to them. By not charging a fee at first, we reduce the barrier of entry for users. Once we get a solid user base, it will be easy to transition to making profit once users understand that the ease of use is worth a small cut of the ride payment transaction.

This objective satisfies the wants of the clients in a clear and measurable way. By setting this goal, we can more clearly understand where the project needs to put its focus and approach each task accordingly.

**Environmental:**

Save half a million metric tons of carbon dioxide emissions in the first year through ride sharing.

**Rationale:**

Our client wants to maintain the reputation of being socially conscious. In order to promote the application as environmentally focused, we plan to track the amount of carbon emissions our application has saved. This will also attract users who want to support the reduction of carbon emissions and bring in more user traffic. Additionally, this focus will build the platform's goodwill, further increasing its monetary value.



# OBJECTIVES

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**User Safety:**

Keep the occurrence of unsafe ride incidents under 0.05%

**Rationale:**

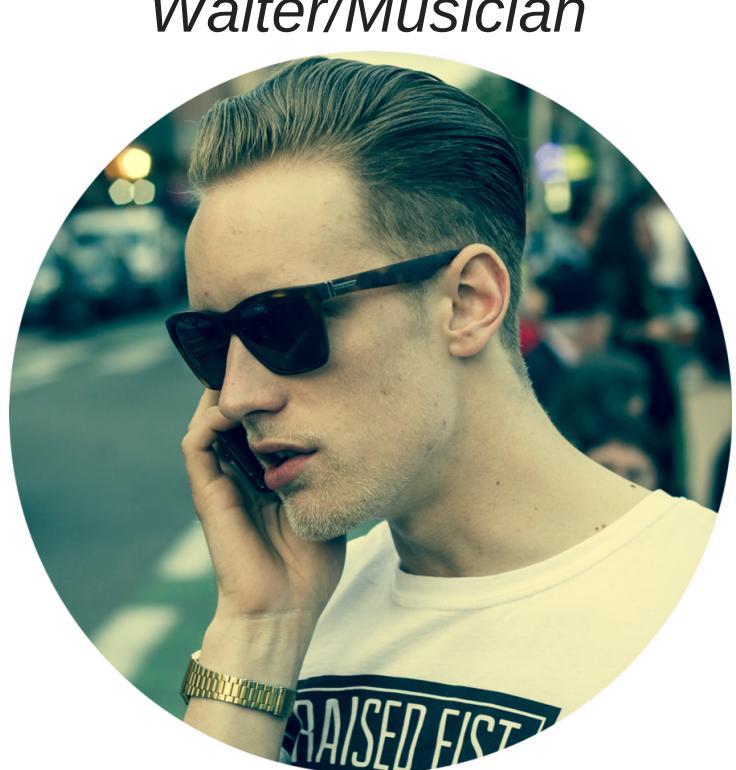
We plan to implement security measures to reduce incidents of violence, theft, and collisions and keep our users safe. These range from Facebook login to driver's license verification upon signup. For the platform to be successful it must ensure mutual trust between riders and drivers. Our client wants to keep shocking incidents involving the A-Z platform to an absolute minimum. This objective will not only be measurable but will also promote safety and trust within the A-Z community.

Because of these numerous benefits, we can see our platform appealing to a variety of users. While not exhaustive, the following list represents our core set of users.

# OUR USERS



Tammy Montgomery  
*Student*



Robert Pavlov  
*Waiter/Musician*

# Tammy Montgomery

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## The Prospective Traveller

**Name:** Tammy Montgomery

**Age:** 20

**Location:** Boulder, Colorado

**Occupation:** Campus Dining Hall

**Biography:** Tammy is a senior at University of Colorado Boulder. While her parents are helping her pay for school, she works at her campus dining hall to provide some spending money. However between her job and her 17 credit quarter, she is starting to get very stressed. Her boyfriend and her want to go on a camping trip because it would let them get out of Boulder and it is inexpensive. They aren't exactly sure when they want to leave, but they are hoping to take a trip after their midterms in 10 days.

**Motivators:** There is just one problem - neither her nor her boyfriend have a car. They considered Zipcar, however at \$78 a day, it would make their trip cost upwards of \$200. They also thought about Uber, but the distance is just too far and would cost even more than Zipcar. Car2Go was more affordable, but the Smart Cars do not have the room to fit their gear including tents, sleeping bags, and portable stove. She considered posting on her school's Facebook page, however she has heard it isn't always safe and does not want to take any risks. Tammy wishes there was a way to safely and inexpensively travel to the camping site with her boyfriend and their equipment.

### Additional Information:

- Doesn't use the site with frequency – occasionally hopes to travel out of town
- Uses internet and mobile frequently, somewhat comfortable with technology
- Interested in meeting new people
- Frugal - would like to conserve money in any way possible
- Concerns: Will someone be driving to their destination on the exact day and close to the time they are interested in?

# Robert Pavlov

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## Waiter and Musician

**Name:** Robert Pavlov

**Age:** 26

**Location:** Philadelphia, Pennsylvania

**Occupation:** Waiter, Musician

**Biography:** Robert Pavlov is a musician who travels regularly around the country to perform with his band. When not on tour, Robert works as waiter at a restaurant in downtown Philadelphia. Robert has a large van he uses for moving band gear to his shows.

**Motivators:** The band has not gained a lot of attention, and costs of touring can be hard for Robert and his bandmates to cover. To make ends meet Robert often posts craigslist ads and on concert facebook pages offering rides to their next destination in exchange for gas money. The van Robert drives has room for two more people and luggage. On their last tour the van was broken into and thousands of dollars of gear was taken. Because of this Robert is very concerned about taking a passenger who might steal from them. For these reasons Robert would like a platform that profiles the passengers, offers a previous history of rides, and what drivers had to say about them. He also wants information about the passengers so they can be identified if anything happens to the band's gear. Because they often have long, cross country trips, the band would also be interested in giving rides to people with starting or ending locations that are on the way. A platform that matches robert with riders with routes along the way of theirs would be ideal. Robert plans out the tours way in advance so he would appreciate it if the rides could be posted way in advance as well so there is a better chance of picking up riders.

### **Additional Info:**

- Frequent site-user – very often drives around country for musical performances
- Wants to meet people who share his passion for music
- Also wants to give people rides to promote his own band
- Concerned with security. He has previously had his musical equipment stolen from his van.

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# Content Strategy



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# CONTENT STRATEGY STATEMENT

A-Z will reach **new users** through a content production process that creates visibility and brands our product as a **low-cost, social, safe, and eco-friendly** ride-sharing and travel tool.



# CONTENT STRATEGY GOALS



Our mission for the A-Z platform is to provide low-cost, eco-friendly, safe, and social ridesharing. In order to achieve our mission, we have mapped out a strategy for providing the correct resources to our users. The core content of this platform will be satisfying a clear set of content strategy goals. We will be using these goals, outlined below, to guide us to a successful product. We will also be creating features and content based off our user personas to ensure that we create content that covers specific user scenarios. Using these strategies, we can focus our work on clearly purposed and necessary content.

**User Acquisition and Retention** - We aim to establish a robust value proposition that will attract users and allow them to benefit from user referrals.

**Low Cost** - We aim to provide an inexpensive solution to a nationwide problem. As airline prices continually increase, providing options in a competitive market benefits consumers, allowing our platform to carve out a market share.

**Social** - We will attract and acquire more users through social network sharing and interaction. Users can share trips via social networks as well as view their friends' trips to encourage their friends to join a trip or to plan their own.

**Safe** - Branding our product as a tool that ensures safety travel will be a key part of our publication process as well as when we create our product. We don't want to scare off potential users because they are worried about getting into a strangers car.

**Eco-Friendly** - We will benefit the environment by creating incentives to carpool as well as using eco-friendly cars to reduce car pollution. The incentives we create will be saving gas money and the meeting new people, resulting in a more eco-friendly environment. Having an eco-friendly brand name will also further the positive reputation of our product among advocacy groups.

# CONTENT MANIFESTATION



We have thought about the needs of our users and how they will manifest on our platform. Each of the following are tailored to our users to provide them the best user-experience possible.

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When a user first arrives to our website, he or she wants to quickly reach the information they need. We plan to implement a “quick-search” bar on the homepage that will let a user enter a starting location and ending location. Without an account, they will be able to see available rides, however to join a ride, they must make an account.

When a user creates an account, they have the option to easily sign in with Facebook, which will provide them numerous benefits to meet their needs and wants. For instance, they will be able to find users that better match their interests as well as further vet potential travel companions. This will also enable the social aspect of this app where users can share their road trips on Facebook as well as see their friend’s trips.

Creating a ride will be easy and intuitive. Drivers will be able to quickly post their starting location and destination, including any stops along the way. This feature will prove invaluable to Robert who has many stops during his cross-country trip.

We plan to implement a robust search feature to allow riders to find a ride that fits their constraints. Our back-end algorithm can help riders find their best driver option possible based on the trip path, cost, and personality matching.

To help our platform gain traction, we realize users will need to be able to browse rides available on the platform without signing in.

This is an inherently social platform. Because of this fact, users will need to be able to enter information about themselves, as well as view information about other users. Each user will have a profile displaying personal information. If a user views their own profile, they can view their upcoming rides, ride itinerary, ride history, post-ride reviews, and other essentials.

We don’t want a couple bad apples to ruin the bunch. We aim to implement a mutual review system that will allow riders to review their drivers and vice versa. This will ensure that the system is balanced and we can maintain the quality of our platform.

# MEASURING SUCCESS



We mentioned previously that we had several concrete goals to measure our success. Meeting these goals in their respective timelines will be a good way to measure the success of our content strategy.

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- **Social** - Have post-ride ratings for 90% of our rides

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# Sitemaps and Wireframes



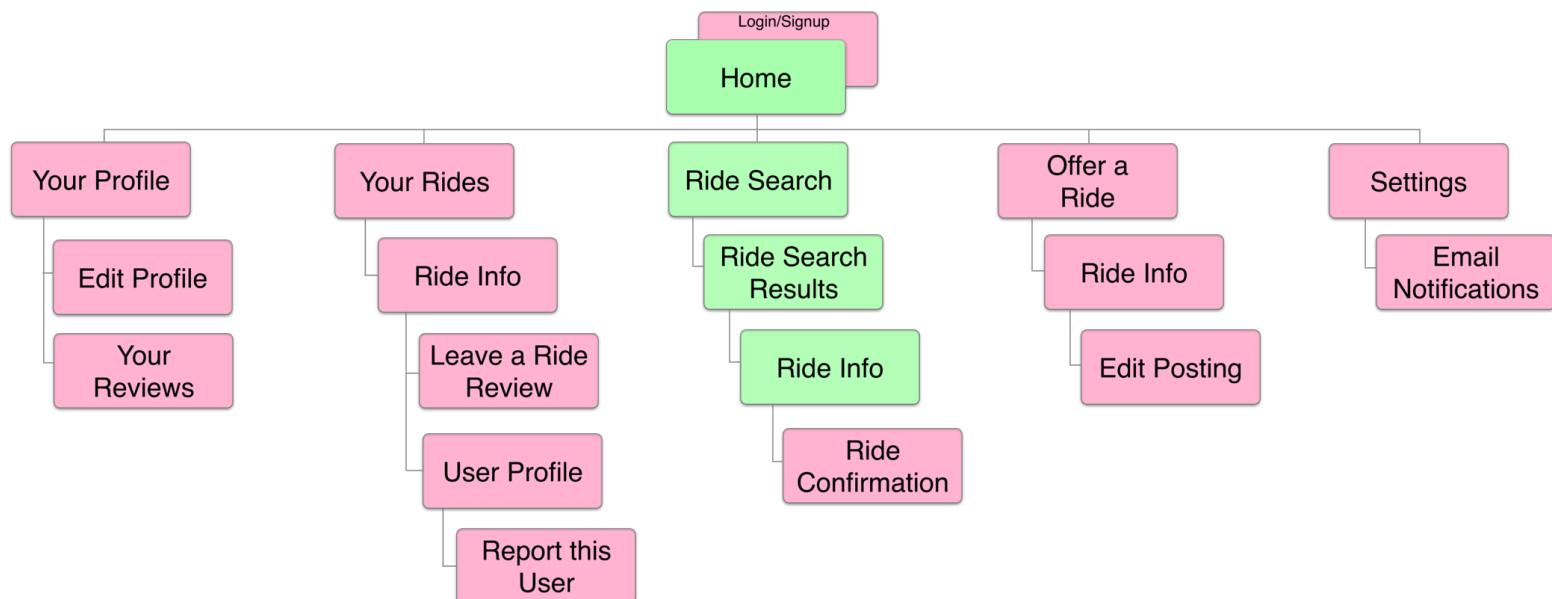
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# Sitemaps and Wireframes

The goals of our content strategy and the needs and wants of our users manifest themselves in our wireframes. Every element had a conscious design decision associated with it. In this document, we will explain our design rational for the features our platform provides. Our core pages are as follows:

- Homepage
- Sign In/Sign Up
- Profile
- Your Trips
- Find and Browse Rides
- Offer Rides

## A-Z Platform Sitemap



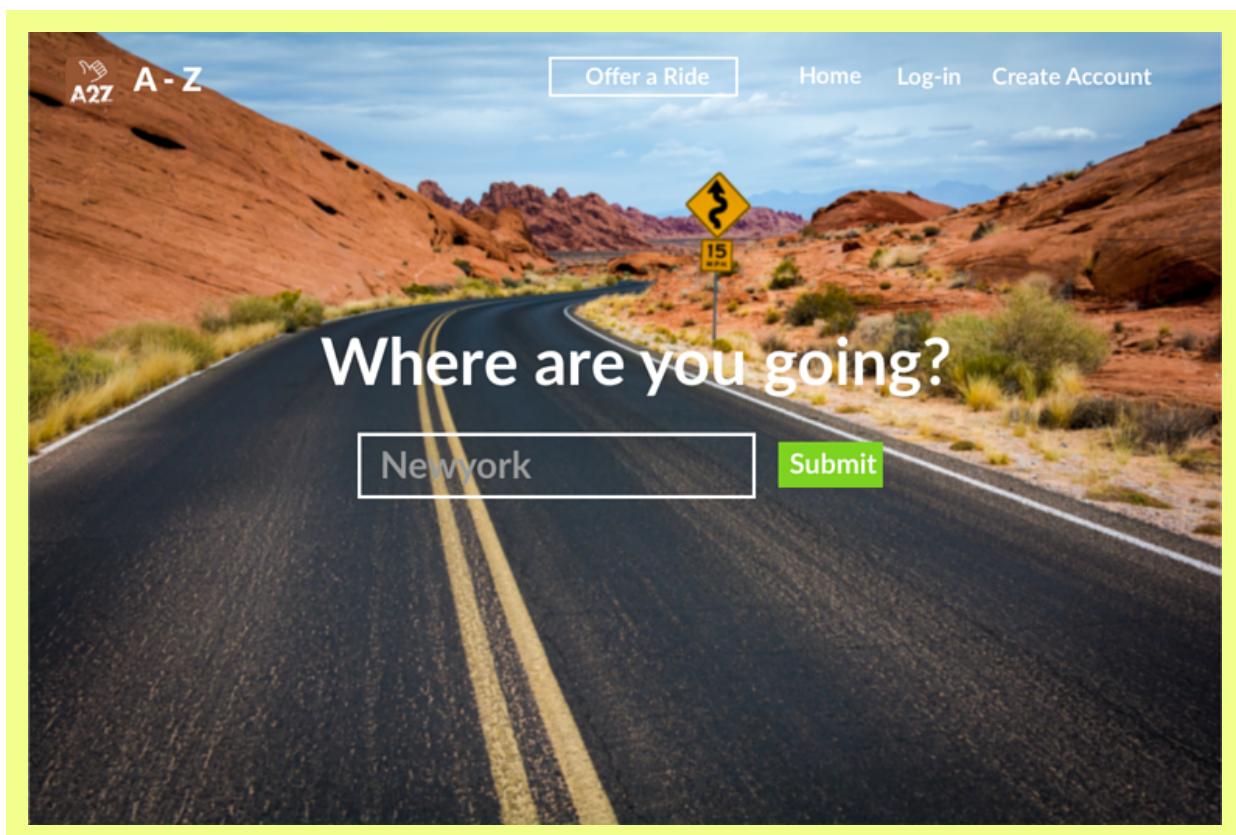
Requires Login

Login not required

# Homepage

We want to cater our homepage so it meets the needs of both our rider and driver personas. Our riders need to search for their rides while drivers need to post about the rides they are offering. One solution we devised was to split the homepage into two screens; one for riders to search through ride listings headed towards their destination and another for drivers to post their ride itinerary. This design would be beneficial because it reduces the number of clicks for each type of user, making sure that the right content gets to the right user at the right time.

However, it became apparent that the split-screen design on the homepage not only loses its aesthetic, but more importantly, also creates confusion for new users. Our current design focuses the user's attention on a search bar in the middle of the home page. This will allow individuals seeking rides to quickly query our platform. If a user wishes to become a driver and provide rides, he or she will have the option to "Offer a Ride," which is located on the right side of the navigation bar. This layout is beneficial because it allows first-time users an intuitive experience and provides a one-click solution for both types of users.



# Sign Up

Additionally, we encountered the design challenge of making our entire website accessible for all individuals. Unlike other services, we allow users to view portions of our platform without having to first create an account. If a user wishes to interact with our site, we provide an intuitive but thorough account creation process. We simplified this process to accommodate users of varying skill levels, however it is comprehensive to ensure the safety of our platform. For example, we request each user's driver's license as a way to ensure he or she does not have a criminal history via a background check.

A - Z

Offer a Ride

Home Log-in Create Account

A-Z Sign Up

First name

Last name

Email Address

Password

Birthday (month/day/year)

Upload your driver License

UPLOAD

Sign Up

# Sign In

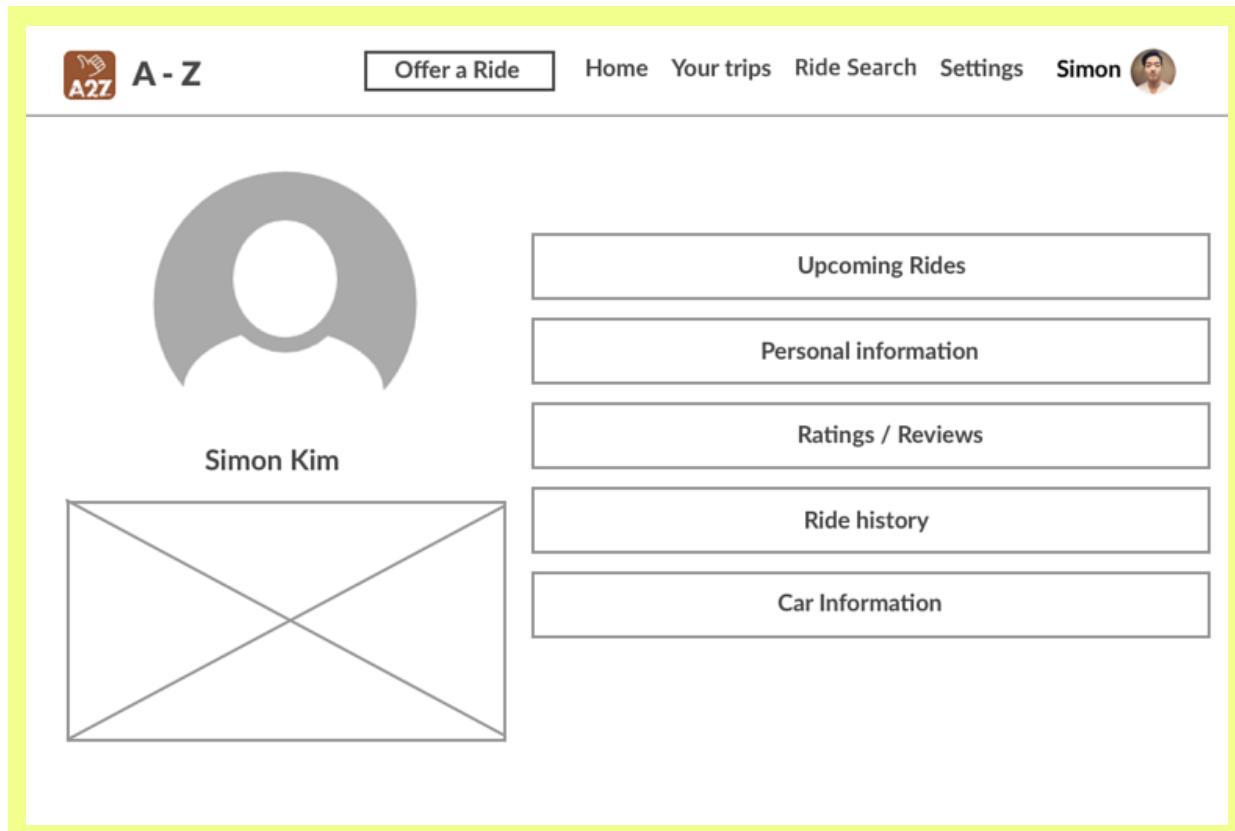
They are also required to verify proof of valid and up-to-date insurance. Both riders and drivers are given the option of signing up with Facebook. This has numerous benefits including a simple method of registration as well as promoting our focus on creating a social platform. For example, Tammy is comforted when she sees that she and her driver share mutual friends. Providing the option of Facebook registration provides ease of use, trust, and a socially centered platform. Over time, this will increase our number of user as social media acts as a way of promoting A-Z's service.



# Profile

Each user will have a personal profile containing personal information including a profile picture, personality characteristics, and peer-reviews. Promoting our goal of creating a social platform, a user has the option to upload a photo of themselves or import it directly from Facebook. By answering simple but informative questions in regards to their preferences and personality, we can indicate compatibility between users. For example, users may want to share their music preferences, habits such as smoking, and other relevant personal information. It is important for users to provide information about themselves because A-Z is an inherently social platform. For example, as Tammy is searching for rides she may choose to decline the drivers based on personality characteristics or vehicle type.

Additionally, peer-reviews will be displayed on one's profile, available for other users to read. This is extremely beneficial because it ensures responsibility and accountability on this platform. It is the manifestation of our content strategy goals of creating a safe and social platform. Finally, the profile is also where a user's upcoming rides and ride history will be stored, providing them the option of reviewing users from previous rides, further promoting our focus on providing a safe and social platform.



The image shows a wireframe mockup of a mobile application's profile screen. At the top, there is a navigation bar with a logo icon labeled 'A-Z', a button for 'Offer a Ride', and links for 'Home', 'Your trips', 'Ride Search', 'Settings', and a user account labeled 'Simon' with a small profile picture. Below the navigation bar, on the left, is a large placeholder for a user's profile picture, currently showing a gray circular placeholder. Below this placeholder is the user's name, 'Simon Kim'. To the right of the profile area are five rectangular boxes, each representing a different section of the profile: 'Upcoming Rides', 'Personal information', 'Ratings / Reviews', 'Ride history', and 'Car Information'. In the bottom-left corner of the main content area, there is a large, light-gray rectangular box with a large 'X' drawn through it, indicating that this section is currently empty or unavailable.

# Find and Browse Rides



The finding a ride page has transformed through many iterations as our group tackled many design decisions. One of the essential features when finding a ride is a quick-search, which enables users to quickly see an array of available options. A rider can simply enter their travel destination and instantly browse a list of available options leaving from the user's current location. The default result will sort by trips that most closely match the search. However, we realize the importance of advanced search options, allowing a user to narrow results on their trip's details.

Upon finding a potential ride, the rider is able to learn more about that specific trip including the trip's specifics, the driver's profile and an option to contact the driver via email or phone. Additionally, a user will be able to sort by price, departure time, arrival time, and driver rating. We made the design decision to give these customizable options to the users because we realized that we have a variety of personas and each one has different preferences. These advanced search functionalities enforce our content strategy goals of creating a platform to provide an affordable, safe, and social ride-sharing experience.

 **A - Z**

[Offer a Ride](#)   [Home](#) [Your trips](#) [Ride Search](#) [Settings](#) [Simon](#) 

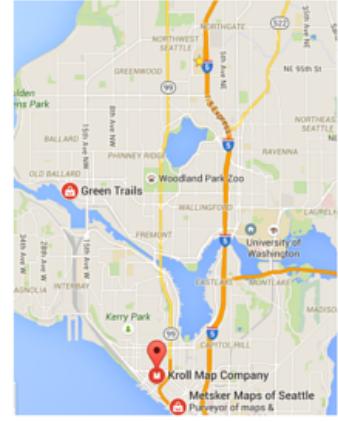
Browse rides from  to  [GO](#)

Advanced Search

Number of Guests	<input type="text"/>	Preferred gender?	<input type="text"/>
Number of Luggage	<input type="text"/>	Preferred price?	<input type="text"/>
Time of Trip	<input type="text"/>	One way? or Round trip?	<input type="text"/>

**Current Rides**   [Listed by the most highest rating](#)

	<b>Porter Robbinson</b> 2/19/2016 4:00pm Leaving from Seattle to Portland	<a href="#">Request</a>
	<b>James Lee</b> 2/19/2016 4:00pm Leaving from Seattle to Portland	<a href="#">Request</a>
	<b>Porter Robbinson</b> 2/19/2016 4:00pm Leaving from Seattle to Portland	<a href="#">Request</a>



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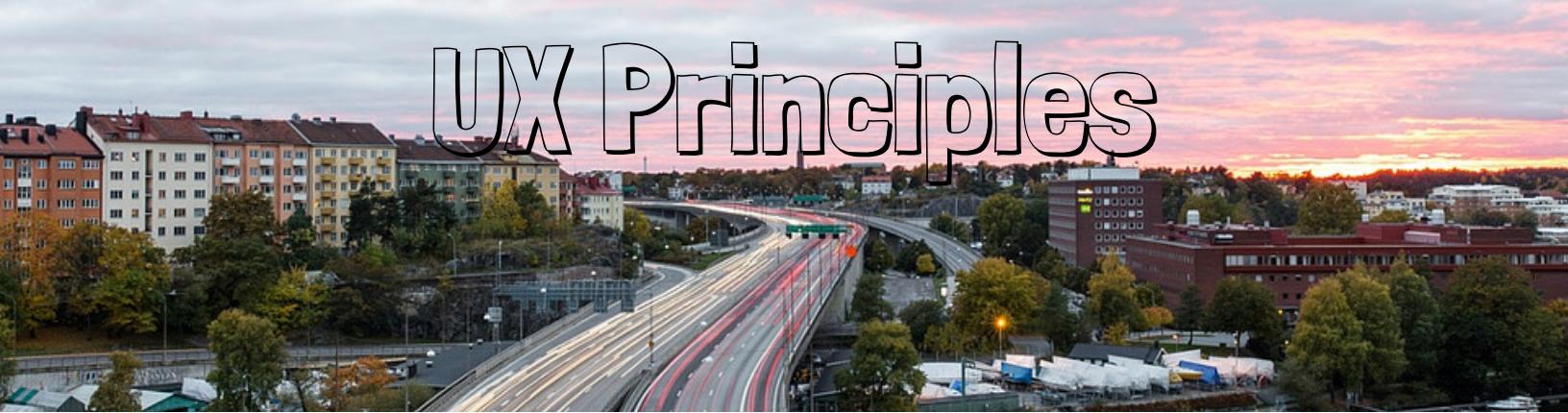


# Prototypes and User Testing



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# UX Principles



As the design process continues, our focus is shifting from defining to designing. In previous weeks, we have determined our user personas, scenarios and content strategy. Moving forward, we will be focusing on bringing this planning to fruition and creating tangible, high fidelity site designs. Upon approval of these designs, we will then begin developing our website for full functionality and use. Throughout our planning and analysis, we have focused on several user experience principles.

Our first UX principle, **digestibility**, will allow the user to understand the content without too much thought. Accomplishing digestibility goes beyond a simple design. At its core, digestibility is about organization. This will manifest itself in our designs with a clear hierarchy, excellent use of color and effective sizing of elements.

Our second UX principle, **clarity**, will ensure we clearly convey to the user what we offer. This not only means the user will understand the ride-sharing platform itself, but we will also describe our role in and benefit derived from the system. We believe in a transparent and honest business model which will include telling the user how we benefit from the platform as well as their benefit for joining.

Our third UX principle, **trust**, will provide the user an understanding of the purpose of every interaction with our system. From understanding the purpose of their profile to appreciating the benefit of peer reviews, the user will be cognizant of the fact that every feature is designed with intention. As their trust and comfortability in the platform grows, the experience of using our service will become increasingly natural, and thus increasingly enjoyable.

Our fourth UX principle, **familiarity**, will make sure the user has an instant understanding of the platform's functionality. We will incorporate the most common design conventions on our platform such as logo placement, consistent link styling, as well as standard and popular iconography. Familiarity will not only enforce the first three principles we described, but also guarantee the fifth.

Our fifth UX principle is **delight**. Above all, our goal is to bring simplicity to a complex problem. By simplifying the UX, we hope to make an incredibly powerful platform accessible to our users and bring individuals together to challenge the status quo of the travel industry.

Throughout our analysis, we have focused on these five user experience principles as a means to deliver value to the end user. The justification for our design choices as we transition from defining to designing is as follows.

# Homepage



In our opinion, the home page sets the precedent for the entire website. Thus, every single design principle is emphasized on the home page. When the user first navigates to the website, they will quickly understand where they are and what options are available to them. We spent time “pre-chewing” our home page to ensure it is incredibly easy for the user to digest. Our home page offers clarity - we have a tagline to clearly explain the purpose and value of our platform with a link for the user to learn more.

In addition, our website will feel familiar to all users - we follow very common, industry wide design guidelines such as putting a logo in the top left hand corner that doubles as a home button, having social media and contact information at the bottom of every page, and offering sign in and sign up functionality on the right side of the navigation bar. We made very intentional design choices to ensure the user feels comfortable and trusts our website. For example, we do not have a single advertisement, we call for primary user action with large, green, buttons and we inform the user of their location on our website by highlighting the selected page in the navigation bar. Our careful consideration and incorporation of these UX principles will lead to an incredible user experience.

# Homepage



A-Z  
RIDE SHARING FOR THE MODERN HITCHHIKER.

I Can't Wait To  
GO DRIVE

From YOUR LOCATION  
To DESTINATION

I am ready to go!

Homepage (Version 1)

RIDERS

1 ENTER YOUR START AND END LOCATION  
2 FIND A RIDER THAT MATCHES, SEND REQUEST  
3 CONTACT YOUR DRIVER AND GET EXCITED

Interested?  
Become a Rider

DRIVERS

1 ENTER INFORMATION ABOUT YOUR CAR  
2 POST YOUR RIDE AND ACCEPT REQUEST  
3 ARE YOU READY TO GO?

Interested?  
Become a Driver

Homepage (Version 2)

# Sign Up

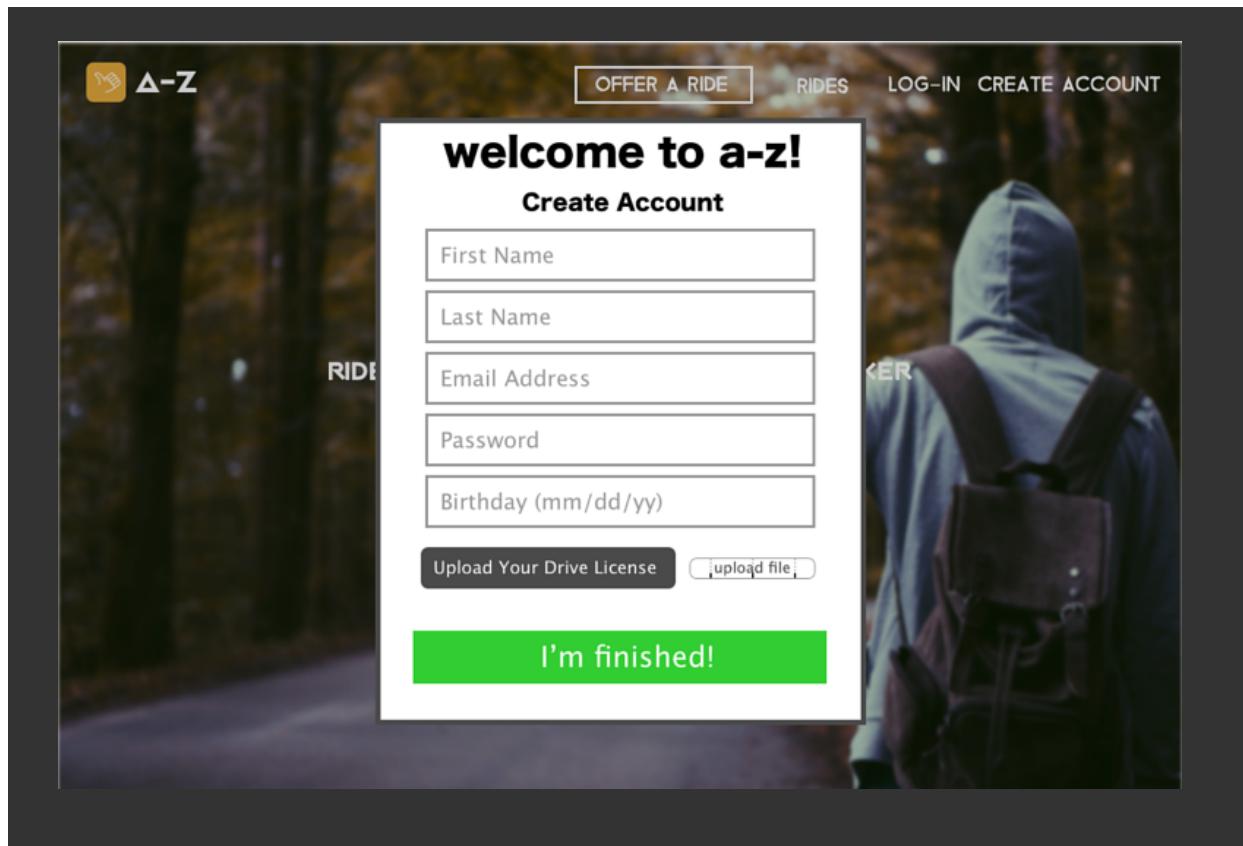


Our signup pop up opens from our home page. We decided to use a pop up as a more casual way of recruiting users. Rather than a whole site page, the popup ensures users do not feel that the signup process will take time away from immediately getting started on sharing rides. This is important because we want to emphasize digestibility throughout our web application. We want to have a streamlined sign up process because this is one of the first things our users encounter.

The signup form contains a first and last name field, an email field, a password field, a birthday field and a button to upload a picture of the user's driver's license. You also have the option to create an account with Facebook or Google. Most of this information is necessary to create the user's account, like a name for their profile and an email and password for authentication. The email will also be used to send notifications when another user requests to ride with them or confirms a ride. The birthday and driver's license information are necessary to uphold one of our key design goals throughout our site, trust.

Having information that we can use to identify our users is necessary in the occasion that something illegal, unsafe, or against our policies occurs during a ride connected through our website. If something does happen, we can then use the information to notify or assist authorities, as well as prevent certain users from joining our site again. We want our users to feel secure when using our site, and having identifiable information is necessary to ensure trust between our site and it's users.

# Sign Up



SIGN UP (POP-UP)

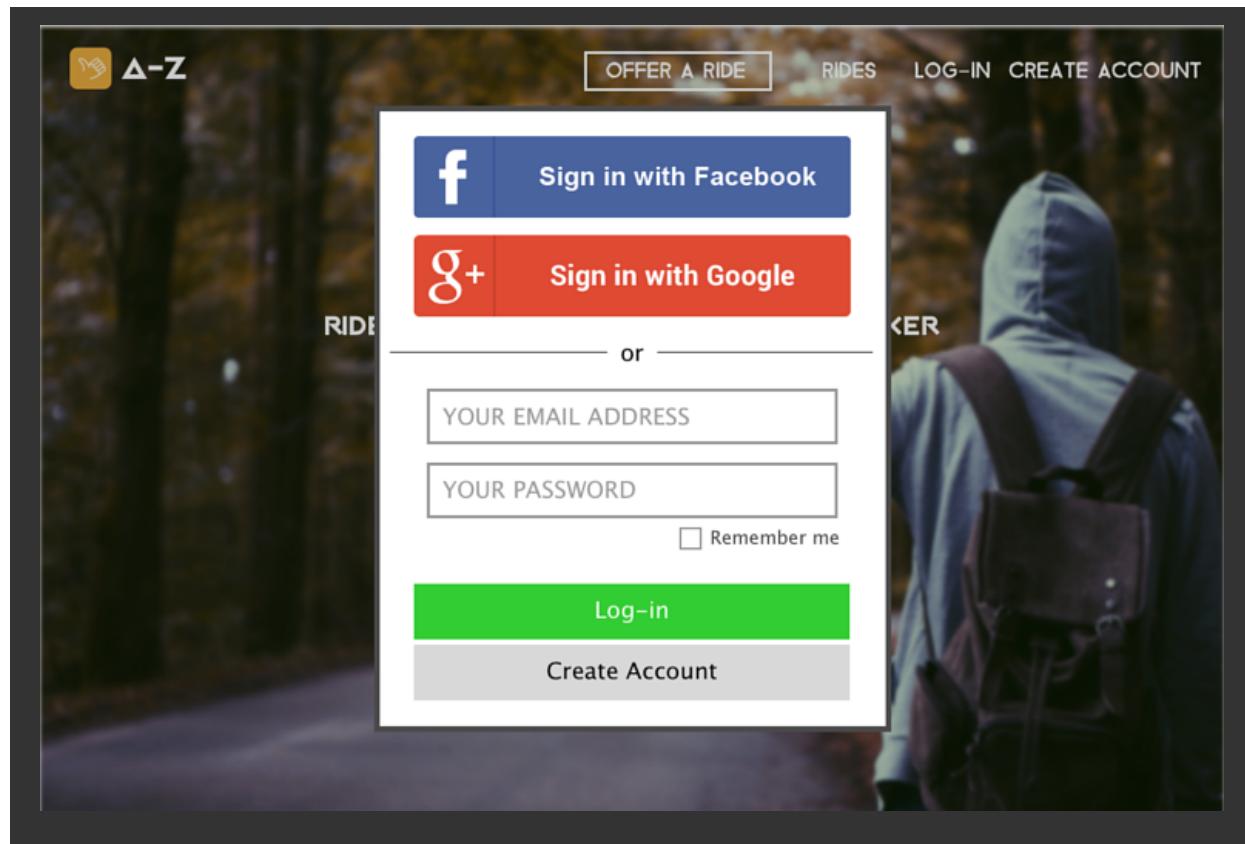
# Sign In



The sign in process shares some similarity with the signup process. For example, it appears in a light box which subtly focuses the user's attention without drawing them away from their current page. Our sign in process is fantastic because it is as easy as entering your username and password, or selecting from the one-click Google or Facebook login. The modal will direct the user's attention and will be titled with a large title, "Sign In". This not only offers the user digestibility but offers clarity for the purpose and process of signing in. If the user is trying to achieve restricted functionality on the website before they are logged in, a small pop-up box will direct them to authenticate their account, providing trust, and explaining the benefit of signing in. For example, "to join this trip, please sign in!".

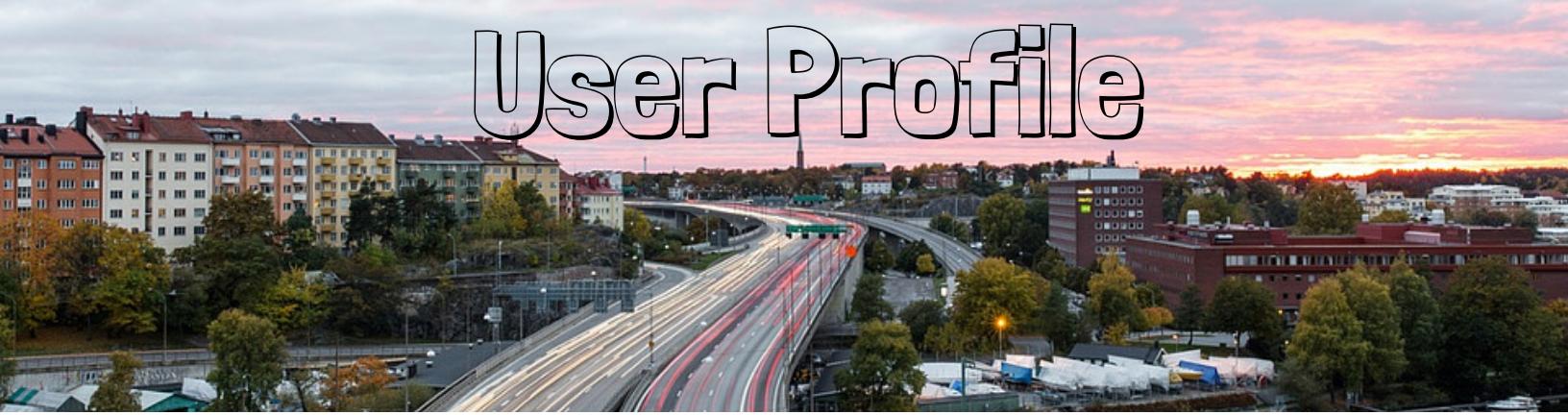
Additionally, the common forms of user authentication including Facebook, Google, and very traditional email login will all provide the user familiarity. Finally, providing a "keep me signed in" checkbox button will ease this process even further, ensuring the user will seldom need to sign in, but rather reach our website and immediately have full functionality. Making this process as streamlined as possible will ensure the user is delighted as they log into our website.

# Sign In



SIGN IN (POP UP)

# User Profile



The user profile is the crux of familiarity. First, we have strategically placed a link to an individual's profile along the right side of the navigation bar. Additionally, the profile's layout will conform to a ubiquitous design convention, effectively increasing the user's familiarity with our platform. We intentionally restricted the information on the profile page to the user's picture, details about their personality and preferences, a "send message" button, and finally a list of peer reviews.

The intent was to make the profile easily digestible for our users. More specifically, we made the send message button prominent to elicit and inform user action. These elements are spaced out to create clarity and digestibility for our users. All of these design choices also promote our content strategy of promoting safety among our users as well as creating social connections. More importantly, these design choices will elicit delight from our users.

Additionally, a user can look at other profiles as they are browsing for rides. When a rider(s) and driver match, they are both instantly notified with a link to the other users' profiles. This promotes clarity to our users to better understand with whom they are riding. To ensure our users' safety, we need to provide substantial information in clarity so the riders have access to enough information to trust the drivers. So our information consists of photos of the user, general information about the user, user ratings and reviews, and information about the car if the user is a driver.

Any user may also look at their own upcoming rides and ride history, but that information is automatically set to private for anyone else. By ensuring some personal information could be set private, that could further build trust. The information is split into multiple screens to make it digestible and the profile page will look like most profile pages from big sites to bring about familiarity. This way, our profile page contains enough information to emphasize security and the social aspect while maintaining a simple and digestible UI.

# User Profile



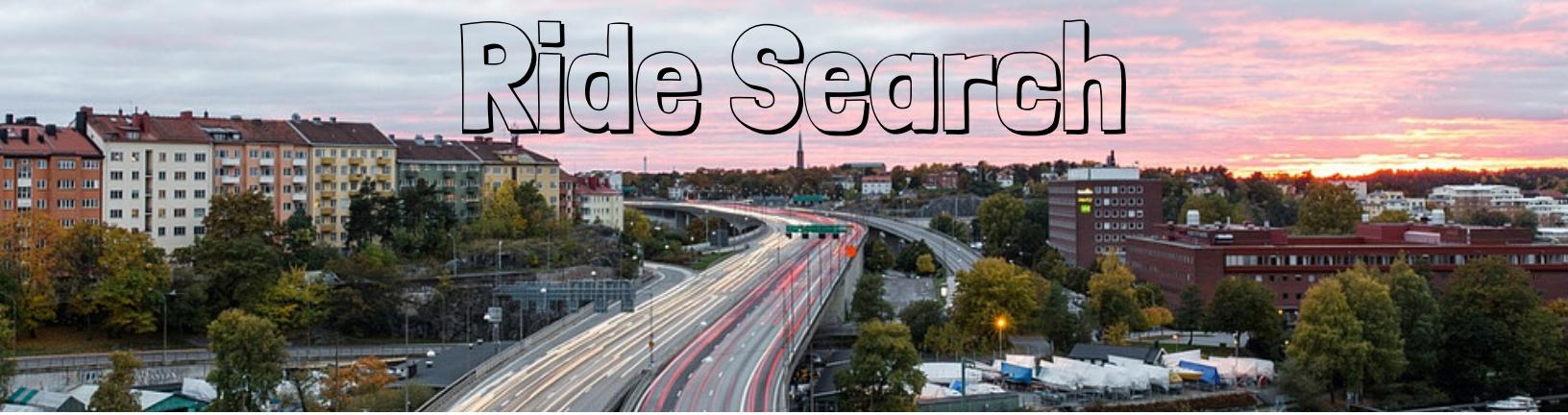
The image shows a user profile interface for a ride-sharing platform. At the top, there's a navigation bar with icons for location, sorting (A-Z), and account info (AMBER). The main area features a large circular profile picture of a woman named Amber Smith, who is wearing sunglasses and a plaid shirt, sitting in a red convertible car. Below her photo is her name, "Amber Smith". To the right of her name are her ratings: 5 stars. Underneath are her demographic details: Age (22), Gender (Female), Education (University of Washington), Favorite Song (Hot and cold – Katy P), and Favorite Movie (Inception). A button at the bottom says "Add Your Vehicle!". To the right of the profile are four green speech bubbles containing positive reviews from other users, each accompanied by a 5-star rating icon. The reviews are:

- 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

A yellow "View more" button is located at the bottom right of the reviews section.

## USER PROFILE

# Ride Search



While searching may contain the most complexity, we made strategic and creative design choices to simplify it. The user can conduct a two entry search from the homepage, consisting of an origin location and the destination of their trip, leading them to the search results page. The search results page displays all offered rides in our system that start within 3 miles of the searched origin and end 3 miles of the searched destination. Each list result can be clicked into and will take the user to the ride details page where the user can request the ride or view more information on ride displayed.

The ride search results are also listed by earliest departure time by default. The ordering can be changed to highest rated drivers by clicking the “order results by:” drop down list. At the top of the search results are more advanced search filters. The search filters contain options to filter for more specific dates of rides if the user needs to leave on a specific day. Below that, the distance from the origin and destination can be adjusted from the default of 3 miles. The search filter section also contains filters for ride price range, rides that can accommodate additional riders, rides with room for luggage and preferred gender of driver.

This page will be heavily interacted with by our users. Our users will likely spend more time here than on any other page on our site, scrolling through and filtering results to get their perfect ride. So it is key that we, as the designers, optimize for efficiency, usability and clarity. We decided to skip entering all of the advanced search filters from the start of the search (on the homepage) because we wanted users to get results immediately. By making it quick, users who just need a quick ride somewhere as soon as possible do not need to fill out optional details. We also want to make sure to account for cases where users have more specific needs for their trip. This is why we included the search filters section.

We used our personas as sample cases for the certain needs our users might have. For example, Robert Pavlov would have room for more riders, and would want riders to be able to filter for that and find him easily. Additionally, Tammy Montgomery would want to be able to filter for drivers with room for luggage, as well as room another rider, so that she can bring her boyfriend and their camping gear. Taking our personas into account, we have carefully balanced usability for both quick use and special case uses to keep our site open for as many types of users as possible.

# Ride Search



**OFFER A RIDE**

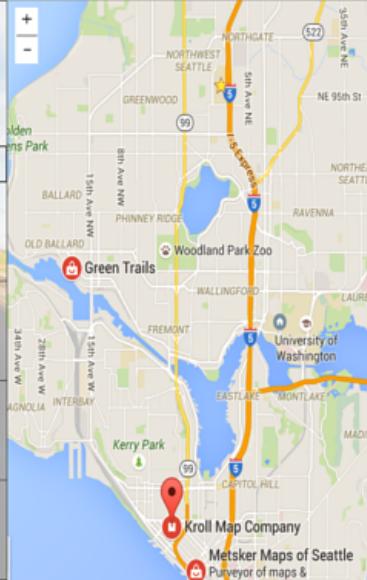
Browse rides from **Seattle** to **Portland**  
Date **2/28/2016** to **mm/dd/yy**  
Car Type **Compact (2-4)** **Intermediate (4)** **Premium (4)** **SUV (6+)**  
Price Range **\$1** to **\$500** More Filters

**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, 28, 2016  
To see more details, you must log-in.



## RIDE SEARCH (VERSION 1 - GUEST)

**OFFER A RIDE**

RIDES MESSAGES HELP AMBER 

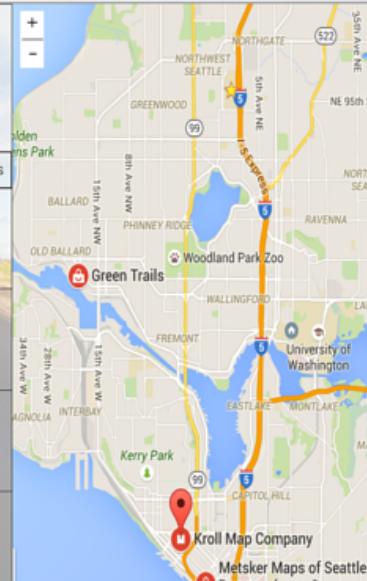
Browse rides from **Seattle** to **Portland**  
Date **2/28/2016** to **mm/dd/yy**  
Car Type **Compact (2-4)** **Intermediate (4)** **Premium (4)** **SUV (6+)**  
Price Range **\$1** to **\$500** More Filters

**Driving from Seattle to Portland this weekend!**  
Name: Ayah Smith Car: Altima 2.5  
Departure: Seattle Destination: Portland  
Date: 2/28/16 Time: 9:00am – 10:00am  
Available Seat: 2 Price: \$30

**Looking for a friend who wants to go SanFran!**  
Name: Eric Soni Car: BMW i5  
Destination: Seattle Destination: San Francisco  
Date: 2/28/16 Time: 2:00pm – 2:30pm  
Available Seat: 1 Price: \$30

**Vegas Trip with grandma!**  
Name: Emma Car: 2010 Camry  
Departure: Seattle Destination: LasVegas  
Date: 2/29/16 Time: 7:00am – 8:00am  
Available Seat: 2 Price: depends

**LONG TRIP TO LA! price is always negotiable**  
Name: RJ Sawyer Car: 2010 Camry  
Departure: Seattle Destination: LA  
Date: 2/29/16 Time: 2:00pm – 2:30pm  
Available Seat: 1 Price: \$30



## RIDE SEARCH (VERSION 1 - USER)

# Ride Search



OFFER A RIDE
RIDES
LOG-IN
CREATE ACCOUNT

Browse rides FROM 
TO 
Search

**Advanced Search**


---

Date of Departure

Time of Departure

Numbers of riders

Amount of luggage

Price range

Preferred Driver Gender

Walking distance from Origin

Walking distance from destination

[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 Angelos**  
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.

## RIDE SEARCH (VERSION 2 - GUEST)

OFFER A RIDE
RIDES
MESSAGES
HELP
AMBER

Browse rides FROM 
TO 
Search

**Advanced Search**


---

Date of Departure

Time of Departure

Numbers of riders

Amount of luggage

Price range

Preferred Driver Gender

Walking distance from Origin

Walking distance from destination

[Add more search](#)

Search

**Driving from Seattle to Portland this weekend!**

Name: Ayah Smith Car: Altima 2.5  
Departure: Seattle Destination: Portland  
Date: 2/28/16 Time: 9:00am - 10:00am  
Available Seat: 2 Price: \$30

**Looking for a friend who wants to go SanFran!**

Name: Eric Soni Car: BMW i5  
Destination: Seattle Destination: San Francisco  
Date: 2/28/16 Time: 2:00pm - 2:30pm  
Available Seat: 1 Price: \$20

**Vegas Trip with grandma!**

Name: Emma Memy Car: 2010 Camry  
Departure: Seattle Destination: Las Vegas  
Date: 2/28/16 Time: 7:00am - 8:00am  
Available Seat: 2 Price: depends

**LONG TRIP TO LA! price is always negotiable**

Name: RJ Sawyer Car: 2010 Camry  
Departure: Seattle Destination: LA  
Date: 2/29/16 Time: 2:00pm - 2:30pm  
Available Seat: 1 Price: \$50

**Safe and Quick ride from Seattle to Tacoma dome.**

Name: Alice Wong Car: 2005 Corona  
Departure: Seattle Destination: Tacoma  
Date: 2/29/16 Time: 8:00pm - 7:30pm  
Available Seat: 1 Price: \$5

## RIDE SEARCH (VERSION 2 - USER)

# User Testing

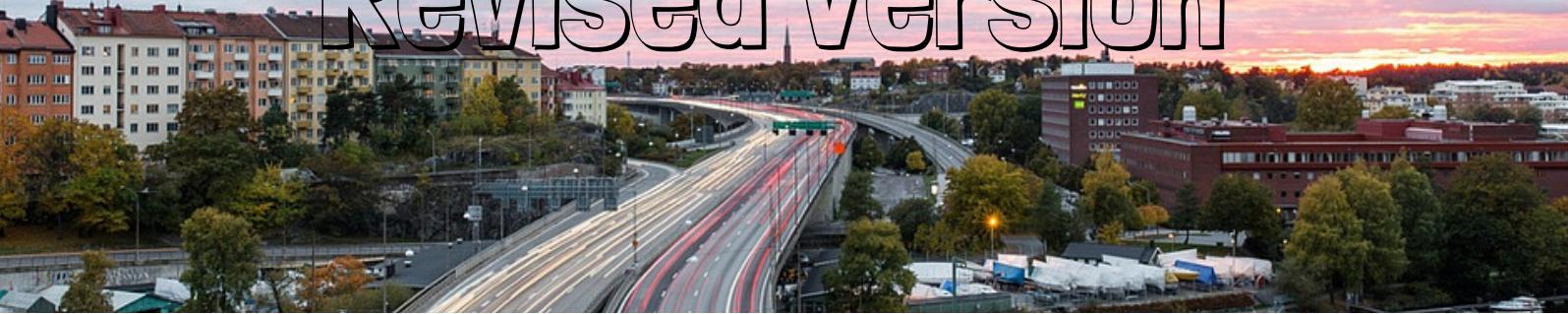


For our user testing, we created an Invision prototype of our product.

Please see here: <https://invis.io/SD69A0425>

This allows potential users to pseudo-interact with our service and gain a sense of the platform's functionality. We focused the prototype's functionality around the core set of screens: home, ride search, profile, and authentication. After several user tests, we realized there were several recurring pieces of feedback. We revisited these portions of the website and improved each. The changes are as follows:

# Revised Version



First, many individuals were confused by our homepage. As new users looking for rides, they were unsure of what to click to search for rides. We worked hard to simplify this even further. We changed it so the only fields are “leaving from”, “going to”, and, optionally, the type of car desired. This focus on attracting potential users is in line with our content strategy goal of gaining users. We accomplish this goal by maintaining clarity and digestibility, which are two of our core UX principles. Additionally, if a user wishes to become a driver, we offer this option directly from the home page, and on all pages via the navigation bar. From our testing, all participants found this functionality clear and well designed.

The screenshot shows the homepage of the A-Z ride sharing platform. At the top, there is a navigation bar with a yellow square icon containing a handshaking symbol, followed by the letters "A-Z". To the right of the logo are three buttons: "OFFER A RIDE" (in a white box), "LOG-IN", and "CREATE ACCOUNT". Below the navigation bar, the word "A-Z" is prominently displayed in large, bold, white letters. Underneath it, the tagline "RIDE SHARING FOR THE MODERN HITCHHIKER." is written in a smaller, bold, white font. In the background, there is a blurred image of a person wearing a hooded jacket and carrying a backpack, standing outdoors. On the left side of the main form, there is a row of five car icons with labels: "compact", "Intermediate", "Premium", "Truck", and "SUV". Below these labels are two input fields: "Leaving from" and "Going to", each with a placeholder "City or Zip Code" and a location pin icon. At the bottom center of the form is a large, yellow "Search" button.

# Revised Version



Second, numerous individuals were confused by redundant “driver” options on the user’s profile. There were both “add your vehicle” and “offer a ride” buttons. A user who was trying to become a driver found this confusing as they were not sure if they could offer the ride without inputting their vehicle or if they must first add their vehicle before they are allowed to offer a ride. To fix this critical design flaw, we chose to get rid of the “add your vehicle” button and instead stay consistent across our entire website with the “offer a ride” in the navigation bar.

We also learned from our user testing that messaging feature is desired. Being able to contact another user to either discuss upcoming ride details or to plan future trips together is vital functionality that we had not yet incorporated. Responding to testing feedback, we added a “message user” button on an individual’s profile. Users can begin correspondence by clicking this button on another user’s profile. Previous and ongoing conversations can also be found from a user’s profile.

**OFFER A RIDE   RIDES   MESSAGES   HELP   AMBER**

**Amber Smith**

Ratings

Age 22

Gender Female

Education University of Washington

Favorite Song Hot and cold – Katy Perry

Favorite Movie Inception

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!

Brittney Spears

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!

RJ Sawyer

Amber is the PERFECT rider. She is really considerate and has a kind heart. She really likes to talk though!

Josh Lee

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 too :)

Sandia Vogt

We drove together from Seattle to Tacoma one time! It was about 45 min drive, and we had a great talk during the trip.

# Revised Version



Third, various users were confused by the user interface on the search results page. In the “filter results” box on the left hand side, there is a title called “advanced search”. However, the title was inside of an orange box causing it to appear as a button. Almost every user tried to click on this button after they filled out the form, imagining it had the functionality to “perform an advanced search”. Because of this, we deleted the box and enlarged the words, effectively causing this text to appear more like a title and less like a button.

 **A-Z**

[OFFER A RIDE](#)   [RIDES](#) [MESSAGES](#) [HELP](#)   

Browse rides FROM  TO

**Filter Search**

Date of Departure   
Time of Departure   
Numbers of riders   
Amount of luggage   
Price range   
Preferred Driver Gender   
Walking distance from Origin   
Walking distance from destination

[Add more filter options](#)

[Search](#)



**Driving from Seattle to Portland this weekend!**

Name: Ayah Smith	Car: Altima 2.5
Departure: Seattle	Destination: Portland
Date: 2/28/16	Time: 9:00am – 10:00am
Available Seat: 2	Price: \$30

**Looking for a friend who wants to go SanFran!**

Name: Eric Soni	Car: BMW i5
Destination: Seattle	Destination: San Francisco
Date: 2/28/16	Time: 2:00pm – 2:30pm
Available Seat: 1	Price: \$20

**Vegas Trip with grandma!**

Name: Emma Memy	Car: 2010 Camry
Departure: Seattle	Destination: LasVegas
Date: 2/28/16	Time: 7:00am – 8:00am
Available Seat: 2	Price: depends

**LONG TRIP TO LA! price is always negotiable**

Name: RJ Sawyer	Car: 2010 Camry
Departure: Seattle	Destination: LA
Date: 2/29/16	Time: 2:00pm – 2:30pm
Available Seat: 1	Price: \$50

**Safe and Quick ride from Seattle to Tacoma dome.**

Name: Alice Wong	Car: 2005 Corona
Departure: Seattle	Destination: Tacoma
Date: 2/29/16	Time: 8:00pm – 7:30pm
Available Seat: 1	Price: \$5

# Revised Version



Fourth, we restricted the advanced search only for users logged in. This was a very conscious decision because we believe that this advanced functionality should only be provided to committed users. By restricting this functionality, we have effectively provided users an incentive to create an account.

However, we want to provide as much functionality to unauthenticated users, so we still provide them the option to filter their search results.

 **Δ-Z**

[OFFER A RIDE](#)    RIDES    [LOG-IN](#) [CREATE ACCOUNT](#)

Browse rides FROM  TO

**Filter Search**

Date of Departure   
Time of Departure   
Numbers of riders   
Amount of luggage   
Price range   
Preferred Driver Gender   
Walking distance from Origin   
Walking distance from destination

**Search**



**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 Angelos**  
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.

6



# Final Design Specification



THE EASIEST WAY TO TRAVEL

# Final Design Specifications



With great potential comes great risk. Our platform aims to enable users to forge meaningful social connections as well as significantly reduce carbon emissions.

However, these impressive goals come at the risk of endangering our users. As such, we have designed the entire platform around a safe and secure core - users will be verified and continuously vetted by their peers.

Every single element on every single page is designed to prioritize the user and his or her experience. Interacting with our platform will feel natural, secure, and familiar to our users.

These final pages are the culmination of debate, revision and iteration. They are the result of a methodical design progression and an *obsessive* focus on detail. Our designs have been tested, modified, and retested countless times.

By accepting our project proposal, the following designs can be passed onto our developers. With your help, our platform is ready to come alive.

# Final Design Specifications



## Homepage

A screenshot of the A-Z ride sharing homepage. At the top left is the logo 'A-Z' with a hand icon. Top right buttons include 'OFFER A RIDE', 'LOG-IN', and 'CREATE ACCOUNT'. The central feature is the large 'A-Z' logo with the tagline 'RIDE SHARING FOR THE MODERN HITCHHIKER.' Below this is a search bar with dropdowns for 'Leaving from' and 'Going to' cities, and a 'Search' button. A row of vehicle icons allows users to filter their search by car type: compact, intermediate, premium, truck, and SUV.

Our homepage is the epitome of our UX principles. It clearly exhibits clarity, familiarity, and digestibility. In our final iteration, we have simplified it to its core functionality - finding a ride from A to Z - it's that simple.

# Final Design Specifications



## User Profile

The user profile for Amber Smith is displayed on the screen. At the top, there is a navigation bar with icons for a handshaking handshake, a search bar labeled 'A-Z', and buttons for 'OFFER A RIDE', 'RIDES', 'MESSAGES', 'HELP', and a user icon for 'AMBER' with a profile picture.

The main area features a large circular profile picture of Amber Smith, a young woman with long brown hair wearing sunglasses and a red plaid vest, standing in front of a red convertible car. Below the picture is her name, 'Amber Smith', followed by a speech bubble icon.

On the left side of the profile, there is a summary card with the following information:

- Ratings: ★★★★☆
- Age: 22
- Gender: Female
- Education: University of Washington
- Favorite Song: Hot and cold - Katy Perry
- Favorite Movie: Inception

To the right of the profile picture, there are five peer reviews from other users:

- Brittney Spears: '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!' ★★★★☆
- RJ Sawyer: '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!' ★★★★★
- Josh Lee: 'Amber is the PERFECT rider. She is really considerate and has a kind heart. She really likes to talk though!' ★★★★★
- Sandia Vogt: '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 too :)' ★★★★☆
- We drove together from Seattle to Tacoma one time! It was about 45 min drive, and we had a great talk during the trip.

The user profile presents three crucial pieces of information: the user's profile picture, personal information about that user, and peer reviews. Purposefully laid out, the profile is designed with clarity, familiarity, and digestibility in mind. Upon first sight, users will instantly understand the purpose of every element on the profile. More importantly, users will understand that every element contributes to the platform's social ecosystem and the safety of other users.

# Final Design Specifications



## Sign Up

OFFER A RIDE    LOG-IN    CREATE ACCOUNT

WELCOME TO A TO Z !

FIRST NAME \_\_\_\_\_

LAST NAME \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

PASSWORD \_\_\_\_\_

CONFIRM PASSWORD \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

BIRTHDAY (mm/dd/yy) \_\_\_\_\_

UPLOAD YOUR DRIVER LICENSE / PHOTO ID  
(BOTH FRONT AND BACK FOR SECURITY REASON)

I'M FINISHED !

Registering for our service is as easy as 1, 2, 3. First, entering critical personal information about yourself. We removed any extraneous information to ensure our content is as digestible as possible to our users. Second, upload a photo ID. We understand that trust is earned. We will never share a user's personal information. We require photo ID during registration to perform a background check and ensure the safety of our platform.

# Final Design Specifications



## Sign In

The sign-in screen is designed for quick access. It includes two prominent social login buttons: "Sign in with Facebook" (blue) and "Sign in with Google" (red). Below these are fields for "YOUR EMAIL ADDRESS" and "YOUR PASSWORD", along with a "Remember me" checkbox. A large green "Log in" button is centered below the password field. To the right of the log-in form is a vertical list of recent locations: San Francisco, gas, gelos, and ma, each preceded by a right-pointing arrow. On the left side of the screen, there's a sidebar titled "Filter Search" with various input fields for filtering ride requests, such as Date of Departure (2/28/16), Time of Departure (anytime), Numbers of riders (1), Amount of luggage (-), Price range (\$ 20-30), Preferred Driver Gender (-), Walking distance from Origin (-), and Walking distance from destination (-). There are also buttons for "Add more filter options" and "Search".

For most users, signing in will be a single click. For others, a maximum of three. Our UX principles of familiarity, clarity, and digestibility manifest themselves in a simple layout with even simpler functionality. As a result, we effortlessly achieve our content strategy goals of creating a safe and social platform.

# Final Design Specifications



## Ride Search (Signed In)

The screenshot shows the A2Z ride sharing platform's search interface. At the top, there are navigation links: a hand icon for 'OFFER A RIDE', 'RIDES', 'MESSAGES', 'HELP', and a user profile for 'AMBER' with a photo. Below this, a search bar allows users to 'Browse rides FROM [Seattle] TO [Portland]'. To the left, a 'Filter Search' sidebar includes fields for Date of Departure (2/28/16), Time of Departure (anytime), Numbers of riders (1), Amount of luggage (-), Price range (\$ 20-30), Preferred Driver Gender (-), Walking distance from Origin (-), and Walking distance from destination (-). Buttons for 'Add more filter options' and 'Search' are also present. The main area displays five trip listings with driver photos and details:

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

Authenticated users are able to view a trip summary right from the search results. If the trip seems like a good fit, a user can either learn more or request to join the trip. Joining a trip has to be mutual - both the rider and the driver have to agree. Because our platform is inherently social, this mutual agreement is essential to ensure the safety of our users.



THE EASIEST WAY TO TRAVEL

# Final Design Specifications



## Ride Search (Guest)

The screenshot shows the guest version of the ride search interface. At the top, there's a navigation bar with a car icon, 'A-Z' links, 'OFFER A RIDE' button, 'RIDES' link, 'LOG-IN' link, and 'CREATE ACCOUNT' link. Below the navigation is a search bar with 'Browse rides FROM' dropdown set to 'Seattle' and 'TO' dropdown set to 'Portland'. To the left is a 'Filter Search' sidebar with fields for Date of Departure (2/28/16), Time of Departure (anytime), Numbers of riders (1), Amount of luggage (-), Price range (\$ 20-30), Preferred Driver Gender (-), Walking distance from Origin (-), and Walking distance from destination (-). There are 'Add more filter options' and 'Search' buttons. The main area displays five ride results as cards:

- Seattle To Portland** (Feb, 28, 2016) - Driver image blurred
- Seattle To San Francisco** (Feb, 28, 2016) - Driver image blurred
- Seattle To Las Vegas** (Feb, 28, 2016) - Driver image blurred
- Seattle To Los Angeles** (Feb, 29, 2016) - Driver image blurred
- Seattle To Tacoma** (Feb, 29, 2016) - Driver image blurred

For unauthenticated users, we have restricted the information these individuals can access. Before signing in, users can see the departure location and destination, as well as the date of the departure. In addition, profile images of the drivers are blurred. We have consciously and deliberately restricted this information to preserve the safety of our current users. To access more information, unauthenticated users can easily log in or register for our platform.

# Final Design Specifications



Through rigorous user testing and iteration, we believe we have a truly incredible product built with intentional design choices as well as robust user experience principles. By incorporating feedback from user testing, we were able to identify user painpoints and navigation issues. We also performed AB testing which allowed our users to select the more intuitive and efficient information architecture and user experience design. The feedback we received was incredibly valuable. Once again, the UX principles we value at our core are digestibility, clarity, trust, familiarity, and delight. We have outlined the fundamental sections of our platform: the homepage, sign up page, sign in page, profile page, and the ride search page. Each page that we described above has gone through an extensive iteration of brainstorming, sketching, and designing to become the site it is today. For every button, image, and word on our page, there is a distinct reason for the way it appears. Shape, color, size, and positioning can all affect the way a point is conveyed and received by users. With all of our design decisions, keeping our focus on the UX principles described earlier guarantees that each and every user can have an unforgettable user experience.



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