**CSYE7280 Assignment 2**Sushmita Maity

1. Overview of the case study

* The case study was conducted by Jessie Chen, principal UX designer at Autodesk in 2016 when Lyft was 4 years old.
* The case study discusses about the **company overview**, **redesign goals** and **design principals**.
* She also discusses the strategy used by Lyft for creating their design principles by using Maslow’s hierarchy of needs.
* Jessie also outlines the design principles she and her team came up with using the same concept, which are:
  + Know Your User
  + Clarity
  + Consistency
  + Efficiency
  + Collaboration
  + Beauty
* The UX challenges and UX redesign reasons are summarized for context of Frank Yoo’s redesign goals for Lyft. The challenges and redesigns were also planned to use the Maslow’s hierarchy of needs strategy.
* The case study also includes different types of user research done for implementing and testing a feature’s usability.
  + It delves into qualitative & quantitative analysis.
  + How User feedback is important. In this case both the driver & passenger’s perspective.
  + A/B testing: This is a check if user wanted features and company designed features are same or not.

2. Reasons for the redesign (at least 5 points)

1. **Cars were not directional** on the UI, which made it hard to follow/understand the car location on the application map
2. **Estimated time of arrival & price had no transparency**
3. **Primary color usages were not uniform**This causes an incoherent experience for the user. It also makes the user lose attention and makes using the application’s purpose difficult**.**
4. **Options panels were not well placed**
5. **Requesting Lyft was vague** for first time users, which is an essential feature to request a ride
6. **Representation of driver was poor**

3. What were the solutions for the issues faced? (At least 5 points)

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| --- | --- | --- |
|  | **Problems** | **Solutions** |
| 1. | Representation of driver was poor | **Enhanced Transparency and Safety is integrated now in the app. After a ride is booked, the car driver, car license plate and other important details are showed to find the car during pickup.** |
| 2. | Estimated time of arrival & price had no transparency | **Price Estimate Feature** was introduced, which shows the price from pickup to destination ride price. It shows each ride’s quote. |
| 3. | Primary color usages were not uniform | **Better Usage of Primary Color was implemented. Lyft used their primary pink and purple colors for action items like “Request Lyft” and “Free Rides”.** |
| 4. | Options panels were not well placed & Cars were not directional | **Ergonomic design** was made for both problems.  1. The different type of ride (Carpool, Line, Regular Lyft, Plus and Premier) were designed to be at the bottom of the app so it is more easily reachable on the UI screen. 2. Cars are designed to be directional, so that they can be easily followed/located on the map and reach the pickup location. |
| 5. | Requesting Lyft was vague | The **color change and better ergonomic design** with options being shown with more clarity makes the booking a ride feature clearer. |

4. Your key takeaways (3 points)

1. **User research and user feedback cycl**e using qualitative & quantitative analysis is very important. There should be similarity/sync between the features which users want and what the company wants to achieve maximum success.

2. The Maslow’s hierarchy of needs concept is very crucial in stating this point that, first and foremost the **usability & reliability of the application.**   
The design’s usability should solve a compelling user issue, and everything should work seamlessly and be as transparent as possible.

3. **Product redesigns** should be conducted, to maximize company revenues. Design principles should be created and implemented.

5. Improvements you could provide (at least 2)

1. **Pre-booking a shared Lyft**This feature would reduce uncertainty in future planned rides during rush hours, making sure the rides are affordable as well.  
   Here in the screenshot we can see, scheduling a shared ride is disabled.  
   Graphical user interface, application

   Description automatically generated
2. **Add payment options post ride selection**This feature makes the UI busy and provides too much information on one screen for the user. Especially when payment feature can be added after a ride is selected.  
   **Graphical user interface, application

   Description automatically generated**