ASSIGNMENT–2
LYFT CASE STUDY

1) Overview of the Case Study:

In addition to offering a thorough rundown of Lyft's redesign, the case study skillfully summarizes important takeaways from executive sessions. It provides a concise summary of Lyft's four years of growth, redesign objectives, design philosophies, UX difficulties, and the function of UX research. It also skillfully conveys the primary difficulties the business has, such as inadequate driver representation and problems with transparency.

2) Reasons for the Redesign:

- Poor Driver Information Representation: To address user confusion, improvements were made to provide a clearer representation of the drivers that users had requested.
- Lack of Transparency on Price and ETA: By providing consumers with cost and arrival time insights, the price estimate tool directly addressed transparency issues.
- Non-Directional vehicles: Lyft shown a dedication to enhancing user comprehension of driver placements and movements by redesigning vehicles on the map with directional indicators.
- Ineffective Use of Color: By purposefully limiting the primary color, the designer enhanced visual appeal and directed the user's attention to important elements.
- Uncomfortable Location of Options Panel: Lyft made the options panel's placement optimal to reduce customer annoyance and enhance the overall user experience.

3) Solutions for the Issues Faced:

- Improved Driver Representation: User safety and transparency were given top priority in the post-match presentation of important driver information.
- Better Use of Primary Color: A visually appealing and functional design was achieved by purposefully limiting the primary color to essential elements.
- Price Estimate Feature Introduction: Adding a feature to get ride quotes improved trip cost transparency.
- Ergonomic Design: Lyft's dedication to ergonomic design was evident by the consolidation of menu activities at the bottom for a seamless user experience, including a tab menu for ride selection.
- Options Before Car Arrival: Providing options prior to a car's arrival enhanced user convenience and immediately addressed issues with the previous user interface.

4) Key Takeaways:

- Structured Design Principles: In addition to developing design principles, the study highlights how crucial it is to arrange and illustrate these concepts so that everyone in the company can comprehend them.
- Proactive Product Redesigns: One important lesson is to emphasize user testing and informed decision-making in conjunction with a proactive approach to product redesigns.
- UX research's significance: Emphasizing the crucial function of UX research—which includes user feedback sessions, Lookback, and A/B testing—offers other organizations insightful takeaways on gaining trust and comprehending customer wants.

5) Improvements:

- Enhancement of User Onboarding: Providing first-time users with clear instructions on how to "Request Lyft" would greatly enhance the user experience.
- In-App Education: Introducing in-app instructional components to educate users through redesign changes, ensuring a smoother transition and avoiding potential confusion.
- Gamification Elements: Investigating gamification components to captivate consumers may improve user communication and promote experimentation with novel features.
- Community Feedback Integration: Creating avenues for the app to include community feedback will encourage a more user-centric strategy for upcoming upgrades and enhancements.