DESIGN EXERCISE

Why an exercise helps us

We'd like to learn more about how you think and work as a designer. We're curious about how you approach a design problem (process), create and evaluate possible solutions (exploration & breadth), and then communicate that understanding to others (presentation). It also helps us evaluate your design skills, which can be challenging to isolate from your portfolio if you often work alongside other designers.

The Problem

Sandra is a Marketing Manager with Uber in Oakland. She is working on a last-minute pitch for a promotional partnership with Live Nation (LNE) who wants to help improve the overall concert going experience. The deal will allow LNE to provide subsidized rides to the Fox Theatre in Oakland for select shows. Sandra needs be able to present LNE with answers to a specific set of questions including:

- Over the last 6 months, how many people get dropped off per day within 1 block radius of the Fox between 6pm and 12am? How does that number differ on show nights vs. non show nights?
- What is the cumulative number of riders who get dropped off in this location over this period?
- What Uber products do they use to get to the theatre – uberX, uberXL, uberBlack, uberSUV?
- What neighborhoods do these trips originate and which ones generate the most volume?
- How long on average do these trips to the theatre area take?
- What is the average total fare of these trips?

Currently, the only way for Sandra to get this information is to write complex SQL queries using an internal tool. This method works, but is difficult to learn, prone to user error, and not fast enough to get the answers and presentation quality she needs.

Challenge

Design a tool that allows Sandra to easily explore the Uber data set to answer all the above use-cases. Remember that Sandra needs to present her case to LNE which includes the need for a visual representation of the data. She should be able to use the same tool to get the specific data for similar event venue owners like AEG, Major League Baseball, the NFL, etc.

- What are some possible solutions? Sketches and written descriptions are fine.
- If you have a lot of solutions, consider categorizing them in a way that helps with evaluation.
- Pick a specific solution that you think is both innovative and practical and design it out to a level of fidelity that gives us a decent sense of how it would work and feel.
- You can assume that geofences for all Bay Area neighborhoods are pre-existing in the system.
- Specific concert dates - Sept 5, 2015, August 8,2015, and July 24, 2015
- Feel free to make up the numbers for all the above metrics.