

## Case Study

### CAB co. - Redefining the Taxi Booking Experience (Prototype)

By Aditya Nooka

#### Introduction

CAB Co. is a design prototype following a minimalistic, aesthetic approach aimed at enhancing the taxi booking experience for users. This case study focuses on the design process and showcases how CAB Co. achieves a simple yet effective user interface compared to existing ride-hailing apps.

#### Problem Statement

**Complex User Interface** - Existing taxi booking applications, sometimes suffer from design complexities that may impact user experience. The Uber app interface, though simple enough can be overwhelming and complicated, due to the excess number of features and options resulting in a less intuitive and enjoyable user experience for some users.

#### Users and Target Audience

Pre-existing users using Taxi hailing applications such as Ola, Uber, etc.

#### Design Process

CAB Co.'s user interface design process focused solely on aiming to create a straightforward and intuitive experience:

1. *Ideation*: Understanding user needs and preferences, and identifying design elements that can simplify the user interface.
2. *Wireframing*: Developing high-fidelity wireframes to visualize the layout and organization of the app's user interface.
3. *User Interface Design*: Creating the overall design of the application using Figma to depict its cleaner and more user-friendly interface.
4. *Workflow Prototyping*: Developing interactive workflow prototypes to demonstrate the app's functionality and user interactions.

## Key Design Aspects

CAB co. achieves a better user interface design compared to existing ride-hailing apps through the following aspects:

1. *Simplicity*: CAB Co. adopts a minimalist approach, reducing visual clutter and creating a clean and straightforward user interface.
2. *Clear Navigation*: The app's navigation elements are logically organized, allowing users to effortlessly move through the booking process. Utilizing intuitive fonts and icons ensures users can quickly identify and access essential functions, enhancing overall usability.

## Visual Design and Branding

The visual design of CAB Co. is characterized by a balanced colour palette and legible typography, promoting a sense of reliability and ease of use.

## Conclusion

CAB co. is a user interface design prototype that offers a simple and refined taxi booking experience compared to existing ride-hailing apps. Through a minimalist approach, clear navigation, CAB Co. aims to deliver an improved user experience that focuses on ease of use and visual appeal.

## Future Scope

While the focus of this project was on user interface design, potential future enhancements could include collaborating with developers to implement the designed interface and integrate features like multi-language support, real-time traffic updates, enhanced personalization and exploring further user testing for feedback and refinement.

## Figma Link

<https://www.figma.com/file/DYqQKPDIRb8MeEjiz31Wyp/CAB-Co.?type=design&node-id=1%3A542&mode=design&t=eeQKOtbUvCDmlZOt-1>

*[Disclaimer: CAB Co. is a conceptual mobile application user interface design prototype developed for educational purposes. The design and features mentioned in this case study are based on hypothetical scenarios and do not represent an actual working product.]*