

Human Computer Interaction

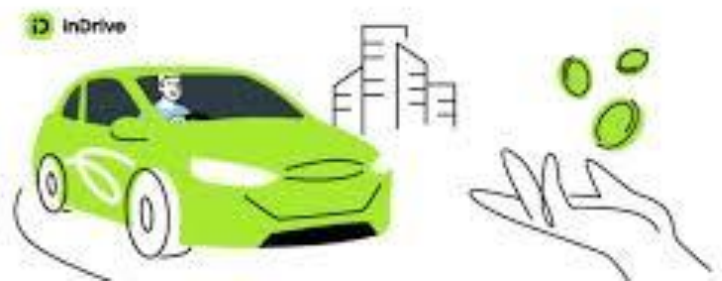
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Selected App: InDrive



FIRST PHASE REPORT

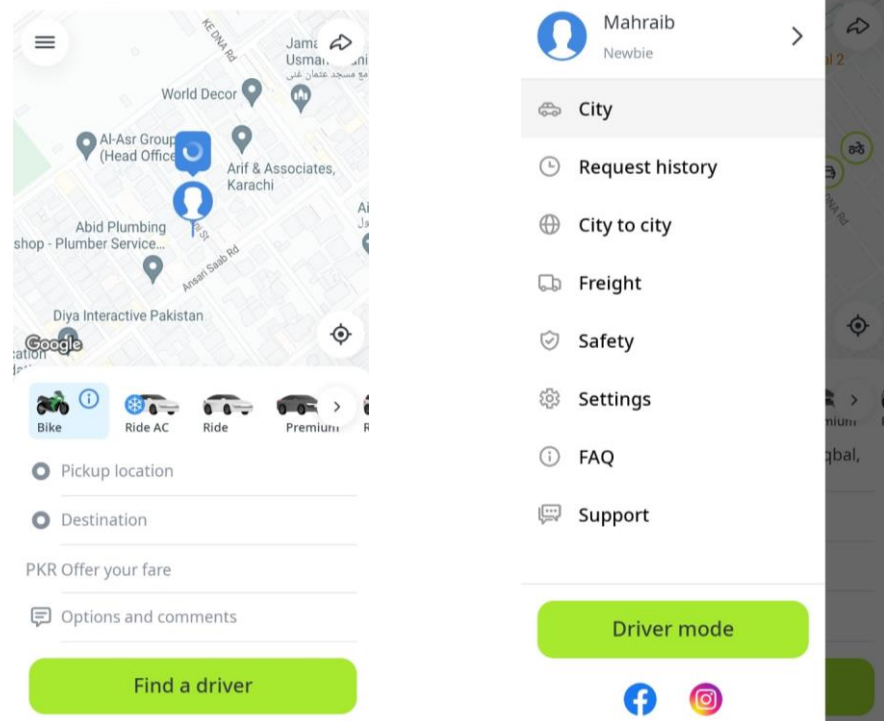
a) What is your sample? How many users you have studied? What was the context of the study?

The focus of our Human-Computer Interaction (HCI) project was an in-depth evaluation of the **Indrive application**. inDrive is the world's fastest-growing online ride-hailing and transportation services. By using indrive one could easily commute to their destination.

HISTORY OF INDRIVE:

inDriver was founded in 2012 in Yakuts, one of the coldest cities in the world. The service originated when a group of local students established a collective group of "independent drivers" (i.e. inDrivers) on social media in response to a sharp increase in taxi prices when outside temperatures dropped precipitously. Members of the group shared where they wanted to go and the prices they were willing to pay, allowing drivers to in turn contact these customers and negotiate prices. One year later, the group moved to the Sinet Company which created a peer-to-peer transportation-based system based on this concept.

The sample for our study comprised active users of the Indrive app, representing a diverse demographic range to ensure a comprehensive understanding of user interactions.



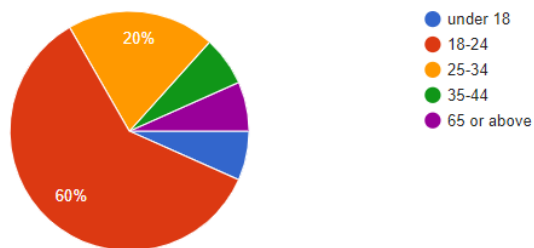
Number of Users:

A total of 15 users participated in the study, providing a substantial and varied dataset for analysis. This sample size was deemed sufficient to capture a broad spectrum of user experiences and perceptions related to the Indrive app's interface.

Here is the analysis of our survey:

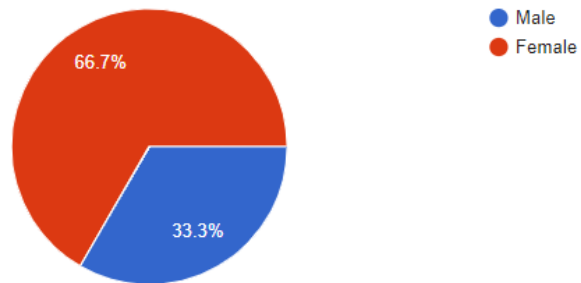
1. Your Age:

15 responses



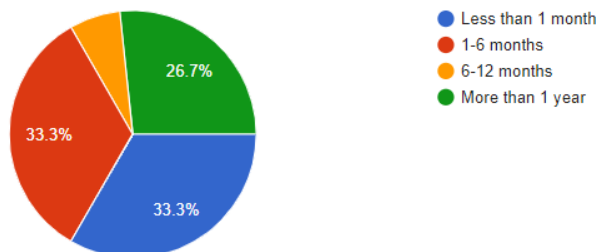
2. Your Gender:

15 responses



3. How long have you been using the InDrive app?

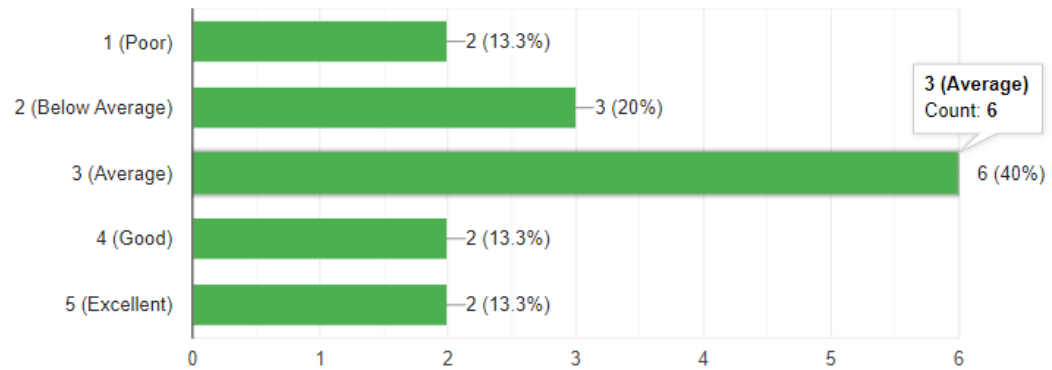
15 responses



4. On a scale of 1 to 5, how would you rate the overall usability of the InDrive app?

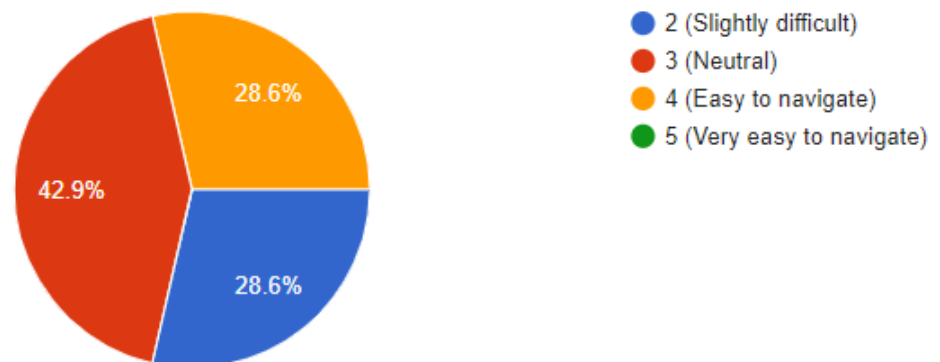
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15 responses



7. How would you rate the app's navigation and menu structure?

14 responses



9. In terms of usability which application would you prefer if you have three options

1) inDrive 2)Bykea 3)careem

please specify why you give preference to your choice?

14 responses

InDrive

inDrive due to easy to use

InDrive

bykea because it has many options like delivery of parcels etc

Both Bykea and InDrive have their strengths in terms of UI. I might prefer Bykea due to its simpler and more intuitive interface. Bykea's UI seems to offer a more straightforward navigation system, making it easier to access various services without much complexity. The layout and design elements in Bykea might feel more user-friendly and streamlined compared to InDrive, which could have a more complex or cluttered

InDrive, because you can add amount of your choice.

indrive

bykea its icons are visible and large

bykea because of more functionalities

10. Do you have any additional comments or suggestions regarding the usability of the InDrive app?

13 responses

no

No

Good

Good overall

i think there should be a feature of live location sharing

voice assistant should be there

for choosing fare separate interface

indrive

its interface should be improved

Context of the Study:

The study included observations of users engaging with the app in different contexts, including booking a ride, selecting fare what functionalities and features are most useful and which are most difficult in application and other questions that could affect usability of interface are the part of our survey form.

The contextual focus aimed to assess the app's usability, effectiveness, and user satisfaction of users. By observing users in their natural environment, we aimed to gather valuable insights into how well the Indrive app aligns with users' expectations and requirements during various driving scenarios.

This approach allowed for a holistic evaluation of the Indrive app's interface, providing a rich dataset to inform our analysis and recommendations for potential improvements.

b) Identifying what problems users are facing. How you identified these problems, and how and what sort of data you collected?

For the sake of ease of users we have included both questions that which functionalities are useful and which are difficult in terms of usability of InDrive App. According the responses received the problems users are facing are:

- For adding Pickup destination user has to type address explicitly.
- Live location access is not properly marked (the path is not correctly marked)
- User Profile Management
- Notification pop-ups for choosing fare on main screen is difficult.
- Driver contact Details
- Voice assistant features should be added for ease of use.
- Icon size should be increased.
- For safety new feature should be introduced

DIFFICULTIES FOUND BY USER:

6. Are there any features that you find difficult to use or understand? If yes, please specify.

14 responses

No

location adding

Location access

Not so

account management , voice assistant feature should be there , learnability

Options and Comments: I lack a clear understanding of the purpose of the "Options and Comments" button on the main page.

Notification Pop-ups: The notifications about drivers bidding on the main screen seem less useful. To enhance this feature, it could be improved by providing a separate button, such as a notification icon, where all these pop-ups could be consolidated. This way, users can access these updates under a designated menu for notifications.

no

choosing location , account management

1)current location path is not specifies , 2) user profile has not features like additional information is not available

there should be contact details of driver too so that contact him easily if he is taking more time as

c) How current interface are utilized and how they can be improved?

The present interface of the InDrive app proves beneficial for a subset of users, although some encounter difficulties with specific features. Let's delve into the current interface systematically.

On the initial screen, users have the capability to book a ride. However, some users have suggested potential enhancements, such as the integration of a voice assistant feature to facilitate the input of pickup addresses, and the consideration of separating notification pop-ups from drivers onto a distinct screen. This proposed modification aims to prevent users from feeling rushed while making selections and reduce the likelihood of inadvertently choosing an incorrect fare.

Despite these user-reported challenges, InDrive boasts an array of valuable features. Notably, the icons representing different vehicles contribute positively to the overall user experience by providing clear visibility and aiding users in selecting their preferred options. Additionally, the commendable punctuality of InDrive drivers is acknowledged. Nevertheless, there remains an opportunity for interface refinement in response to user feedback.

In summary, while InDrive has proven functionality and valuable attributes, user suggestions indicate a need for improvements in certain aspects of the interface. Addressing these concerns could further elevate user satisfaction and contribute to a more seamless experience for all users.

FEEDBACK FROM USER:

5. What specific features or functionalities do you find most useful in the InDrive app?

14 responses

Price

choosing my favourable amount

Survey

Fast service

price

Real-Time Tracking: Live tracking of the driver's location helps users estimate arrival times accurately.
Multiple Services: If applicable, providing various services beyond ride-sharing, such as food delivery or package delivery, can make the app more versatile.

Share your location

Don't want any specific feature all is good

not sure

driver reached on time

d) What models you are proposing for designing the new solution for different type of users

