User experience design and testing
Assignment 2 – Lyft redesign case study

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Overview of the case study:

The lyft app designers decided to redesign the app once they had spent enough time fitting into the market and growing in it. The future for lyft was to be able to scale and provide a better user experience for all its customer (drivers and riders). The lyft followed the Maslow's hierarchy of needs and came up with three important principles that they need to focus on. They then started the process of redesigning the application. This redesign process included all the feedback they had got from the extensive testing the team does. This includes a variety of people who use the app, first time users, drivers in real time, testing in office, in a non-remote location.

The lyfts redesign focused on number of things including how to use a color efficiently so it signifies something, how to make the ride safer and easily identifiable and add a more functional design for the application.

Reason for the redesign

1. The driver's information was incorrectly represented. There was no way to identify the driver in the requested ride by any descriptive information.
2. Before, users did not receive an ETA or a quote for the cost of the ride.
3. On the application's map, the cars were immobile. There were unidirectional, which meant that users couldn't tell which direction the driver was going or why his arrival was taking longer than expected.

4. Not every option on the options panel was situated in the same spot. To choose items that required too many processes, users would have to slide their fingertips from the top of the screen to the bottom.
5. The choice of color didn't signify which were important operations (like placing a request for ride).
6. The app initially had a request lyft button which didn't seem to be much of button either since it wasn't shaped that way and the text on the button "request lyft" wasn't very descriptive for people who were booking a ride for the first time.

Solutions to the issues faced:

1. The license plate of the driver who was assigned the ride was not available to see in the requested ride, this made it easy for people to identify their ride and hence was a very convenient addition to the redesign.
2. The users after the redesign process received the ETA and the quote for the ride when requesting one. This made it simpler to decide whether the user wants to take the ride.
3. The cars on the application were now bi-directional. This showed the exact directions the cars were moving, it made it easier for the user to know where the car is exactly.
4. The new UI showed multiple options once the ride was requested giving users all the option at the bottom of the screen instead of moving around to find all the different options. This made it very convenient as all the options were visible and available at the same place.
5. The lyft used pink as their primary color. After the redesign the color was only used for important button and options. This changed the significance of the color and let users (mainly first time) know where the significant operations were.
6. The "request lyft" button was changed to a more button like shape so the users know its clickable and the text was changed to "set pickup". The primary color of lyft – pink was used here to show the significance of the button too.

Key takeaways:

1. The most important takeaway from this case study for me is the importance the color plays while designing an application. Using just one color we can show what is the significance of something and use that color to things we need the users' eye to catch (like free offers and price reductions)
2. The next takeaway would be how the entire application was tested. They used multiple types of users of the application (drivers and riders) to test it out. There were people who were stress tested and the testing was also done every week to get instant feedback to the improvements. This helps to immediately know what's working for the team and what's not.
3. The whole redesign was based on Maslow's hierarchy of needs. They used a very simple principle to make the entire application better. They divided the problem into three important categories and started working on solving them in their order of significance.
4. Adding the number plate to identify the driver was another significant redesign modification that improved the entire experience of riding in a Lyft very safe while also making it convenient to know who your driver is.

Improvements I would suggest:

1. Once a major redesign is done or when the user logs in for the first time, add a tour option. This tour option would show users all the main functionalities of the application and this would also have skip option for convenience. Giving this tour of the application will guide the users on how to book a ride, cancel it or contact driver and emergency help too.
2. The information of the driver is only visible 2mins before the ride. This makes it a little inconvenient when people want to know who they are riding with since it gives a sense of security. So, I would suggest changing it in a way that the driver details are displayed with the ETA of the driver as soon as the ride is booked.