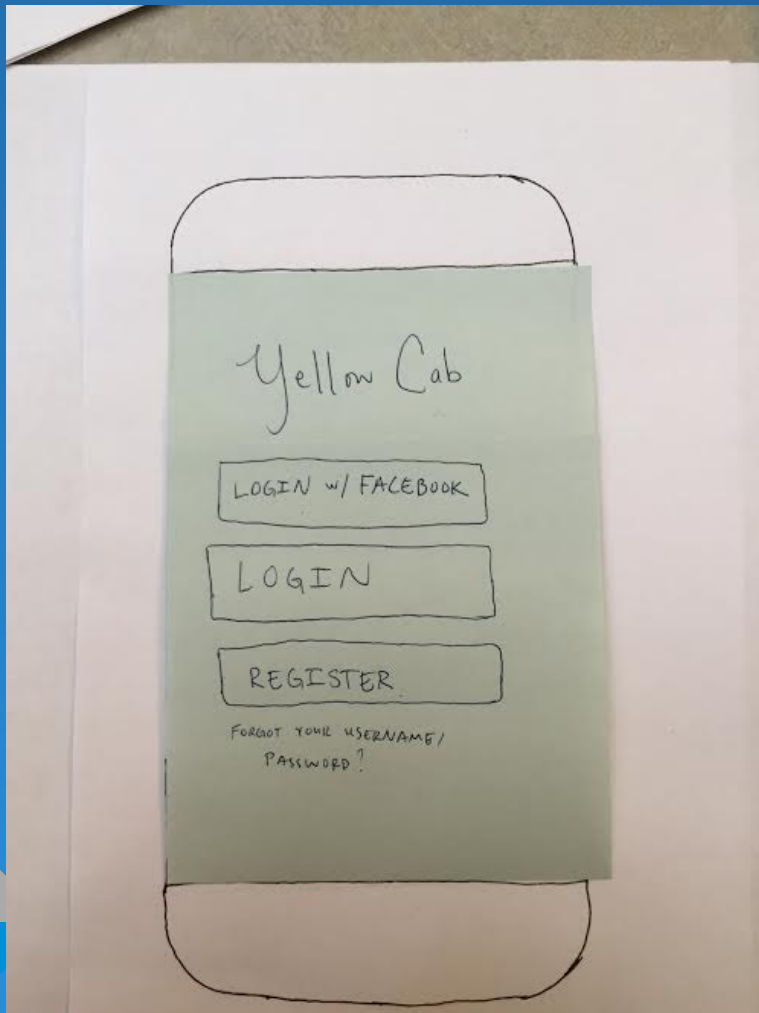


The slide features a solid blue background. On the left and right edges, there are decorative patterns of overlapping chevron shapes in yellow, magenta, and light blue. The main text is centered in the upper half of the slide.

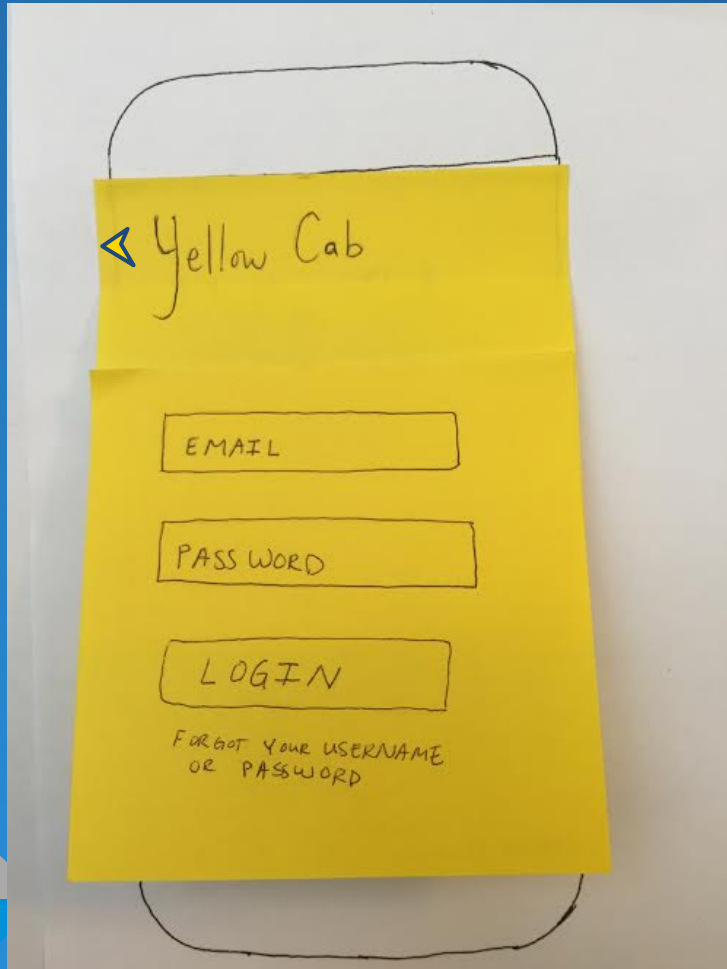
Paper Prototype

Eden Ghirmai & Tamanh Nguyen

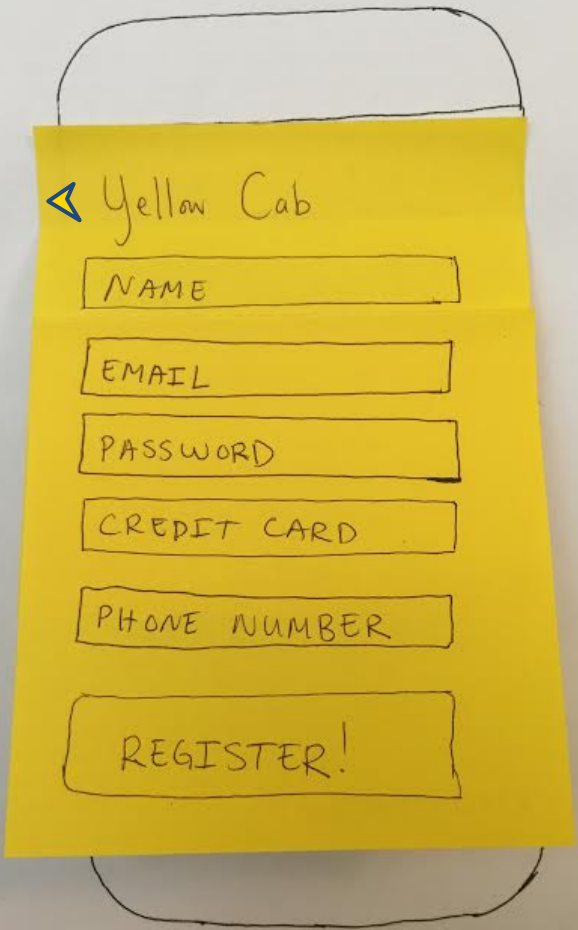
INFO 330 C



Initial login screen



Secondary login screen
(shown when users
select the “Login” action
of the previous screen)



A hand-drawn sketch of a mobile application registration screen on a yellow sticky note. The note is placed on a white surface, and the entire image is set against a blue background with colorful geometric shapes on the right. The sketch includes a back arrow icon, a title, five input fields, and a registration button.

◀ Yellow Cab

NAME

EMAIL

PASSWORD

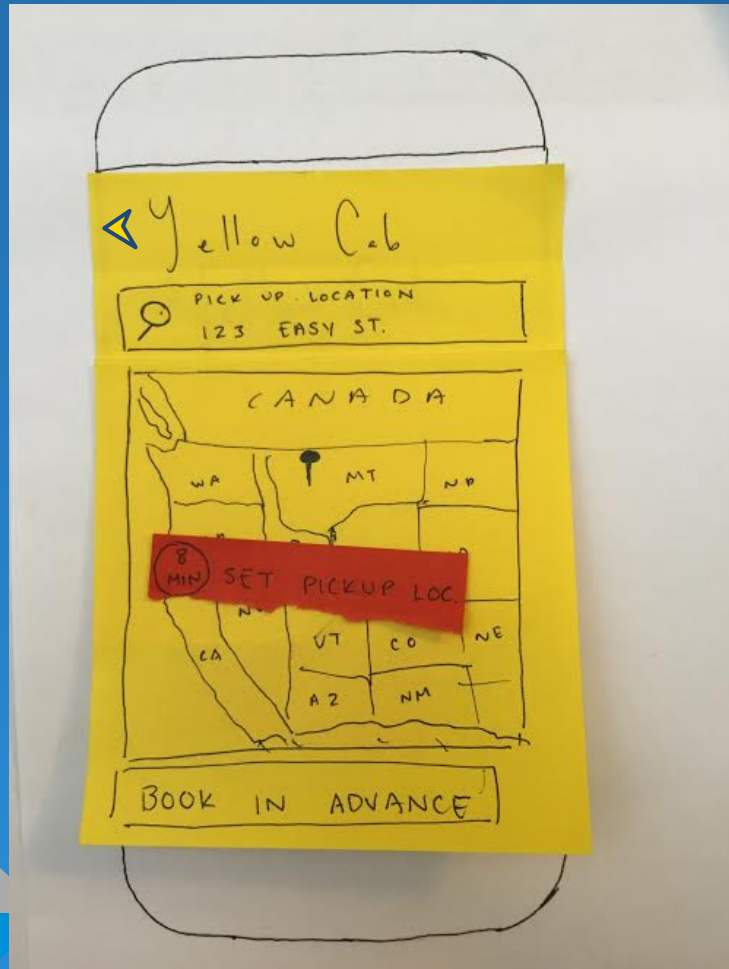
CREDIT CARD

PHONE NUMBER

REGISTER!

Registration screen

(name/email prefilled if
logged in w/ Facebook)



The home screen, in which users can set their pickup location.

◀ Yellow Cab

To the
Airport

From the
Airport

DATE

CHOOSE YOUR AIRPORT V

DROP OFF ADDRESS

AIRLINE & FLIGHT #

CONTINUE

Advanced booking
(available only for
airports)

This screen is for when
you book a ride *from* the
airport.

Yellow Cab

To the Airport

From the Airport

DATE

TIME

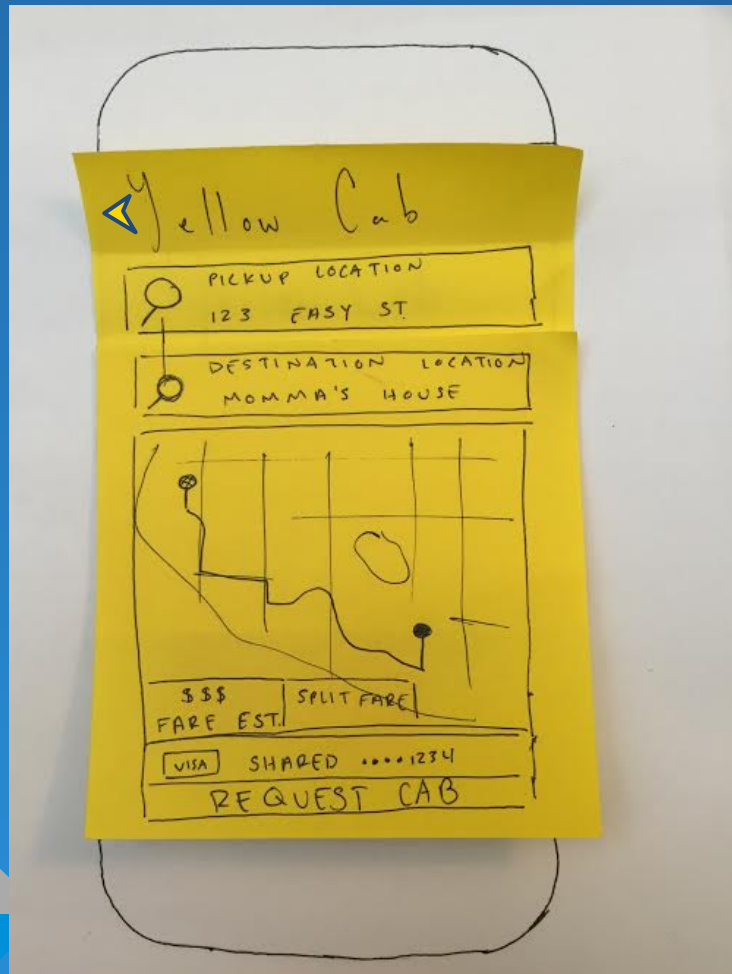
CHOOSE YOUR AIRPORT ✓

PICKUP ADDRESS

CONTINUE

Advanced booking
(available only for
airports)

This screen is for when
you book a ride *to* the
airport.



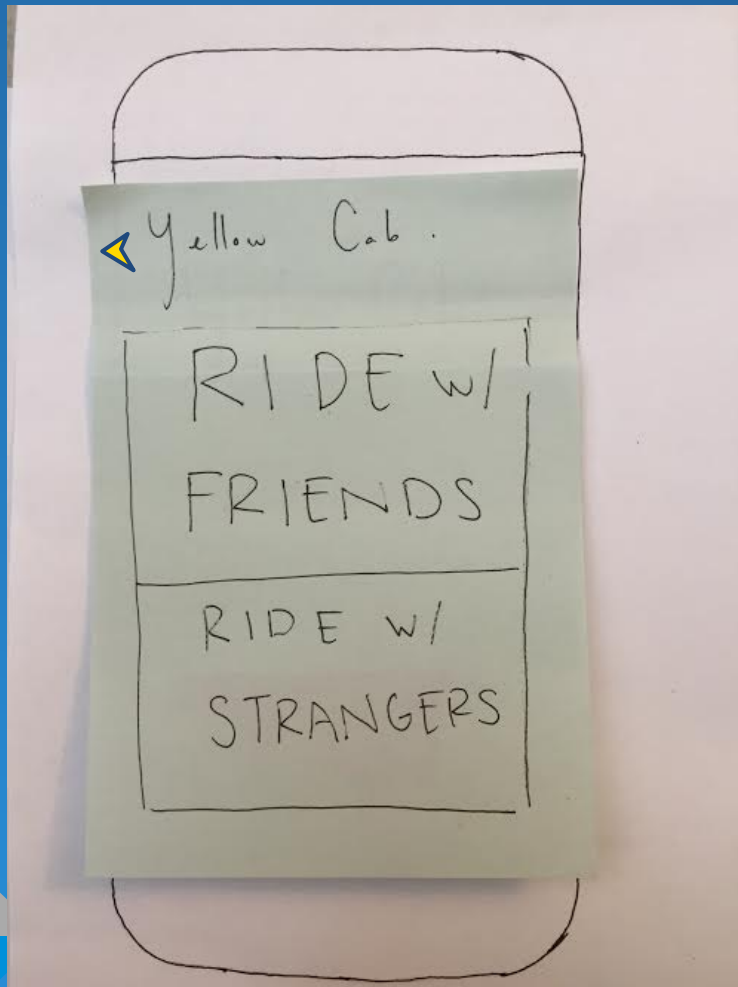
Ride confirmation screen, in which users have the option of looking at a fare estimate, or splitting the fare.

◀ Yellow Cab
FARE ESTIMATE

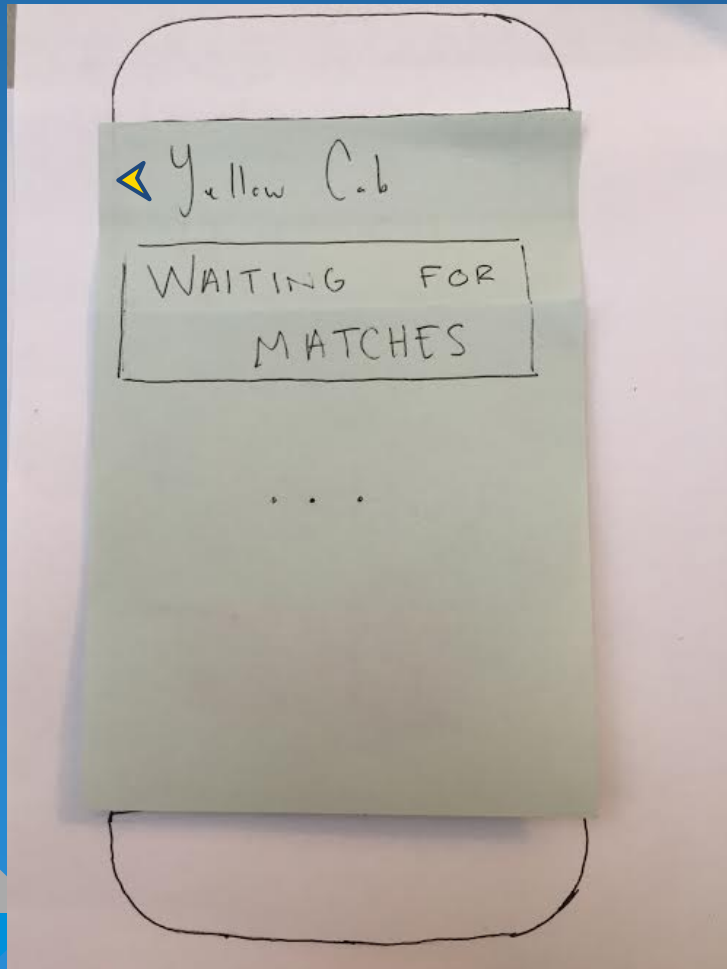
SOLO: \$11 - 15

w/ RIDE SHARE: \$7 - 10

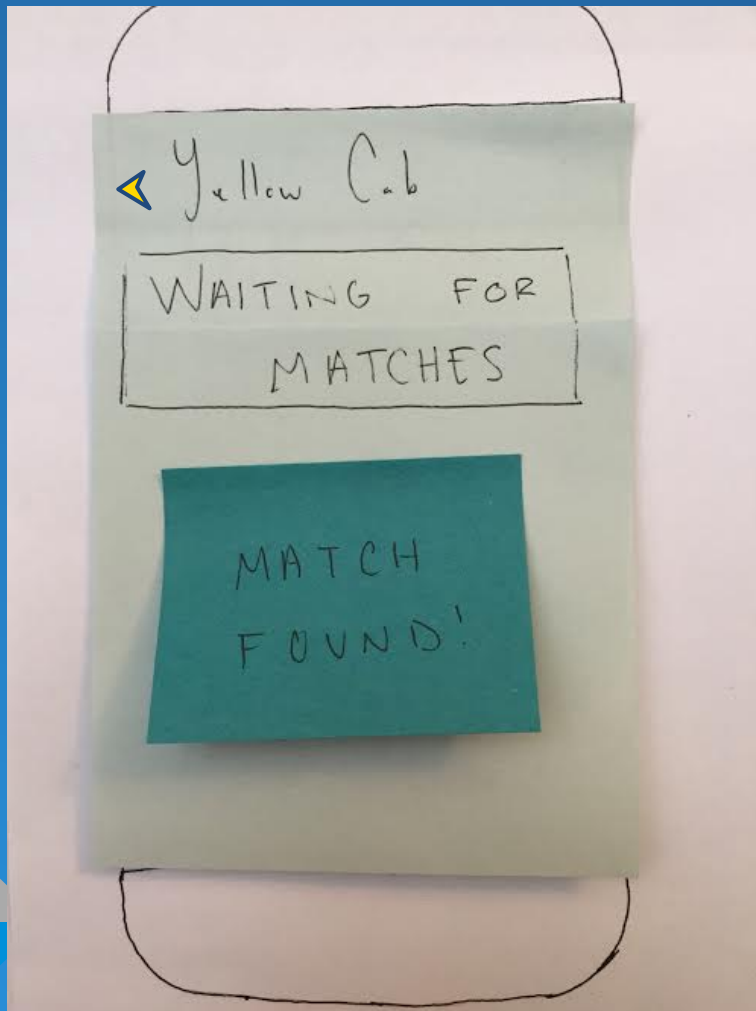
Fare estimate screen,
displaying the cost
riding alone vs. with
rideshare



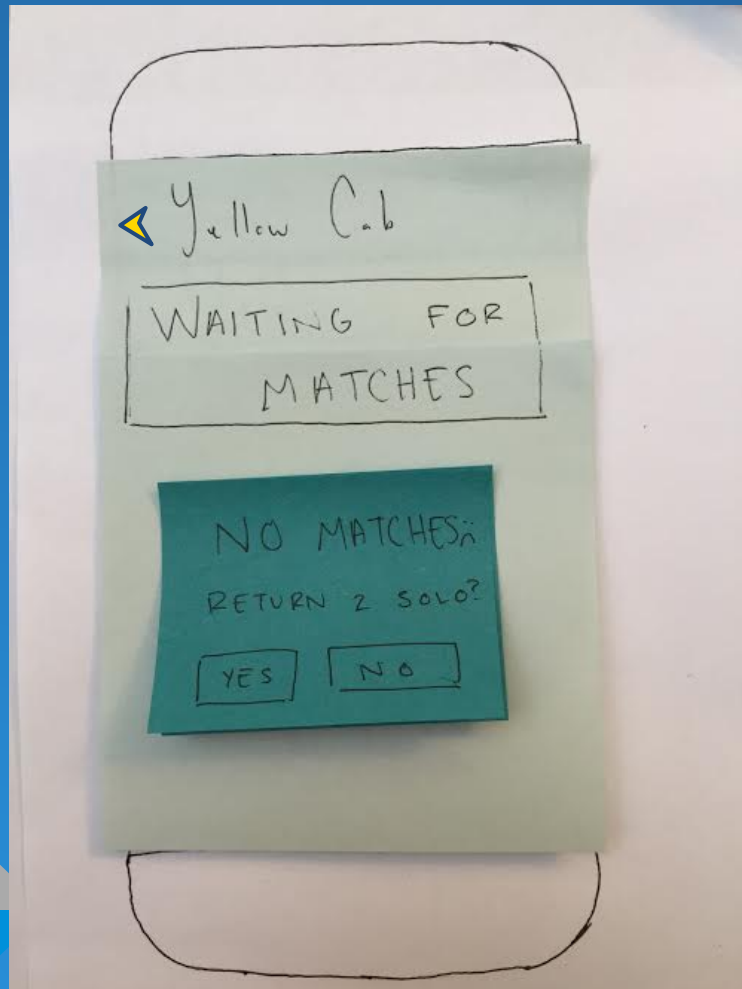
If users choose the split fare option of the confirmation screen, they will be taken to a page where they can choose to split the fare with friends or strangers.



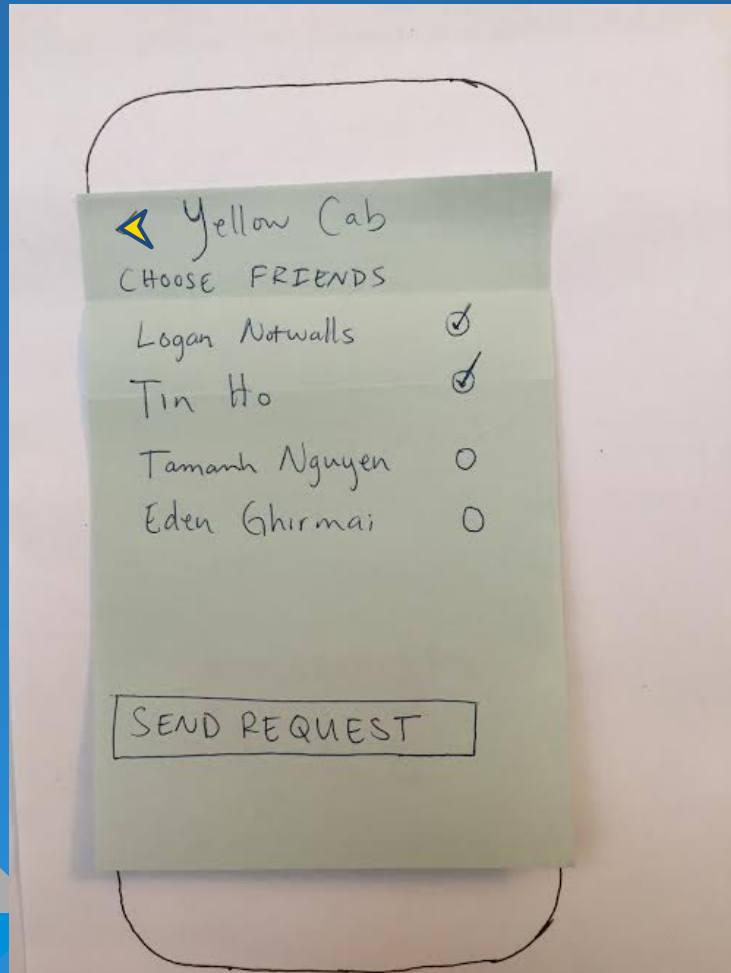
If users choose to ride with strangers, they will be matched with those requesting a ride in the same direction.



When a match is found,
the user is notified.



When no matches are found, users are prompted with the option of requesting a solo ride.



If users choose the “Ride with friends” option, they will be taken to a screen where they can choose available friends (populated through Facebook).

The fare will only be split if the friends accept the request.



ETA screen + driver's
contact information

Yellow Cab

Thanks for using Yellow Cab! Your ride was:

\$ 10.50

Would you like to rate
and review your driver?

☆☆☆☆☆

No Thanks

Receipt/ratings screen