Report on Redesign of Lyft Application

By Tejaswini Chavan

Professor: Vishal Chawla

Table of Contents:

Overview of the Lyft case study:

The Lyft case study shows how a smart app design can help a business grow. Lyft, a ride-sharing company started in 2012, decided to improve its app to make it easier for people to use. The project aimed to address several challenges and enhance the overall functionality for both riders and drivers.
This comprehensive report explores Lyft's ambitious redesign journey, gaining valuable knowledge from workshops and discussions with Vicki Tan, a Lyft product designer, and Frank Yoo, the company's head of UX and product design. The case study examines the goals that inspired Lyft's redesign, the design principles that guided the process, the significant obstacles they faced, their persuasive explanation for the redesign, and the significant impact it had.

Reasons for the redesign:

Users of Lyft had previously encountered several problems, such as being unclear about the fare and the expected arrival time. The direction of the moving car was not displayed, which made it difficult for the users to track the ride.

Before the makeover, Lyft encountered the following issues:

1. **Poor representation of the drivers that were requested**
   Analysis: Users had trouble identifying their assigned drivers due to unclear information in the app. This confusion made it difficult to find the right driver, which resulted in potential safety concerns and delays in starting the ride.

2. **Transparency in the cost of rides and arrival times**
   Analysis: Users of Lyft frequently had questions about how much their ride would cost and when their driver would show up. Users struggled to arrange their rides efficiently since there was no clear, upfront cost or expected arrival times. This uncertainty caused dissatisfaction, as riders were confused of their projected expenses and the accuracy of their wait times, diminishing trust in the app's

dependability. The rides' information was not shown which made it difficult for the user to recognize and understand what vehicle they would be getting into.

3. **The absence of directional indications makes it difficult to monitor rides**

   Analysis: Users found it difficult to follow their ride in real time given the absence of clear indicators of direction. This lack of input resulted in a disconnected experience, with users unclear of their driver's specific location or distance. As a result, consumers frequently felt worried or confused, unsure when their driver would arrive or whether they were on the right and optimum route.

4. **Inadequate use of primary color in the app interface**

   Analysis: It was challenging for customers to distinguish between crucial interface elements because Lyft's color scheme did not appropriately highlight critical information. The application was less useful overall due to the poor use of standard use of primary colors, which created visual clutter. The inability of users to rapidly recognize crucial information, like buttons or ride status, hindered their ability to use the app effectively and made it less intuitive.

5. **Ineffective placement of buttons and options**

   Analysis: Users had to spend more time looking for crucial features because of the app's confusing arrangement of buttons and settings. Particularly in cases where users had to book rides fast, this ineffective layout design caused needless irritation. Users unfamiliar with the app's UI found it difficult to use and the whole experience slowed down by the poorly organized options.

6. **Confusing "Request Lyft" button, especially for first-time users**

   Analysis: Identifying the "Request Lyft" button was difficult, especially for newer users. Requesting a ride was often confusing to first-time users because this important feature was not clearly labeled or positioned. Due to the increased

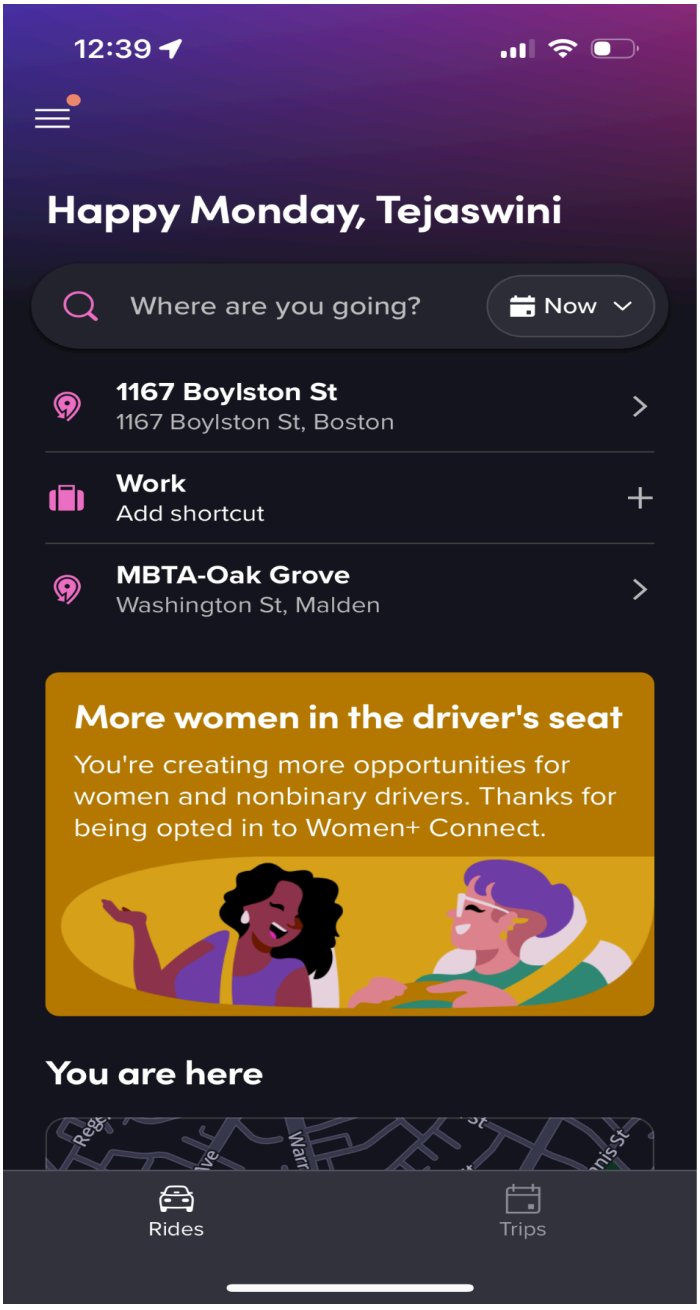
possibility of errors or delays, while requesting a ride, new users may not be satisfied with their initial experience.

In this case, the user has benefited from the introduction of a few new, helpful features. Font size and color contrast have also produced an amazing response.

Solutions for the issues faced:

Redesign of the Lyft application solved the issues and the new features provide the following solutions:

1. The user is shown the driver's full information, which includes the car's model and name, license plate, and phone number. The car's information display and license plate are both revolutionary because that's what riders primarily search for. Since this is how the two of them primarily communicate, knowing the driver's phone number and vehicle information proved to be important.
2. In time-sensitive scenarios, better price estimations and ETA provide the user/rider more control over choosing their trip. This allows for complete transparency between the driver and the passenger, facilitating a more seamless ride completion.
3. On the map, the car icons were updated to display directional movement, which helped users quickly understand if their driver was heading towards them.
4. Lyft’s brand colors, pink and purple, were used thoughtfully in the design. Pink was designated for key action items like the "Request Lyft" button, while purple acted as a secondary color to ensure consistent branding. The call-to-action buttons featured these primary and secondary colors, making it easier for users to interact, while maintaining a balance to avoid overuse of the primary color for better visual appeal.
5. One of the most important factors affecting user experience and, consequently, user retention is the strategic positioning of buttons. Users will find it easier to navigate the program farther if a button is located closer to their thumb.
6. The "Request Lyft" button is now more noticeable and simpler to find for first-time users. Users could now request quick and easy rides without confusion due to clear labeling and a more user-friendly positioning. The purpose of this modification was to enhance the initial user experience by decreasing mistakes and delays.



Key takeaways:

Improvement is an ongoing process and it takes effort to transform an idea into a useful functional feature. These steps include designing, iterating, A/B testing, and gathering user input. Combining design and UX research is just as crucial as carrying out each step alone.

The key takeaways are that Lyft's problems were resolved by intuitive design thinking, which included user input, AB/testing, data collection, and in-depth research to comply with design guidelines developed by their team based on Maslow's hierarchy of needs, a key principle of human psychology.

1. Businesses are designed to serve users and consumers, therefore creating or improving an app with the **user in mind** is a guaranteed way to streamline any process. By placing users at the center of their redesign efforts, Lyft was able to create a more intuitive and satisfying experience, likely leading to increased user retention and satisfaction.
2. It is **crucial to address the users' pain areas** by utilizing research, re-design, and testing methods. Finding the best-performing design—which might not always be what the company or designers enjoy best—and comparing the success rates of many design iterations are two things that A/B testing helps with. Better-performing designs are made possible by reducing assumptions, customer feedback, and increasing testing.
3. Lyft serves as an example for other companies looking to integrate design thinking into their strategy from the perspective of business analysis. To stand out in the ride-hailing business, they used a **user-centric strategy, transparent pricing displays, systemic visual design/ordering, user feedback collection, A/B testing, and competitor analysis.** These improvements in user experience directly translated to business success, demonstrating that thoughtful design is not just about aesthetics, but can have a tangible impact on a company's bottom line.
4. **Focus your efforts on what makes you stand out from the competition.** For instance, because of the brand's vivid and whimsical color scheme, I could quickly identify the bright pink/purple app on my phone that had "Lyft" printed on it. The choice of colors demonstrates how the brand wants consumers to view it. Their colors convey the notion that they are upbeat, easygoing, and passionate, and they want to be identified by a population that matches these qualities.
5. Being as crucial as finding the solution to the current issue is **keeping track of the design process.** As no department, team, or business is permanent, gathering and maintaining both qualitative and quantitative user data now can help with long-term design support in subsequent re-design initiatives. As times change, plans must also be changed.

   These major findings highlight the complex nature of a significant redesign project and the numerous factors that must be taken into account to achieve an effective outcome. They emphasize that good design is about making a product

that is technically feasible, maintainable, and fits user demands and business objectives in addition to pleasing different stakeholders.

Improvements Suggested:

1. The software can improve customer safety by allowing users to add emergency contacts. Customers can issue an alert to 911 or get in touch with Lyft's customer service directly in the event of misbehavior. Including safety features like an SOS button for emergencies would also greatly increase the app's utility and appeal to users in terms of safety. Putting in place a basic SOS button—possibly with pink as the primary color—would be a useful method to provide aid when needed.
2. A voice-activated booking feature in the Lyft app could improve accessibility for users with physical disabilities, allowing them to book rides independently through voice commands. The system could handle tasks like scheduling rides, selecting locations, choosing ride options, and making trip changes, easily integrating with voice assistants like Siri or Google Assistant.
3. By making the Lyft app more user-friendly for non-native English users, adding support for different languages and cultures would increase its appeal on a worldwide scale. Along with modifying for local preferences like currency, time zones, and navigation, this entails translating the interface, notifications, and features. These adjustments would raise engagement, enhance the user experience, and facilitate Lyft's entry into new markets while meeting the needs of users worldwide.

References:

1. *Lyft Case Study*. (2024). Drexel.edu. https://digm.drexel.edu/uxid/portfolio/2020/04_idm216-Lyft/casestudy/
2. Raventós, R. (2023, March 2). *65 Examples of How A/B testing Helps Large Enterprises*. Nelio Software. https://neliosoftware.com/blog/65-examples-of-how-a-b-testing-helps-large-enterprises/#toc-lyft-36

3. Chen, H. (2021, December 1). *How we run design-led UX research at Lyft* (H. Chen, Ed.) [Review of *How we run design-led UX research at Lyft*]. https://design.lyft.com/how-we-run-design-led-ux-research-at-lyft-eaa27d9f3cd8
4. *Lyft Design+*. (2024, September 19). Lyft Design+. https://design.lyft.com/