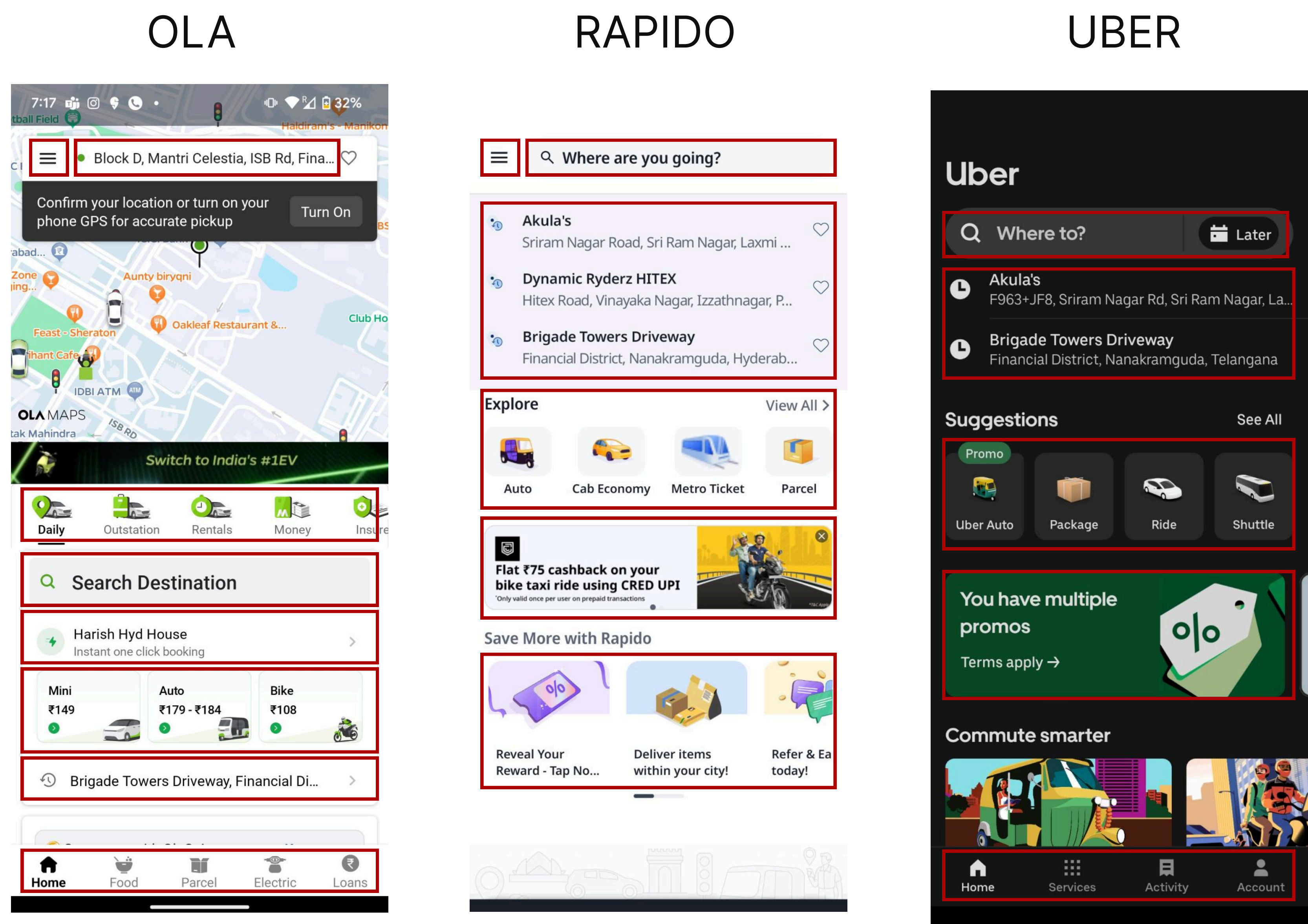


1. DISCOVER



2. DEFINE

Why?


- Present OLA app's landing page is cluttered with too many decision areas.
- We want to de-clutter it

What?

- Redesign OLA's landing page / Homepage


Who?

- User Persona



Darwin-20

A young male techie who uses ride-booking app to commute to work for leisure

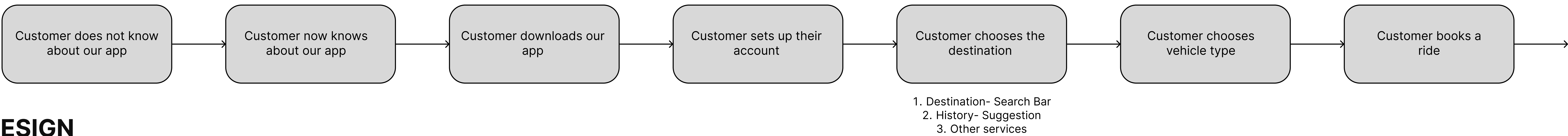


Linda -18

A female college techie who uses ride-booking app to commute to college

How?

- Customer Journey Based Approach
- Information Architecture



3. DESIGN

- a. Low fidelity wire frame (place holder)
- b. High fidelity wire frame

