#### 1. DISCOVER **UBER** RAPIDO OLA □ □ □ 32% ≡ Q Where are you going? ■ Block D, Mantri Celestia, ISB Rd, Fina... Uber Confirm your location or turn on your phone GPS for accurate pickup Akula's Q Where to? **Later** Sriram Nagar Road, Sri Ram Nagar, Laxmi ... Dynamic Ryderz HITEX Akula's F963+JF8, Sriram Nagar Rd, Sri Ram Nagar, La.. Hitex Road, Vinayaka Nagar, Izzathnagar, P... **Brigade Towers Driveway** Brigade Towers Driveway Financial District, Nanakramguda, Telangana Financial District, Nanakramguda, Hyderab... Suggestions See All Switch to India's #1EV Cab Economy Metro Ticket Quality Daily Outstation Rentals Money Flat ₹75 cashback on your bike taxi ride using CRED UPI Q Search Destination You have multiple 00 promos Harish Hyd House Save More with Rapido Instant one click booking Terms apply → Commute smarter Reveal Your Reward - Tap No... within your city! Brigade Towers Driveway, Financial Di...

# 2. DEFINE

# Why?

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

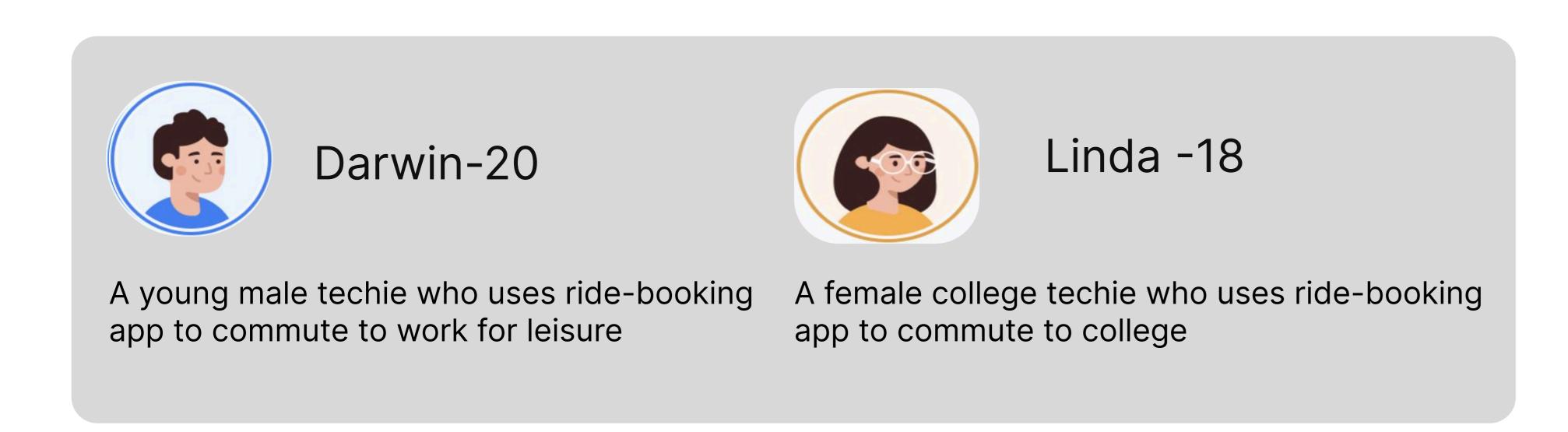
Home Food Parcel Electric Loans

### What?

• Redesign OLA's landing page / Homepage

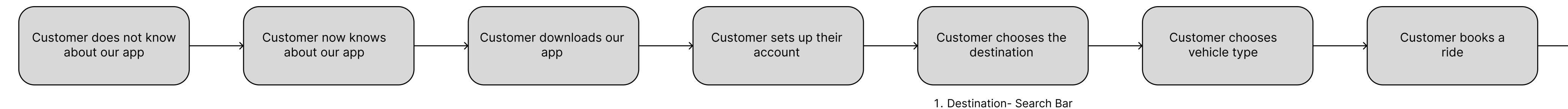
### Who?

User Persona



## How?

- Customer Journey Based Approach
- Information Architecture



2. History- Suggestion

3. Other services

# 3. DESIGN

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

