

# *From Tap to Trip: Uber & Lyft*

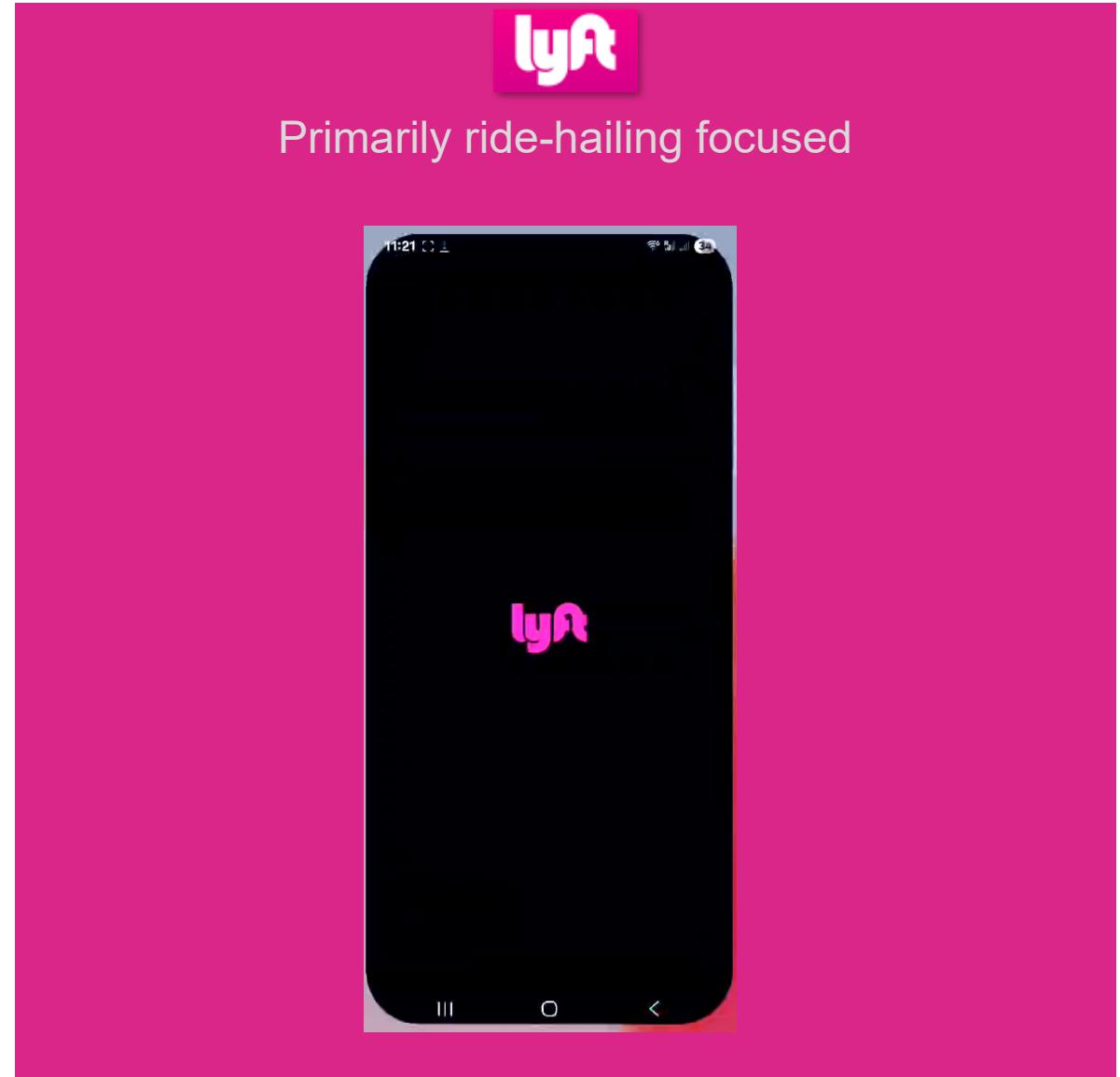
A usability evaluation using Norman's design principles and  
Nielsen's heuristics



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*May 5, 2025*

# *Introduction*



# *Similarities*

Schedule/book rides



Add pickup/drop-off



Ride types (XL, pet, for others)



Switch rider feature

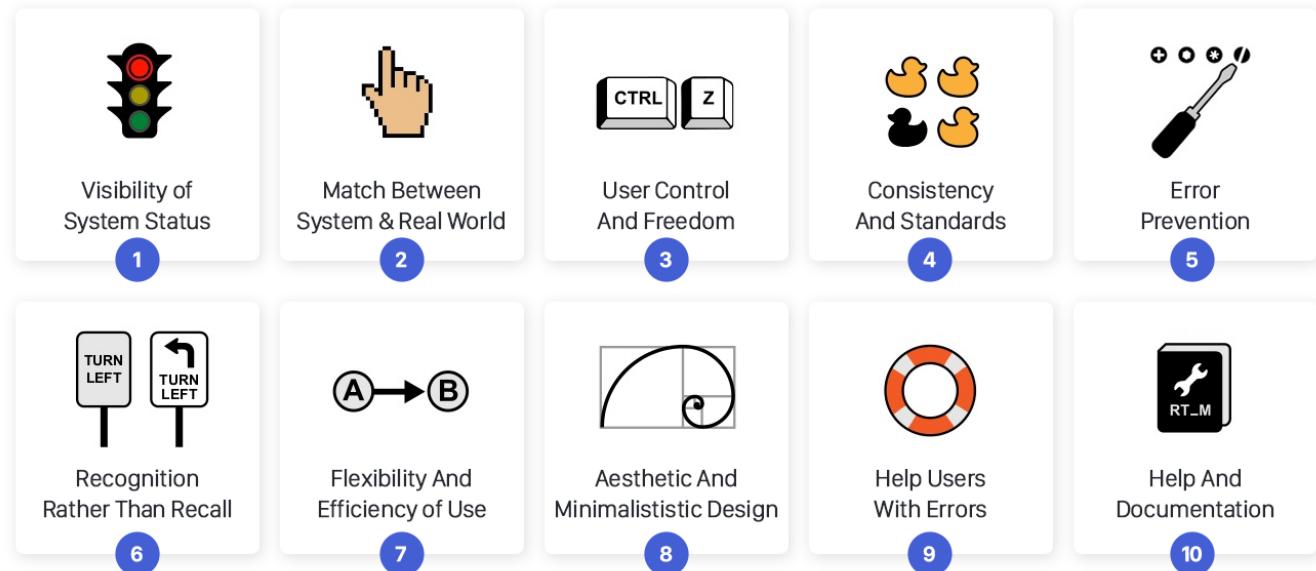


# Frameworks for Evaluation

## Don Norman's Principles



## Jakob Nielsen's Heuristics



"Two of the most important characteristics of good design are discoverability and understanding." - *Don Norman*

# Evaluation tasks

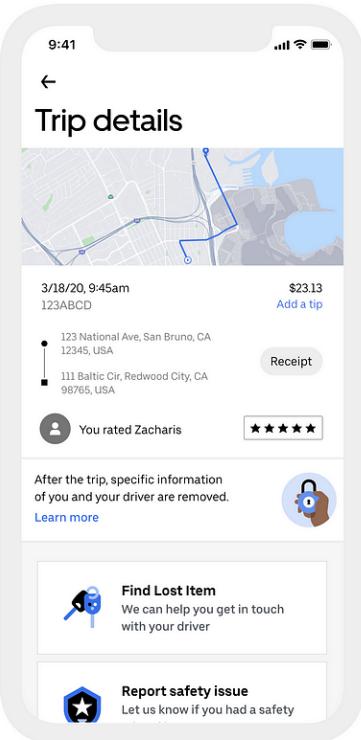
## Task 1

Booking a ride



## Task 2

Viewing ride history



## Task 3

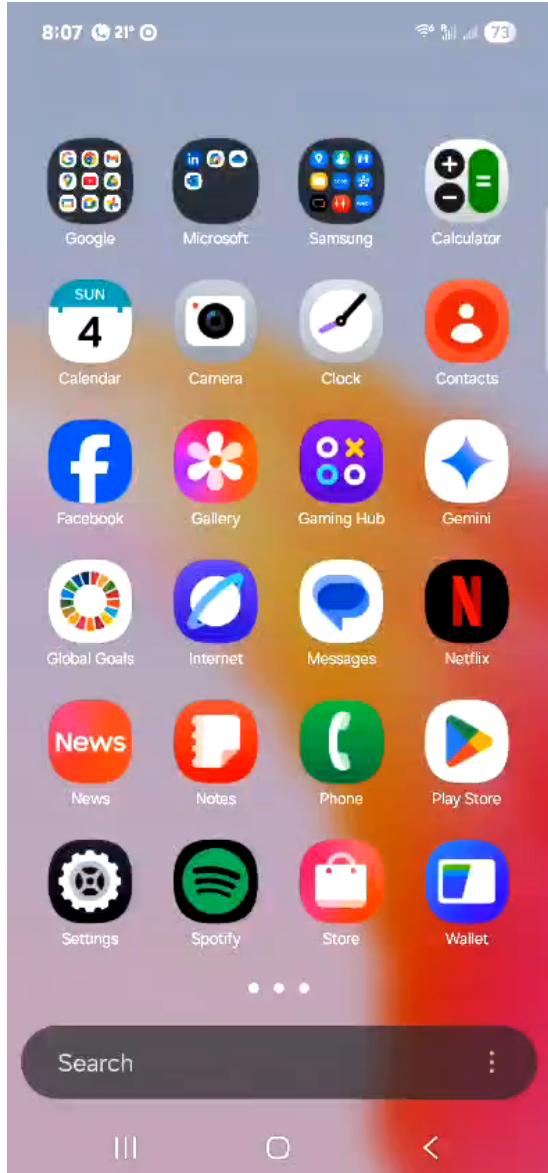
Scheduling a ride



# *Task 1: Booking a Ride*



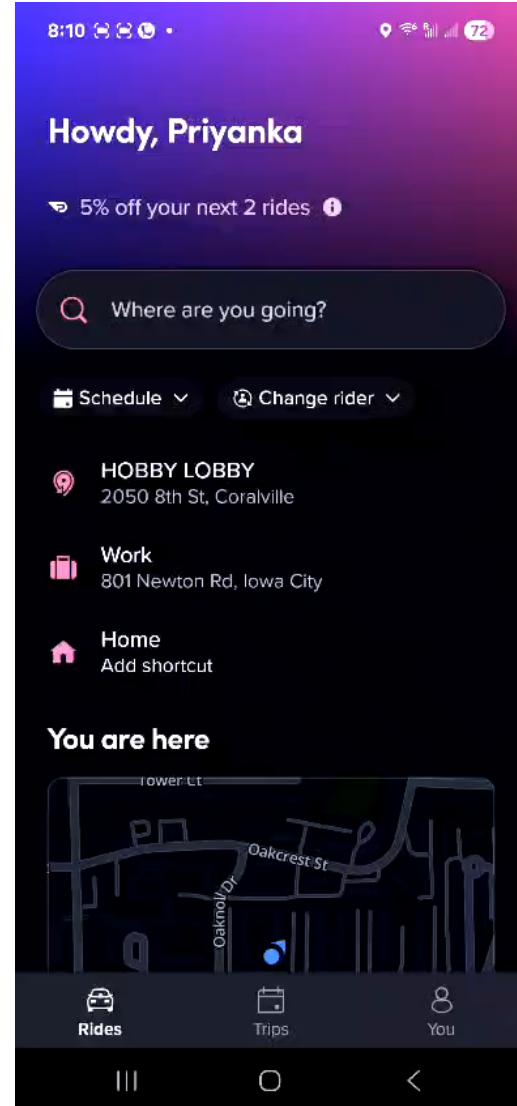
- Add location - shows car types (X, XL, Pet), ETAs, price
- **Real-time feedback:** “Finding driver”, “Sharing details”, ETA shown
- Contact: **direct call, chat**, driver profile with ratings, **Top Rated badge**
- Visuals-rich user interface, sometimes cluttered with ads



# Task 1: Booking a Ride



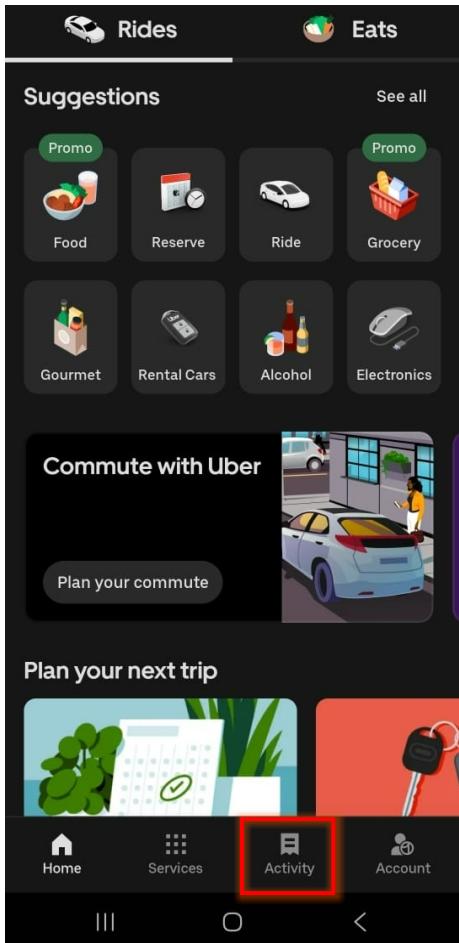
- Shortcut tiles for Home/Work = **strong mapping & discoverability**
- Unique “Wait & Save” option for cheaper rides
- No direct call to driver (goes through Lyft support)
- Clean design, minimalist (feels local, less overwhelming)



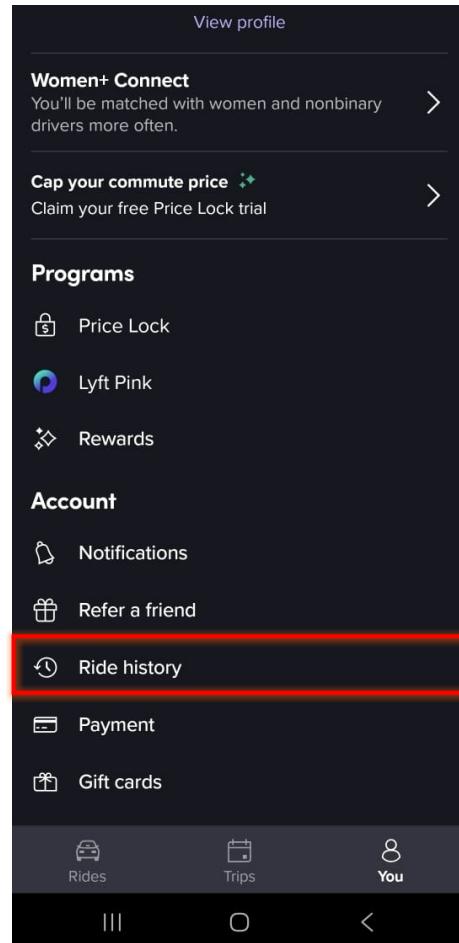
# Task 2: Ride History



- Easy to find: Home “Activity” icon *and* under profile
- Includes all services (rides + eats)



- Ride history *not discoverable* from homepage
- Must navigate into profile manually



# *Task 3: Scheduling a Ride*



- “Reserve” option available but hidden under menus
- Not as discoverable unless you know where to look



- Clear schedule option or “Wait 10–25 mins to Save”
- Easy access & affordable – feels tailored for daily use

euthymides515 · 5mo ago

I've had good experiences with Lyft in the past year or so. I schedule the ride the day before for a 4:30 or 5 am pickup for a 7:00 flight.

I started doing this after one too many times of no-show taxi services. They were truly horrible. There have been no problems with Lyft so far (knock on wood).

10 Reply Award Share ...

There are more Uber drivers for sure, but it's more expensive. From my experience, pre-scheduled ride through Lyft was reliable, but if it's something important and you have to be there on time I would use Uber.

3 Reply Award Share ...

# **Safety, Help and Support Features**

<b>Uber</b>	<b>Lyft</b>
Safety toolkit: <b>Audio recording, PIN verification, real-time check-ins</b>	“ <b>Women+ Connect</b> ” feature for women/non-binary drivers
Easier support access, <b>live agent chat</b>	Location sharing, check-in but only under profile
More visible <b>help</b> icon on profile	Call connects to support, not driver
Verified drivers	No verified driver badge, just ratings

# *Accessibility, Web Use & Design Vibes*



Aesthetics

Visual-rich, modern, can be ad-heavy

Clean, local, minimal

Web App

**Fully functional**

Login allowed but "**Download app**" message appears

Profiles

Family profiles, Teen safety

No family feature

Accessibility

Not obvious

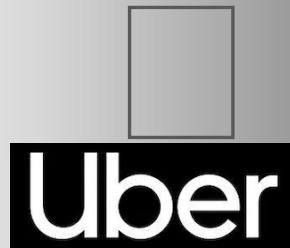
Wheelchair access setting available

Legal Info

Under Account

Deep in Settings → Legal

# *Hall of Fame vs Hall of Shame*

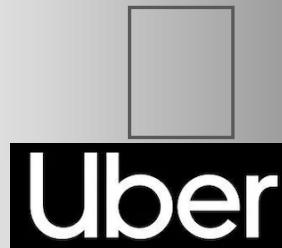


- More **trust signals** (verified drivers, safety features)
- Strong **feedback**, better **support**
- Multipurpose app, convenient for multiple-needs



- App crash during error reporting
- Less visible safety features
- No direct driver call, weak **user control**

# *Hall of Fame vs Hall of Shame Recognition*



- More **trust signals** (verified drivers, safety features)
- Strong **feedback**, better **support**
- Multipurpose app – convenient for multi-needs



- App crash during error reporting
- Less visible safety features
- No direct driver call = weak **user control**

# Thank You

