

# ***From Tap to Trip: Uber & Lyft***

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



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# Introduction

## Uber

Multipurpose platform  
(Rides, Eats, Rentals, Packages)



## lyft

Primarily ride-hailing focused



# Similarities

Schedule/book rides



Add pickup/drop-off



Ride types (XL, pet, for others)



Switch rider feature

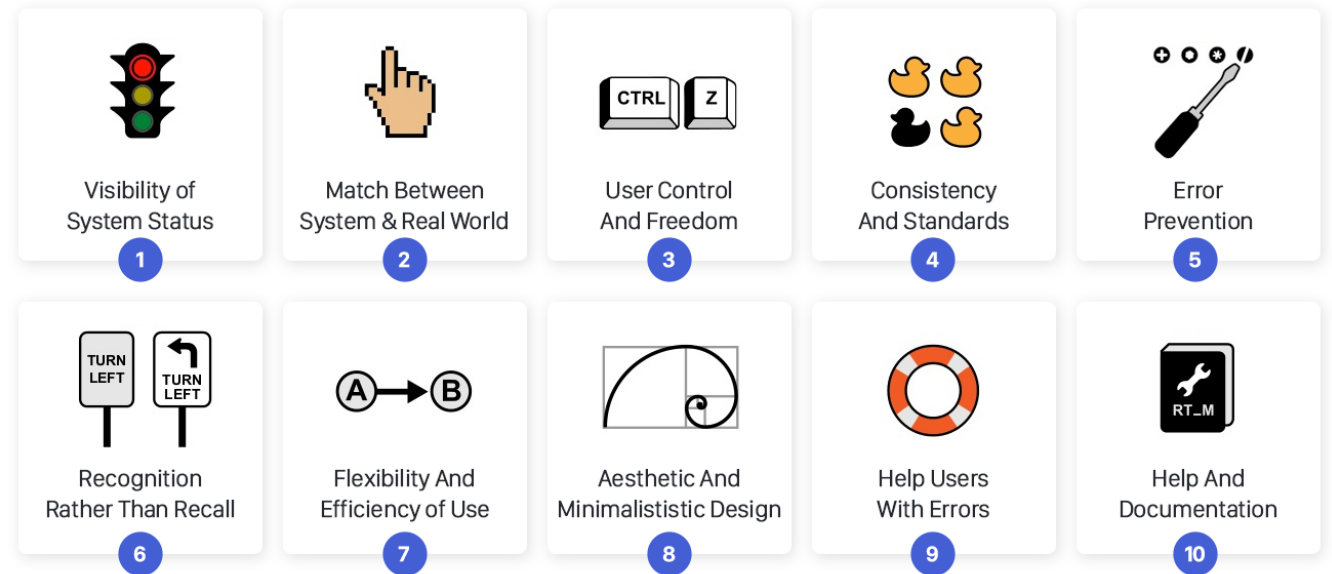


# Frameworks for Evaluation

## Don Norman's Principles



## Jakob Nielsen's Heuristics

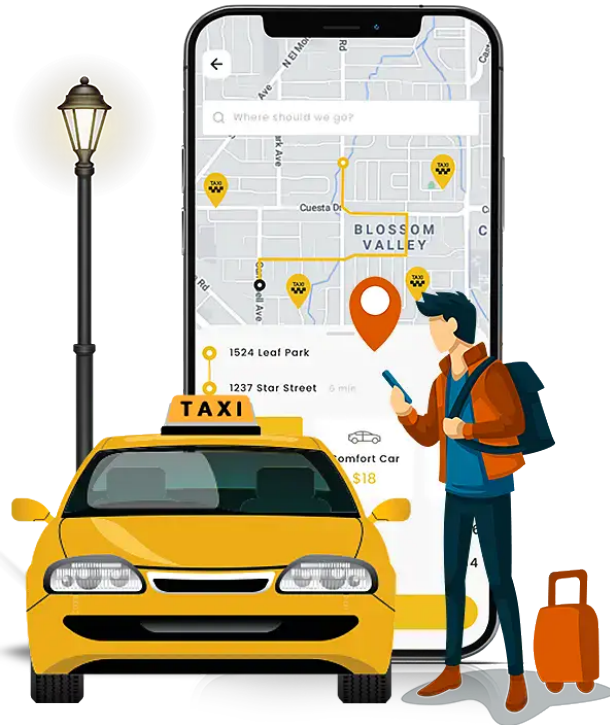


“Two of the most important characteristics of good design are discoverability and understanding.” - *Don Norman*

# Evaluation tasks

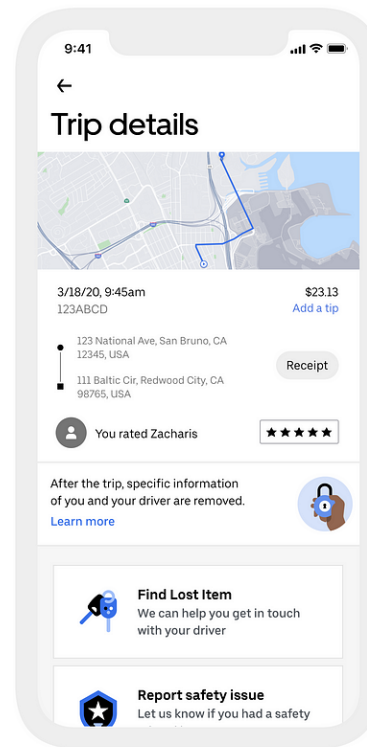
## Task 1

Booking a ride



## Task 2

Viewing ride history



## Task 3

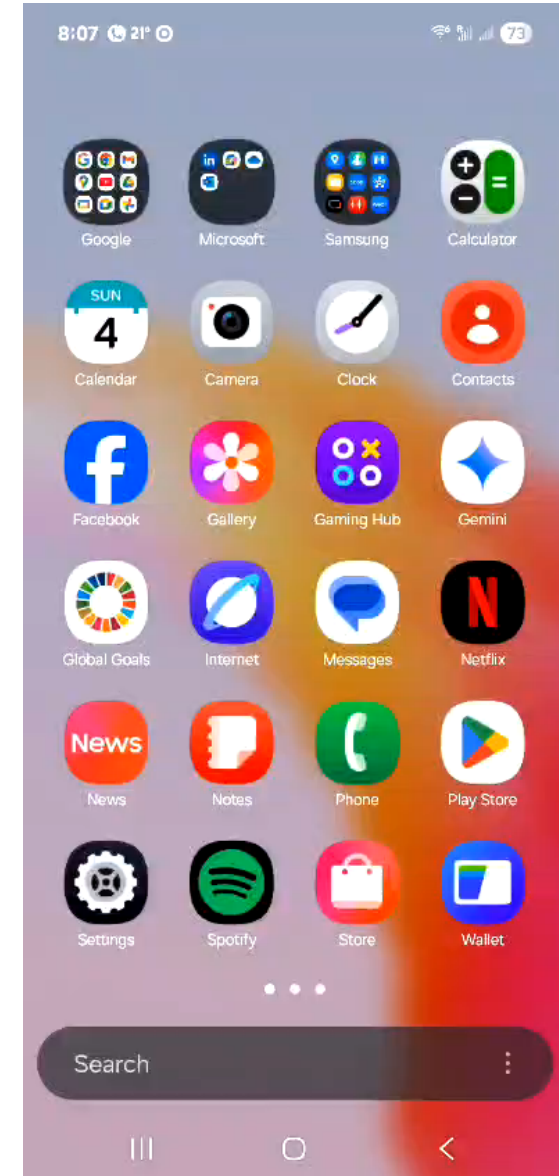
Scheduling a ride



# Task 1: Booking a Ride



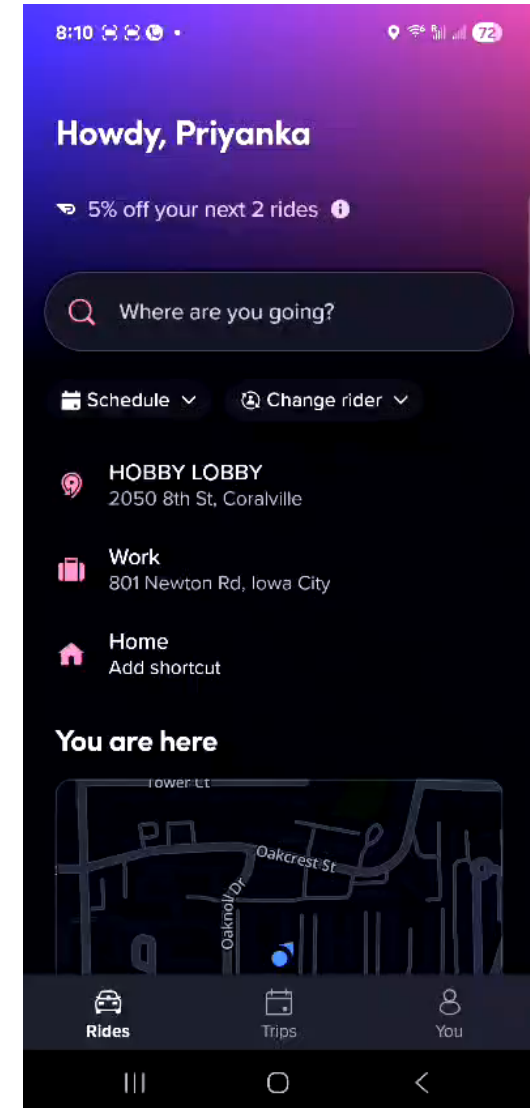
- Add location - shows car types (X, XL, Pet), ETAs, price
- **Real-time feedback:** “Finding driver”, “Sharing details”, ETA shown
- Contact: **direct call**, **chat**, driver profile with ratings, **Top Rated badge**
- Visuals-rich user interface, sometimes cluttered with ads



# Task 1: Booking a Ride



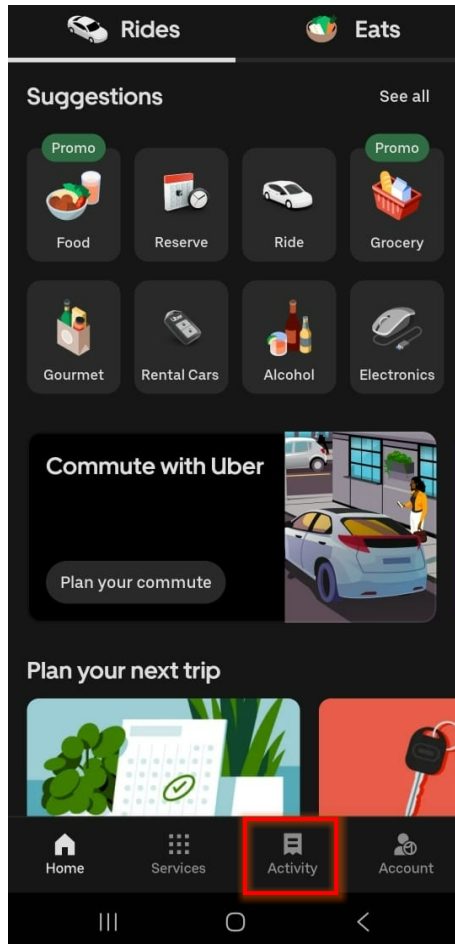
- Shortcut tiles for Home/Work = **strong mapping & discoverability**
- Unique “Wait & Save” option for cheaper rides
- No direct call to driver (goes through Lyft support)
- Clean design, minimalist (feels local, less overwhelming)



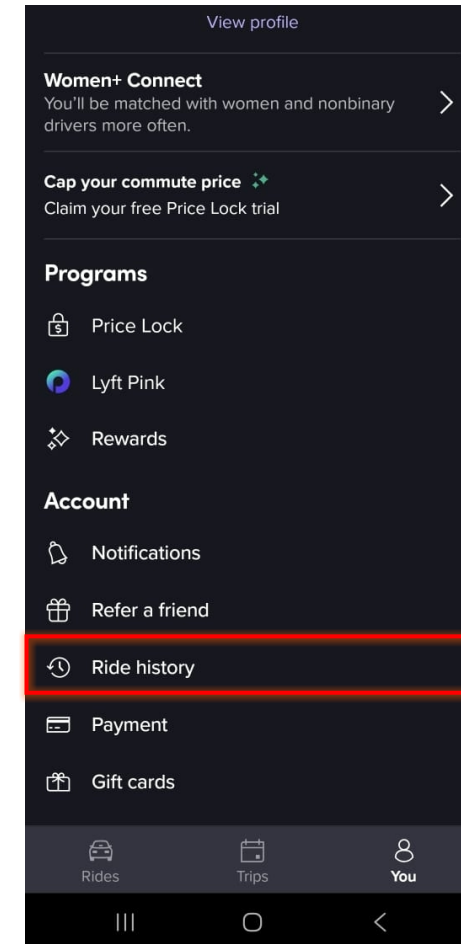
# Task 2: Ride History



- 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





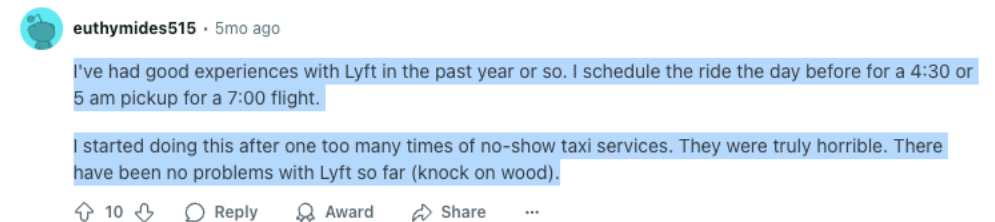
# Task 3: Scheduling a Ride



- “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



# ***Safety, Help and Support Features***

Uber	Lyft
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*



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# Thank You

