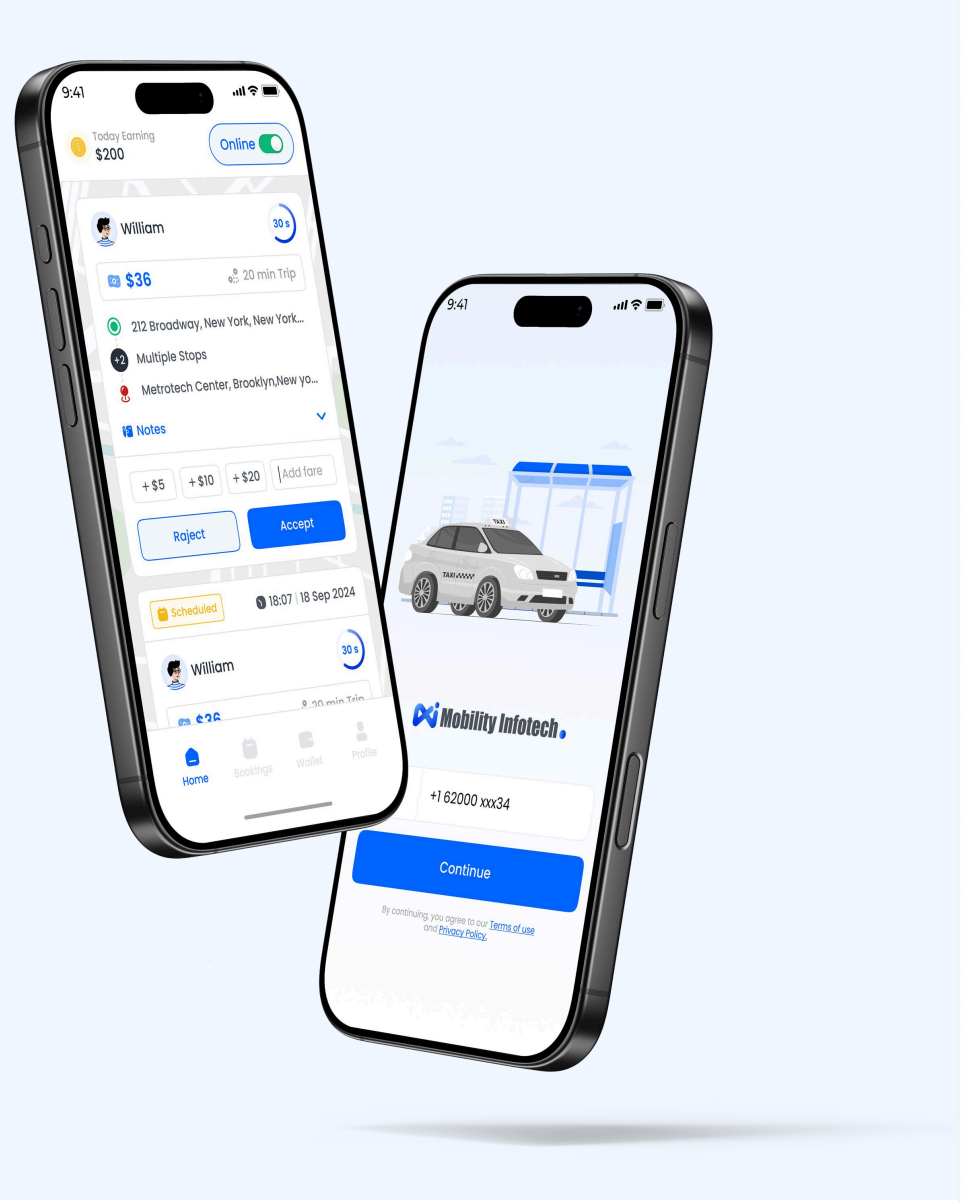
Mobility Infotech.

Taxi Driver app


9:41
Today Earning
$200
Online
William
$36
20 min Trip
212 Broadway, New York, New York...
Multiple Stops
Metrotech Center, Brooklyn,New yo...
Notes
+ $5
+ $10
+ $20
Add fare
Reject
Accept
Scheduled
18:07 | 18 Sep 2024
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+1 62000 xxx34
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Product Overview

The mobility taxi driver app was designed to streamline the driver experience by focusing on usability, transparency, and flexibility. As the UI/UX Designer, I led the entire design process, from research to high-fidelity UI design, ensuring that features like on/off ride toggling, driver registration, live ride tracking, reverse bidding, and daily earnings dashboard were intuitive and driver-centric.

Problem Statement

The mobility taxi driver app was designed to streamline the driver experience by focusing on usability, transparency, and flexibility. As the UI/UX Designer, I led the entire design process, from research to high-fidelity UI design, ensuring that features like on/off ride toggling, driver registration, live ride tracking, reverse bidding, and daily earnings dashboard were intuitive and driver-centric.

Goals

○ **Simplify the onboarding process**
Enable quick and hassle-free driver registration with guided steps for document upload and verification.

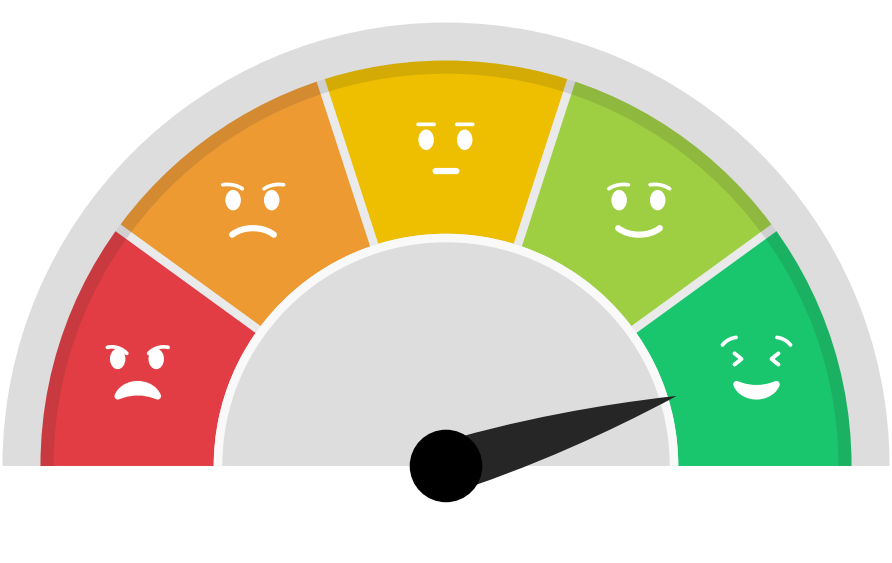
○ **Provide accurate ride notifications**
Deliver real-time ride requests with detailed pickup, drop-off, and fare information.

○ **Optimize navigation**
Integrate smart routing and live traffic updates to help drivers reach passengers and destinations efficiently.

○ **Improve earnings transparency**
Offer clear fare breakdowns and instant payment confirmations to build trust and reliability.

○ **Introduce reverse bidding for rides**
Allow drivers to bid for certain ride requests within a set fare range—encouraging driver autonomy and dynamic pricing while maintaining fairness for both passengers and drivers.

○ **Enhance overall driver satisfaction**
Focus on a simple, responsive interface and seamless in-ride features that support safety, clarity, and productivity.



User Research

To ensure the Mobility Infotech Driver App is designed around real-world driver needs, a mix of qualitative and quantitative research methods was employed. This helped validate assumptions, identify pain points, and guide feature prioritization.

Research Objectives

- Understand the day-to-day challenges faced by taxi drivers using mobile ride-hailing apps.
- Evaluate drivers' expectations from a taxi platform in terms of ride control, earnings, support, and ease of use.
- Identify gaps in existing apps and gather feedback on new concepts like reverse bidding.

Research Methods

Method	Descriptions
One-on-One Interviews	Conducted with 20 full-time and part-time taxi drivers interview.
On-Field Observation	Shadowed drivers during live shifts to observe real-time app usage and issues.
Surveys	250+ drivers participated via in-app and offline forms to share their opinions.
Usability Testing	Interactive mockups were tested by 10 drivers to assess feature understanding.

Key Insights

A. Ride Management & Notifications

- 72% of drivers wanted more control over which rides they accept.
- Delayed or unclear notifications often led to missed trips or confusion.

B. Earnings & Payment Clarity

- Drivers reported low transparency in fare breakdowns and inconsistent payment timelines.
- 84% of drivers said real-time earnings visibility would motivate them to drive more.

C. Navigation & Routing

- Many drivers rely on third-party apps due to inaccurate in-app navigation.
- Real-time traffic-based routing was ranked as a top improvement area.

D. Reverse Bidding (Concept Validation)

- 76% of surveyed drivers supported the idea of reverse bidding if it maintained fair pricing limits.
- Drivers appreciated having a say in pricing for longer or high-demand rides.

E. App Usability & Support

- Drivers prefer large, touch-friendly UI elements due to in-motion use.
- Many expressed a need for 24/7 driver support and in-app issue reporting.

Competitive Analysis

Competitors Overview

Competitor	Strengths	Weaknesses	Opportunities for Differentiation
Uber Driver	Streamlined UI/UX- Incentive-based gamification- Quick ride volume- Integrated navigation	No fare negotiation- Auto-assigned rides- Limited payout flexibility	Introduce ride filtering, reverse bidding, and flexible payment withdrawal
DRIVER	High visibility in India- Multiple ride types (Auto, Micro, Prime)- Cash and wallet integration	Glitches during peak hours- Support delays- Poor handling of disputes	Offer more responsive support, live fare tracking, and ride rating filters
inDrive	Fare negotiation with passengers- Transparent fare visibility- Popular in developing markets	Manual negotiation can slow down ride confirmation- Lacks surge incentives- Limited app UX	Build on inDrive's negotiation model with reverse bidding automation, enhanced UX, and recommended fare ranges
rapido Captain	Fast onboarding- Focus on short trips (bike taxi)- Easy-to-use interface	Limited income opportunity- Only for 2-wheelers- No trip customization	Expand to multi-vehicle support, trip preferences, and dynamic pricing
Bolt Driver	User-friendly app- Surge earnings support- Fast payouts	No driver bidding- Auto-assigned rides- Weak onboarding guidance	Add onboarding walkthroughs, bid-based trip models, and better driver route choice control
JUGNOO PARTNER	Local focus (auto rickshaws and deliveries)- Cash payment support	Outdated interface- Low ride volume in smaller cities	Provide modern, multilingual UI, more ride categories, and integrated wallet + incentive dashboard

Competitors Overview

Features	Uber Driver	DRIVER	inDrive	rapido Captain	Bolt Driver	JUGNOO PARTNER	Proposed
Fare Negotiation	☒	☒	✓	☒	☒	☒	✓ (Reverse Bidding System)
Ride Type Filtering	☒	Limited	☒	☒	☒	☒	✓
Real-Time Earnings Dashboard	✓	Limited	✓	Limited	✓	☒	✓
Instant Payment Release	Limited	☒	☒	☒	✓	☒	✓
Ride Acceptance Control	☒	☒	✓	Limited	☒	☒	✓
Multilingual Support	✓	✓	✓	✓	✓	☒	✓ (Local language-first approach)
Support Responsiveness	☒	☒	Limited	☒	☒	☒	✓ (24/7 In-App Driver Support)

User Research Questions

General User Experience Questions

1. What is your age and how long have you been driving professionally?
2. Do you drive full-time or part-time?
3. What type of vehicle do you drive (auto, car, bike)?
4. Which cities or routes do you usually operate in?

App Usage & Experience

1. Which ride-hailing apps do you currently use? Why do you prefer them?
2. What do you like/dislike most about these apps?
3. How easy is it for you to register or upload documents on these platforms?

Ride Management

1. How do you feel about auto-assigned rides? Do you prefer choosing your rides?
2. Would you be open to a system where you can bid for a ride or negotiate fares?
3. What types of rides do you prefer (short, long, airport, shared)?

Earnings & Payments

1. How often would you like to receive payments—daily, weekly, or monthly?
2. Do you feel you have clear visibility into how your fare is calculated?
3. Have you ever had issues with incorrect payments or payment delays?

Expectations & Improvements

1. What one feature would improve your experience as a driver?
2. Would you prefer a simple app with fewer features or an advanced app with full control?
3. How important is flexibility in choosing rides and setting your availability?

User Persona

PERSONA 1

Age 40
Occupation Uber Driver
Location Gurugram

Sanjay Verma -Full Time Driver

About

Sanjay has been driving for over 06 years and primarily uses ride-hailing apps for his daily income. His shifts are long, and he relies on the app to connect with passengers efficiently. He spends a large portion of his day on the road, managing multiple rides. Sanjay values an easy-to-navigate app, timely ride notifications, and the ability to track his earnings and ride history.

Needs / Goals

- Quickly accept or decline rides based on fare estimates and passenger ratings.
- Ensure that he follows the best routes and avoids traffic delays.
- Track his earnings and receive timely payment confirmations.

Pain points

- The current app lacks real-time traffic updates, leading to inefficiencies.
- A complicated onboarding process that makes setting up the account time-consuming.
- Unclear fare breakdowns and delayed payment processing.

Needs & Expectations

- A simple, intuitive driver app with voice-assisted navigation
- A reverse bidding system where he can bid on select rides and increase income flexibility
- Instant payment confirmation after each ride
- A built-in help center or 24/7 live support chat
- Multilingual app interface, especially in Hindi and regional languages
- Earnings summary by day, week, and month for self-tracking

PERSONA 2

Age 40
Occupation Indrive
Location Gurugram

Harwinder Singh

About

Harwinder is a full-time taxi driver working across NCR routes. He supports a family of five and depends solely on daily earnings from ride-hailing apps. His schedule starts early and continues late into the evening. He values consistent ride flow, minimal downtime, and immediate payouts. He is comfortable with technology but prefers apps that are stable, clear, and available in regional language (Punjabi/Hindi).

Needs / Goals

- Receive a steady stream of ride requests to maximize working hours
- Choose rides based on distance and fare before accepting
- Track daily earnings and fuel usage efficiently
- Access quick and clear support when issues arise
- Get daily payouts to manage household expenses

Pain points

- Forced to accept low-fare rides without seeing full trip info
- Inconsistent ride demand during off-peak hours
- Delay in support resolution for payment disputes or app errors
- Difficulty managing long pickup distances that reduce profit
- Confusing or delayed bonus eligibility tracking

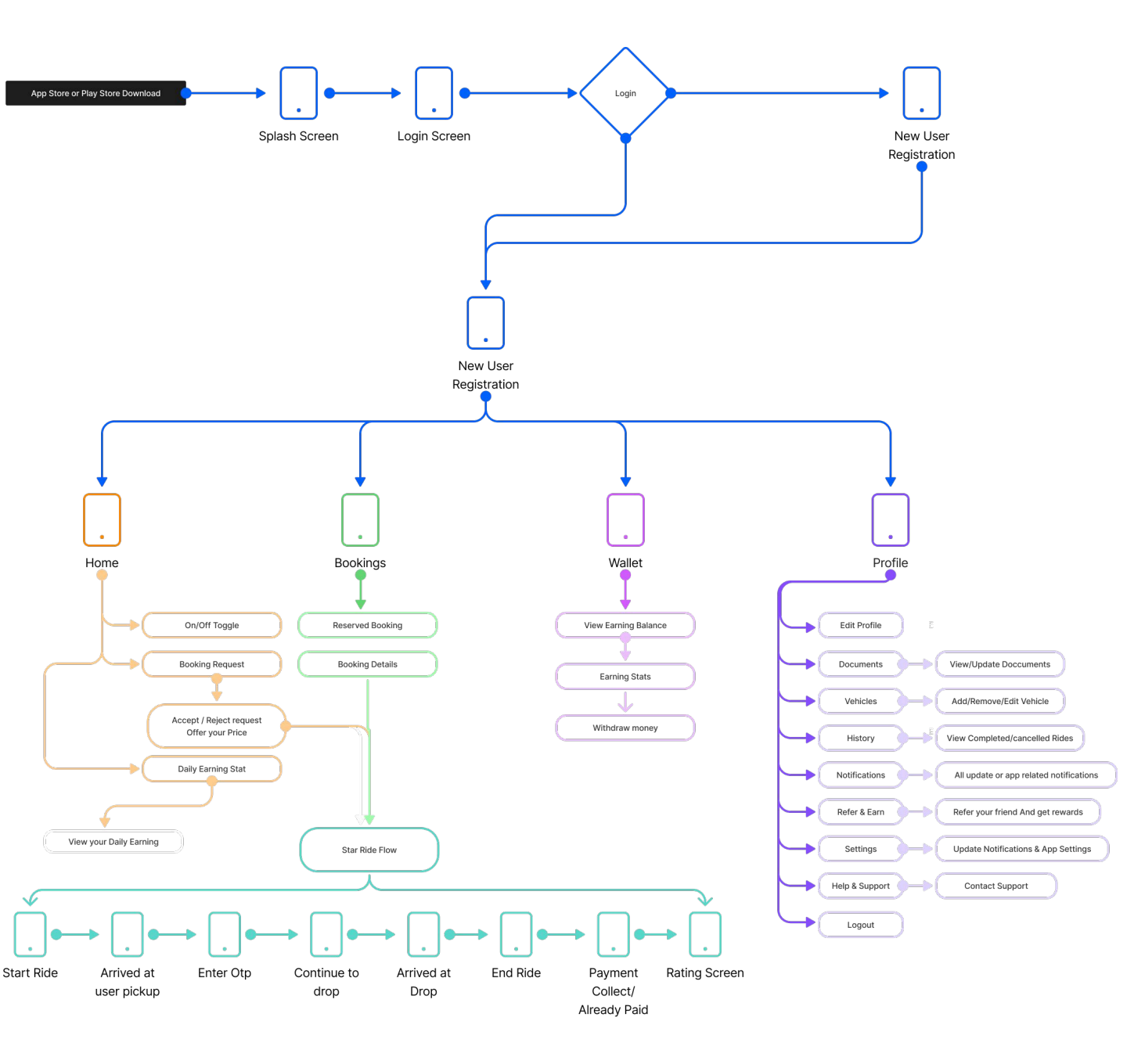
Needs & Expectations

- A reverse bidding system to bid on high-value trips instead of waiting for auto-assignments
- Transparent fare visibility before accepting rides
- Instant payment confirmations with real-time wallet balance
- A dedicated driver support line or in-app 24/7 help
- Regional language support (Punjabi) and voice-based trip alerts
- Filters to avoid rides that are too far or in low-demand areas

Journey Map

Stages	Touchpoints	Action	Emotion	Pain Points	Opportunities
Awareness & Discovery	Word of mouth, online ads, App Store	Discovers and installs the app	😃	None	Simplified discovery with strong value propositions
Account Setup & Registration	Registration screen, profile setup	Sign-up, adding payment details	☹️	Lengthy sign-up process	Lengthy sign-up process
Ride Request Notification	Incoming ride request notification	Booking a ride, selecting preferences	🙂	Confusing interface, slow app response	Confusing interface, slow app response
Accepting the Ride	Accept/Decline buttons, ride details	Waiting for the ride, tracking driver	🤗	Delayed notifications, inaccurate ETA	Delayed notifications, inaccurate ETA
En Route to Pickup	Navigation, GPS	Riding to the destination	🤔	Poor ride quality	Poor ride quality
Passenger Pickup	Payment screen, receipt	Fare payment and receipt review	🤩	Hidden fees, unclear fare	Hidden fees, unclear fare
In-Ride Experience	Post-ride feedback screen	Rating the ride and driver	🙂	No incentive for feedback	No incentive for feedback
Ride Completion & Payment	Post-ride feedback screen	Rebook previous rides	🤩	Hard to navigate back to past trips	Hard to navigate back to past trips
Post-Ride Feedback & Ratings	Profile, history tab	Profile, history tab	🤩	Hard to navigate back to past trips	Hard to navigate back to past trips
Ride History & Rebooking	Profile, history tab	Profile, history tab	🤩	Hard to navigate back to past trips	Hard to navigate back to past trips

Information Architecture


App Store or Play Store Download
Splash Screen
Login Screen
Login
New User Registration
New User Registration
Home
Bookings
Wallet
Profile
On/Off Toggle
Booking Request
Accept / Reject request Offer your Price
Daily Earning Stat
View your Daily Earning
Reserved Booking
Booking Details
Star Ride Flow
View Earning Balance
Earning Stats
Withdraw money
Edit Profile
Documents
View/Update Doccuments
Vehicles
Add/Remove/Edit Vehicle
History
View Completed/cancelled Rides
Notifications
All update or app related notifications
Refer & Earn
Refer your friend And get rewards
Settings
Update Notifications & App Settings
Help & Support
Contact Support
Logout
Start Ride
Arrived at user pickup
Enter Otp
Continue to drop
Arrived at Drop
End Ride
Payment Collect/ Already Paid
Rating Screen

Design System

Design System

Typography

Defines the visual style, hierarchy, and readability of all text elements in the design system.

Poppin

Heading 1 Regular Medium **Bold**
Heading 2 Regular Medium **Bold**
Heading 3 Regular Medium **Bold**
Heading 4 Regular Medium **Bold**
Heading 5 Regular Medium **Bold**

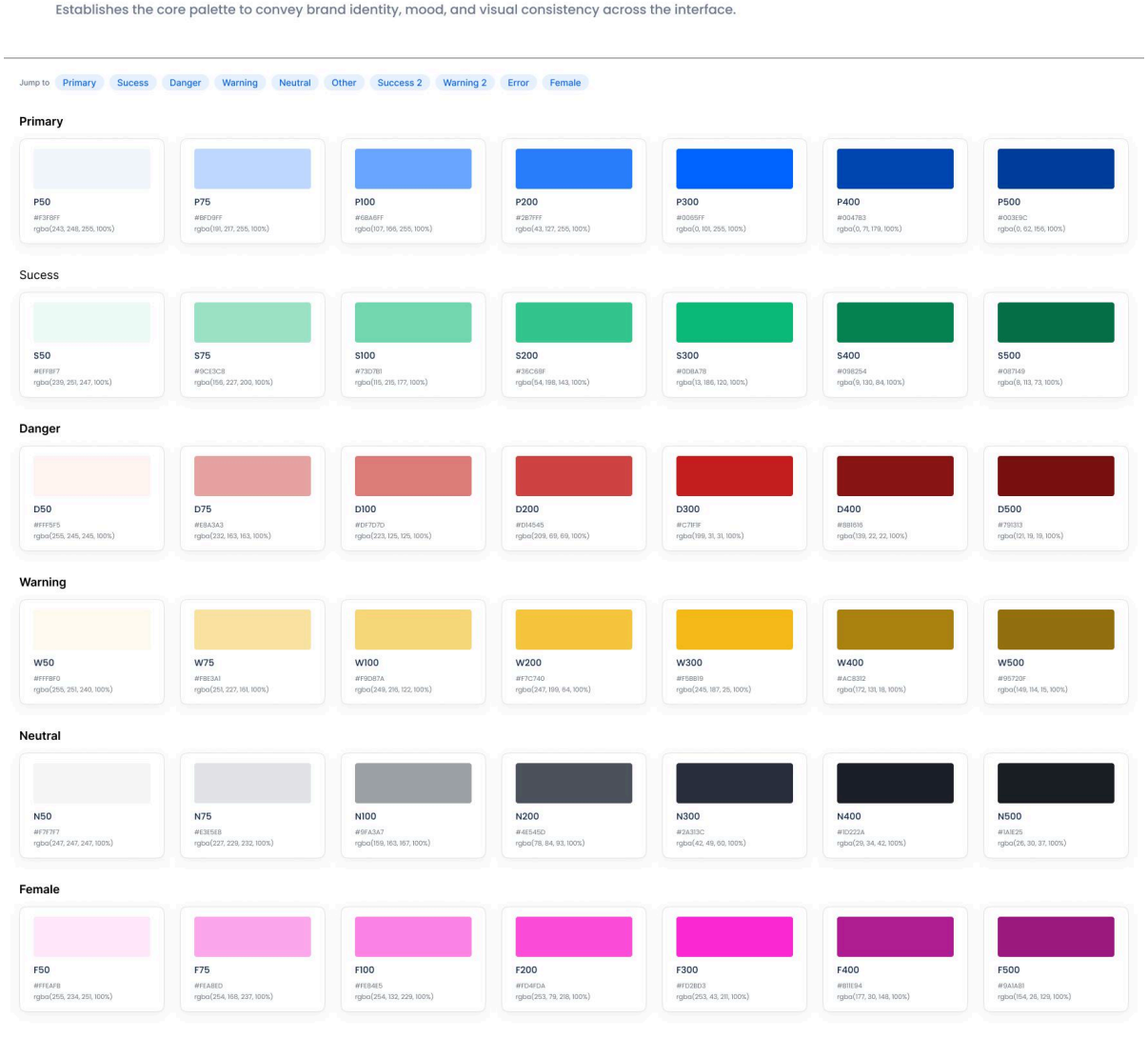
Title Regular Medium **Bold**
Subtitle Regular Medium **Bold**
Body Regular Medium **Bold**
Caption Regular Medium **Bold**
Tiny Regular Medium **Bold**

Button Large Regular Medium **Bold**
Button Medium Regular Medium **Bold**
Button Small Regular Medium **Bold**

Design System

Colors

Establishes the core palette to convey brand identity, mood, and visual consistency across the interface.


Jump to
Primary
Sucess
Danger
Warning
Neutral
Other
Success 2
Warning 2
Error
Female
Primary
P50
P75
P100
P200
P300
P400
P500
Sucess
S50
S75
S100
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S300
S400
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Danger
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D75
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D400
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Warning
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W400
W500
Neutral
N50
N75
N100
N200
N300
N400
N500
Female
F50
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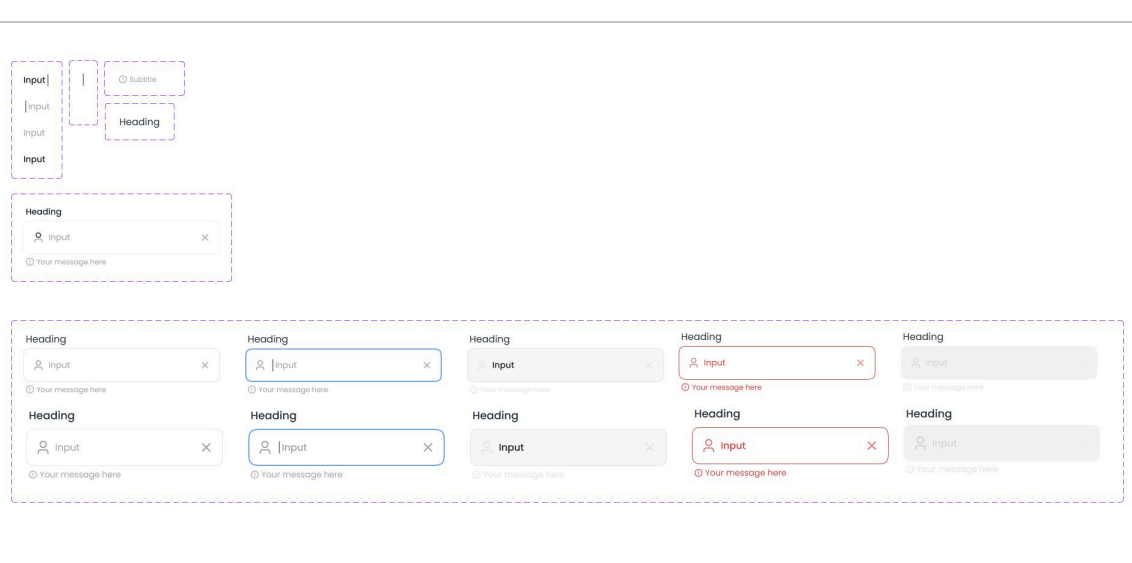
F300
F400
F500

Design System

Input Fields

Standardizes interactive fields for user data entry, ensuring clarity, accessibility, and ease of use.

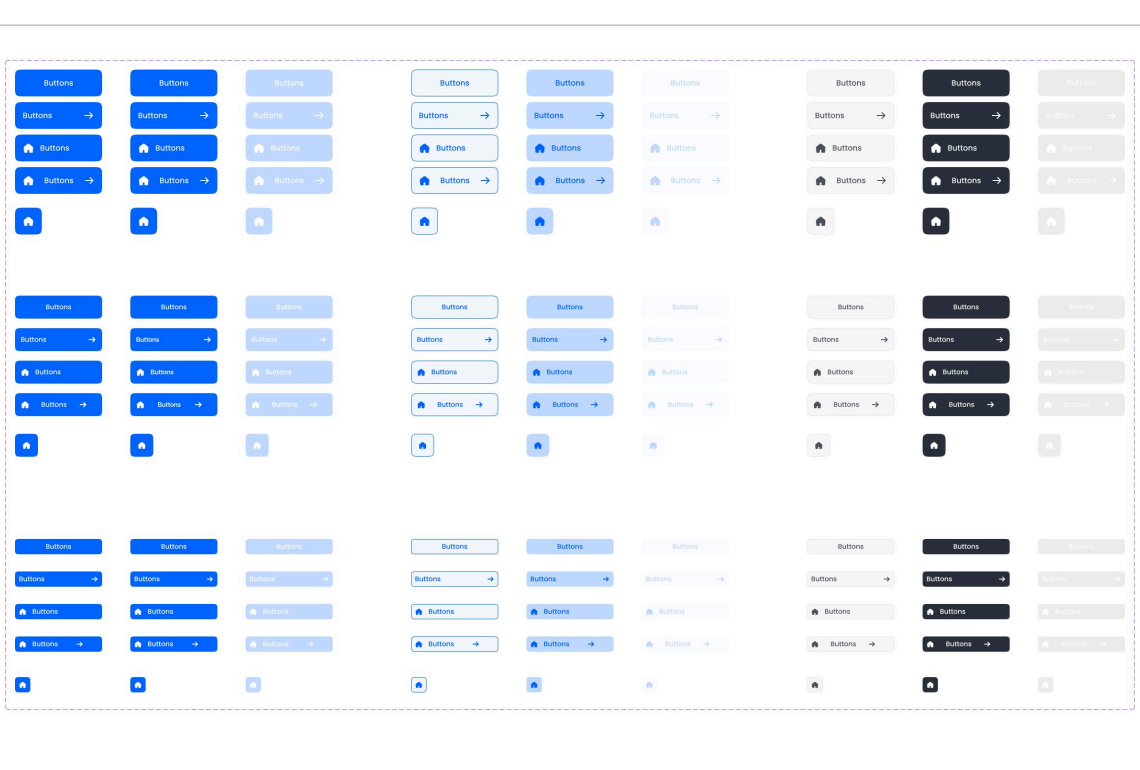

Input
Subtitle
Heading
Heading
Input
Your message here

Design System

Buttons

Provide clear, consistent actions that guide user interaction and enhance usability across the interface.

Auto Layout · Boolean Properties · Instances · Variants · Swap Instances

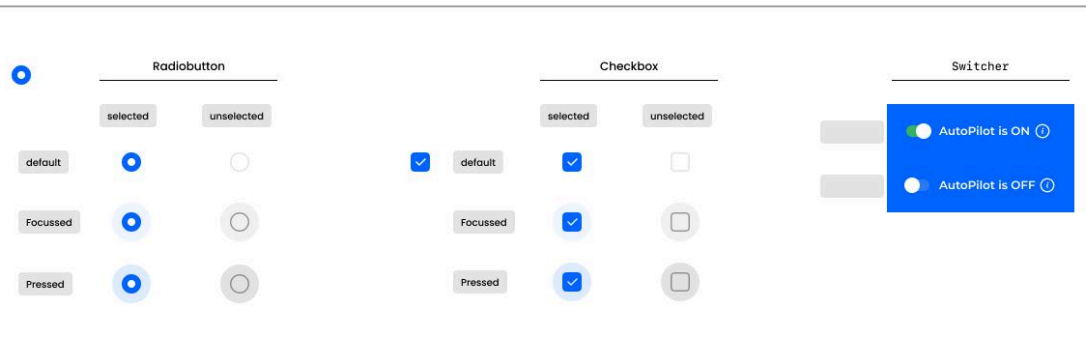


Design System

Controls

Include toggles, checkboxes, and radio buttons that let users select options and manage preferences easily.

Auto Layout · Boolean Properties · Instances · Variants · Swap Instances

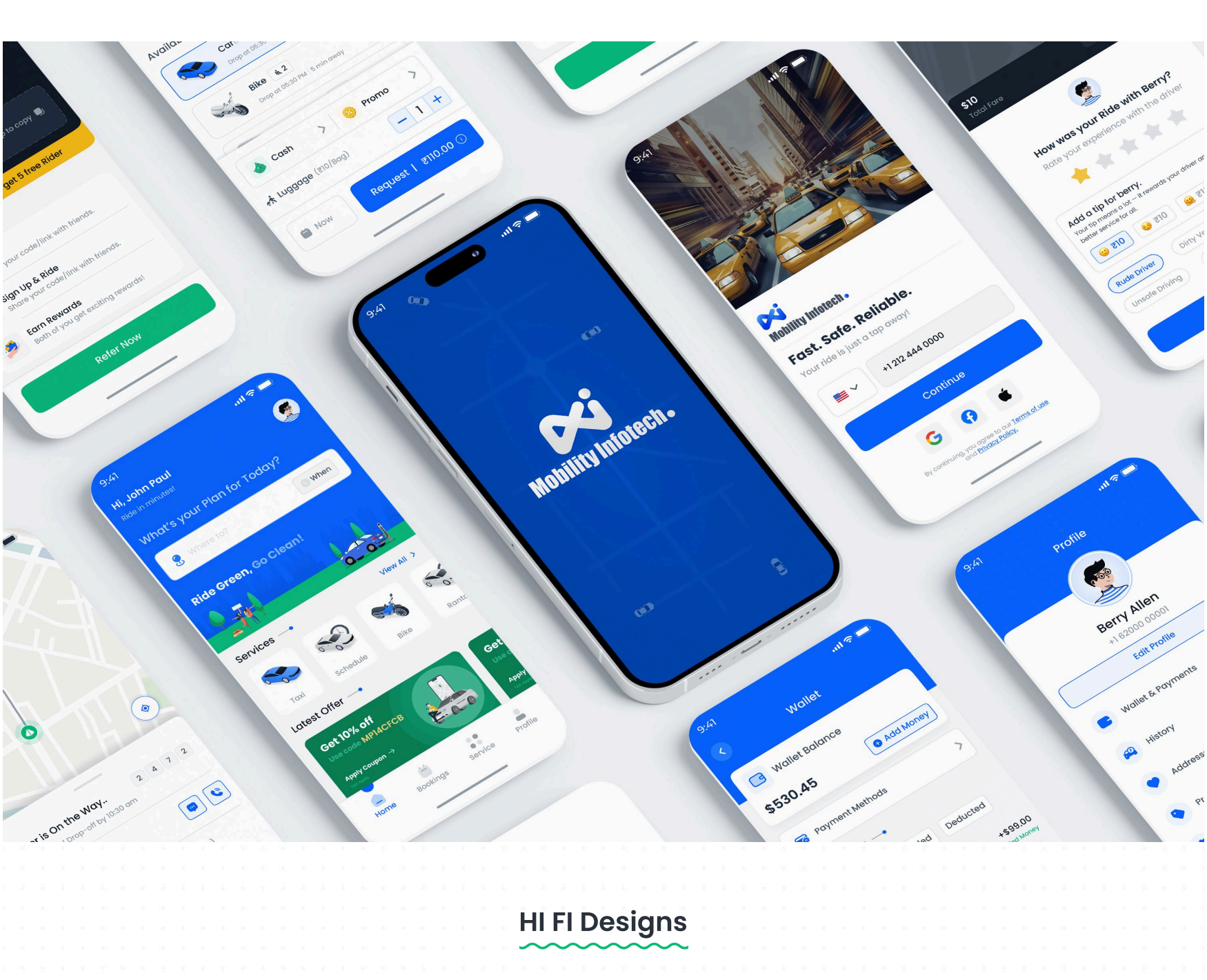

Radiobutton
selected
unselected
default
Focussed
Pressed
Checkbox
selected
unselected
default
Focussed
Pressed
Switcher
AutoPilot is ON
AutoPilot is OFF

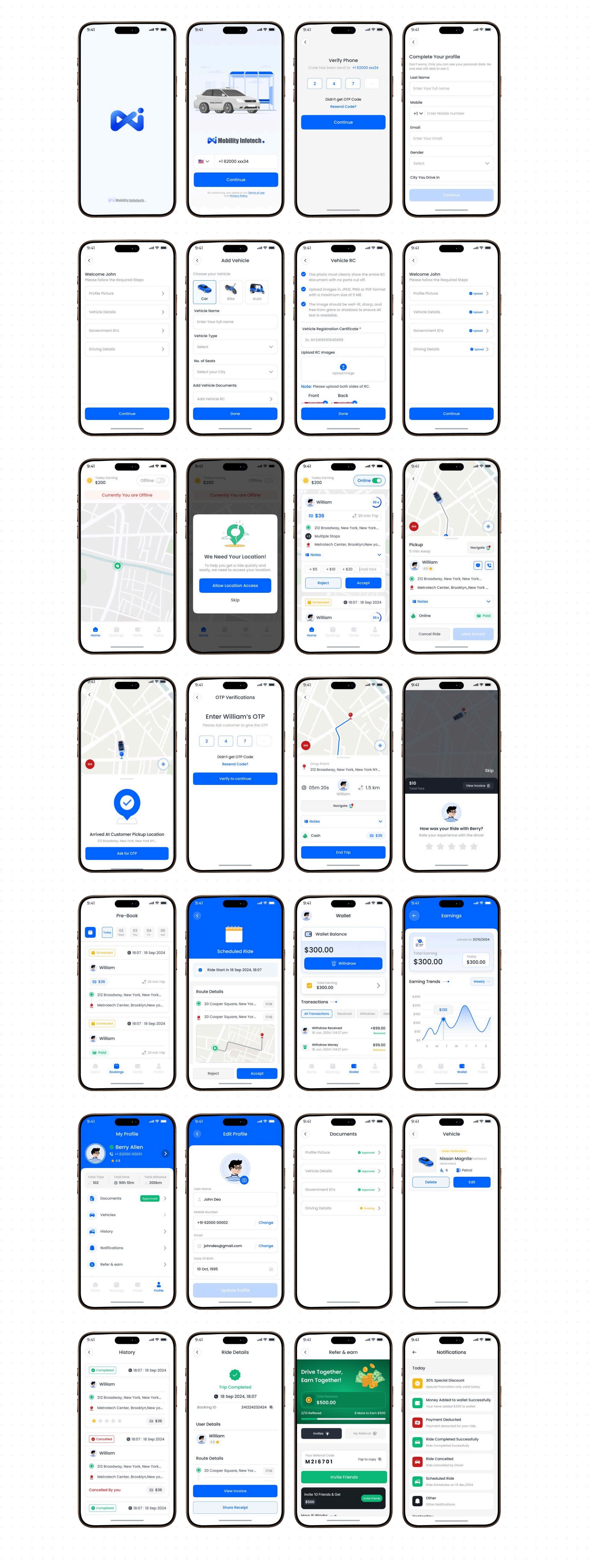
Design System

Icons

Provide visual cues that enhance understanding, support actions, and improve navigation throughout the interface.

Auto Layout · Boolean Properties · Instances · Variants · Swap Instances



Hi Fi Designs