

Assignment 2

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Topic: Lyft Case Study

1. Overview of the case study:

The author Jessie Chen has shared their insights and thoughts from their experiences of attending Lyft's workshops. The author also did their own research and has compiled a case study regarding Lyft's UX and product design improvements.

The author has covered the 4 years over all progress of Lyft. They are also focusing on the redesign goals which can provide better context and promote scalability in the future.

The key takeaway from Frank Yoo's workshop is about the very important principles of designing – Nailing or perfecting the basics, building a solid confidence and being unique.

The study also focuses on the pyramid approach that Lyft followed for its improvement.

Maslow's Hierarchy of Needs concept was crucial in understanding this and the author emphasized on the 6 principles.

2. Reasons for redesign:

1. Improper representation of driver: Previously, the driver's details were not visible properly and users found it very difficult to locate the driver and identify their ride. The current changes in the app is much more user friendly and the users are able to see the driver's name along with the number plate and color of the car.
2. Enhanced transparency about cost: The old system didn't show the estimated time and cost accurately. The newly improved system shows much more accurate estimate for the cost as well as the arrival time making it very convenient for the users
3. Direction of the car: The direction in which the car is moving was not properly available. Lyft's improved design shows the user exactly in which direction the car is moving. This ensures that the users know whether is driver is headed towards the right direction and is approaching them.
4. Positioning of the option panel: The option panel was placed very waywardly making it extremely confusing for the users to select the options
5. Bad use of color: In the old system, lot of pink color was used which was not ideal. In the new design, Lyft minimized use of the Pink color which was their primary color and currently its being used only as a Action item making it user friendly

3. Solution for the issues:

1. Improper representation of driver: The new design showed the driver's name, car number plate, color of the car, etc. This made it easier for the users to identify their ride and locate the driver/car
2. Cost transparency: Latest Lyft system shows much more accurate estimate for the cost involved for the ride. This ensures user satisfaction and user retention
3. Car direction: The feature of showing the live location and direction in which the car is moving helps the user to know that the driver is approaching them, and they can exactly know details of the car
4. Improvement in color display: Minimizing the use of pink color and using it only for action items like "Free Item", "Request Lyft", etc. makes the use of the color unique and increases its relevance. Thus, users can make out the special functionality associated with this color.
5. Better positioning/Ergonomic: The improved user experience was because of better positioning of the options. Menu action is positioned at the bottom from where user can easily select which type of ride they need. Whether its Carpool, regular or premier, the ease makes the app very user convenient.

4. Key takeaways:

1. Embracing redesigning of Products:
Even though the app is functioning properly, organizations should prioritize User Experience and the usability of the app. Always keep a room for improvement. The company should perform research on frequent intervals and keep taking feedback from the users and understand their needs. Making slight changes in the design can go a long way and will be a crucial aspect in the growth of the organization
2. Utilize data to make decisions:
Performing research and using data analysis could be beneficial to understanding the progress of the organization as well as the needs for the clients. Thus, data can be used for actionable insights and companies can understand the key differences about the features and identify areas for improvement
3. User Experience being a crucial aspect of research:
From the case study, it is clear how Lyft used data and performed extensive research to identify areas for improvement. This led to significant changes in their app which boosted the user experience. Conducting UX research is very important in the improvement of the app as well as better customer satisfaction.

5. Improvements:

1. Reward regular customers:

The customers using the app frequently and booking rides very often can be rewarded with bonus points and rewards which they can utilize on their future rides. This will ensure customer retention as well top-notch customer satisfaction as they will be rewarded for this loyalty and frequent use.

2. Future carpool option:

Provide users with carpool option where they can enter their destination and based on the bookings done by other customers, carpool option should be provided which will help the users to save cost

3. Handicapped/disability Option:

Provide users with the option to select disability button, so that the drivers can assist the users better.

Conclusion:

The case study overall signifies how we can improve the user experience by initiating simple steps like doing some research and feature enhancement. By addressing certain user related issues, and giving importance to enhancements, Lyft improved its customer user experience and progressed well.