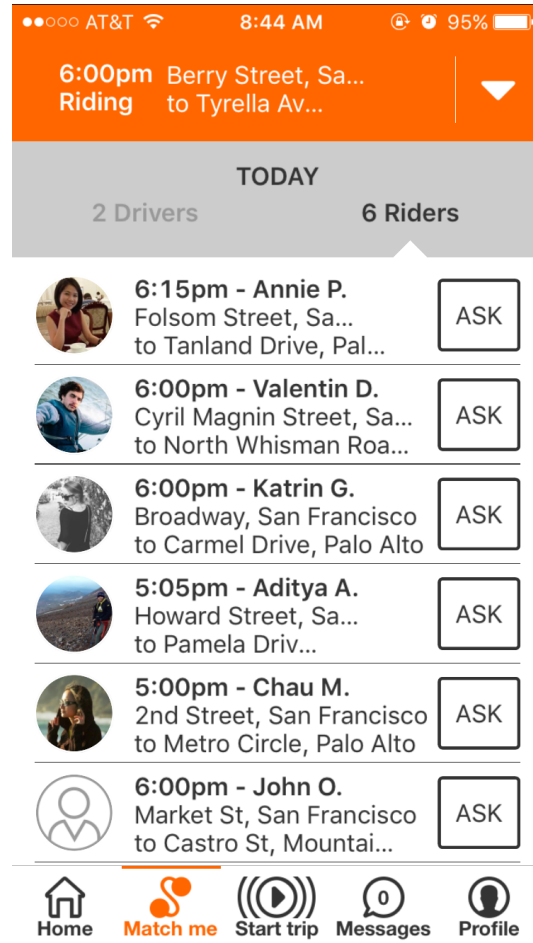
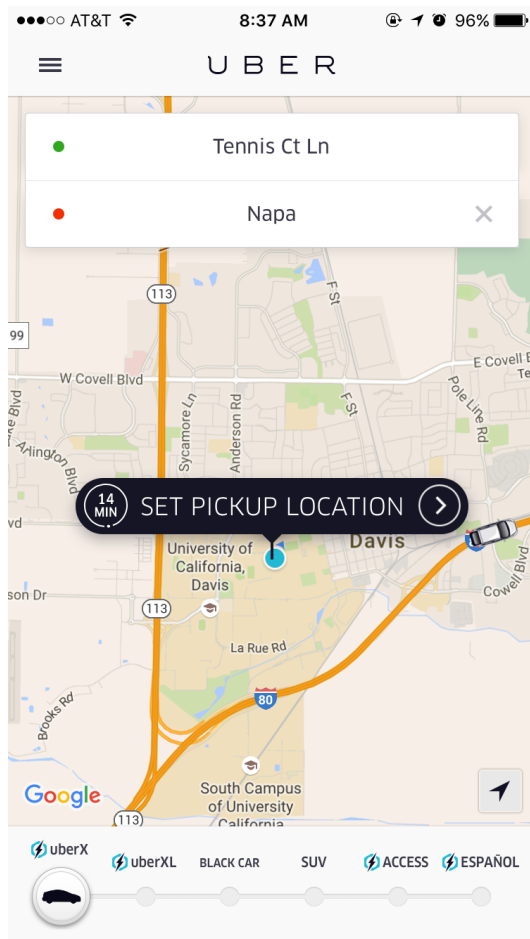


## Comparative Analysis – Uber vs Carma Carpooling



(Left: Uber – Ride setup page | Right: Carma – List of possible matches)

I chose to compare Uber and Carma Carpooling because both have certain assets that I've imagined using in a ridesharing app for UC Davis students. As seen in the screenshots above, Uber uses a map view and Carma uses a list view to go about their main way of finding a ride. These two methods are what I am most curious about in terms of effectiveness when navigating through and using the application.

While both of the above apps focus on transportation among people, they do have some key differences. Uber acts as more of a taxi service by hiring drivers to chauffeur people around, and Carma acts strictly as a carpool

service that connects people to people. So even though the apps have different end goals, there are aspects of both that I believe would benefit the UC Davis ridesharing app.

The Uber UI works great for what their product does – it is probably one of the most efficient ways they could have designed it. They start by pinpointing your location on a map and showing you all of the nearby drivers. From here, at the top of the screen, the input boxes provide the user with a quick and easy way to set their destination (or change their pickup location if needed). To finalize your ride you can press “set pickup location” and it’s a very simple process from there.

While the Carma UI definitely isn’t as polished, I think it also does a good job at displaying what they need to. You start by telling the app where you are going to and from and which days of the week you do it on. From here it will show your “matches” in a list view. The matches consist of anyone that go to and from the same areas as you and it shows which time they are leaving at. Next to their listing is a button you can use to contact them about any details or questions you may have. The list view works in this case because they have a much larger range of information to tackle, but it does prove to be harder to navigate through because of that.

Getting a better understanding of how these companies tackle their UI definitely helps when thinking about the Davis ridesharing app and what the most efficient way of displaying information will be. I think there are certain strong points from both Uber and Carma that would benefit the app I’m hoping to create, and it’s just a matter of finding the right balance between the two.