

Project 02 - Fastlane

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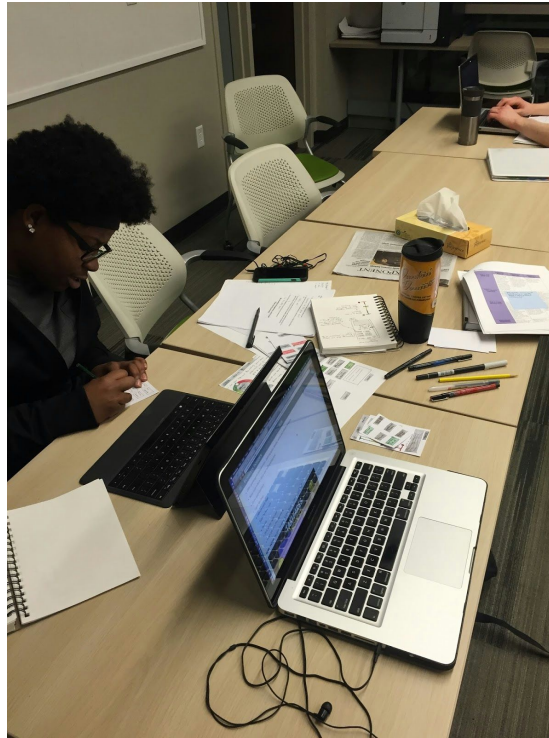
Fixing the Uber Rating System

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Fastlane - Project 2

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Problem Statement: Currently Uber allows their users to rate drivers based on a 5-star scale. The issue with this system is polarity, and the majority of user's choosing extreme highs and lows. This not only leads to misleading analytics, but it could also put the Uber drivers job at risk due to a poor rating.

Our solution: Providing the user with a scale to rate their experience based upon feeling, rather than numbers. Accompanying the rating due to emotion/feeling are reasonings to explain why the experience was good/bad. These reasoning can invoke more thought and detail about the overall experience, and encourage the user to rate more accurate and accordingly. Additionally, a text box will be available for the user to submit a specific reasoning to explain the experience. Lastly, if there is a lack of time available to the user, they are welcome to skip the overall rating experience and come back to it later in their history.

Investigation/Research

Sources:

<http://therideshareguy.com/my-rating-system-for-uber-and-lyft-passengers/>

<http://www.businessinsider.com/leaked-charts-show-how-ubers-driver-rating-system-works-2015-2?r=UK&IR=T>

<http://www.bennadel.com/blog/2509-the-user-experience-ux-of-rating-things.htm>

UX Side of Decision Making: The American education system builds a certain mental model for its students to look at 10 point scales in a certain aspect:

- A 7/10 is a C in our minds, therefore average or for some below average.
- Anything below a 6 is considered failing or very bad (mental model)

“Decision making is definitely nuanced. Decision making is very complex. Decision making calls on personal history, culture, knowledge, self-esteem, analysis, context, pros, cons, etc.. But, once you make a decision, the outcome is simple - yes or no; agree or disagree.”

Decision making is a very complex thing, and there is much more to it than a choice between 1-5 (10,100).

Uber currently uses the 5 star ranking. Uber then uses an average of these rankings to create a driver rating.

- A 4.6 or lower and the Uber driver is put into the “danger zone”.
 - The “danger zone” is an area where the driver is at risk of losing their job driving for Uber.
- Not many drivers end up being put into this category, only about 2-3% monthly end up in this danger zone.

Uber drivers will accumulate an “acceptance rate”.

<http://observer.com/2015/11/uber-will-ban-you-if-drivers-give-you-a-bad-rating/>

- Drivers are able to rate the passenger as well, so it is not only the drivers who are receiving ratings based on Uber’s scaled system.
- “Even before it gets that far, if a driver gives you three stars or fewer, you will never be matched up again, and vice versa.”

<https://www.quora.com/Is-there-a-better-alternative-to-the-5-star-rating-system>

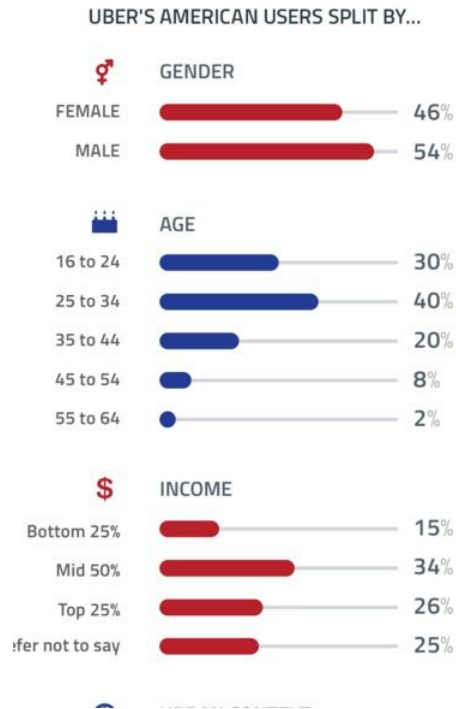


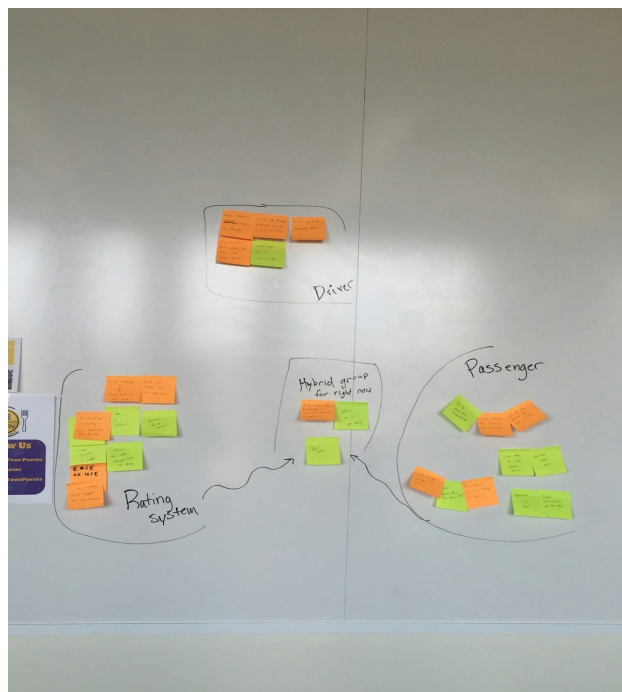
Image source: <http://www.globalwebindex.net/blog/the-demographics-of-ubers-us-users>

Human emotion is correlated with colors and our perception of them.

Source:

http://www.academia.edu/3880952/RELATIONSHIP_BETWEEN_COLOR_AND_EMOTION_A_STUDY_OF_COLLEGE_STUDENTS

Affinity Diagramming



Our first iteration of affinity diagramming left us with 4 very broad and general sections:

- Drivers
- Rating System
- Passengers
- "Hybrid Group"

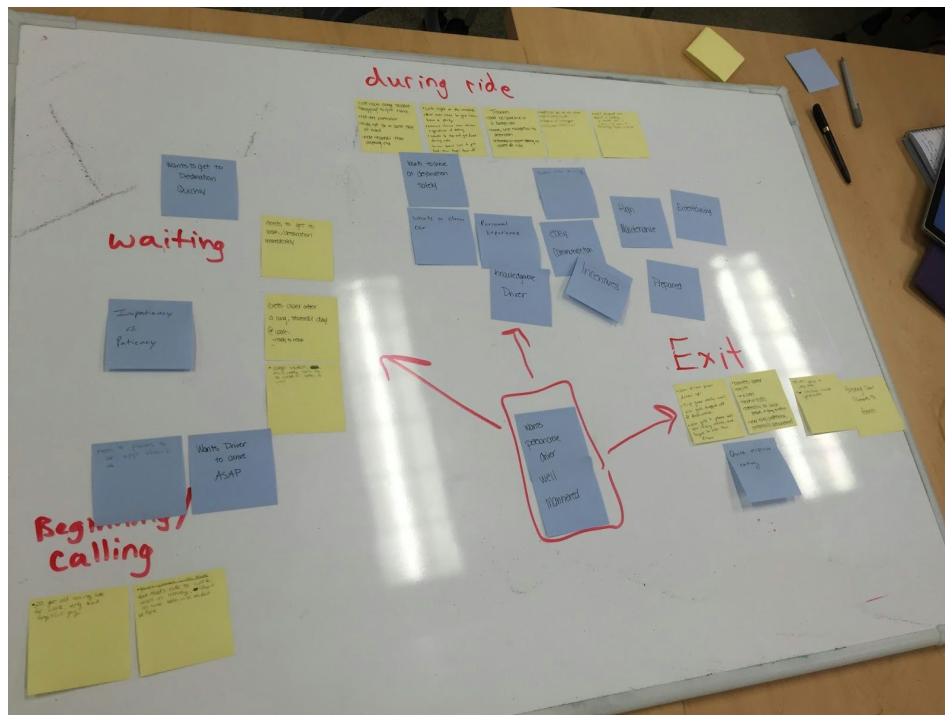
This was a nice starting stage, but it was too general. So we decided to break into it even further and figure out what specifically we needed to know about these areas of focus.



We decided to add in more sticky notes to increase the depth of our areas. We were able to divide our areas into:

- Reasoning/s
- Experience vs. Drivers
- (How drivers are) Tracked
- System Characteristics
- Passenger
 - And their mental model

Scenario Timeline



The process of using the Uber service can be broken down into 4 overall steps in the experience

1. Beginning/Calling
2. Waiting
3. Duration of Ride
4. Exit/Rating

Persona Creation



<https://pixabay.com/en/man-portrait-business-chinese-537136/>

Image Source: www.Pixabay.com

Name: Sam

Age: 19 years old

Freshman at Purdue University studying First Year Engineering

Sam is at Purdue University all the way from Beijing, China. He is at Purdue to study Engineering. His sister, Rebecca is also at Purdue. They are twins, and both studying engineering. They live in an apartment together where they can study and hang out. Some of Sam's hobbies include video games and board games. He loves to start a game and then leave it running to come back to later. Another hobby is for Sam is cooking. Sam and Rebecca met a large group of friends during Boiler Gold Rush, Purdue's freshman orientation program. These friends live on the other side of campus. Sam and Rebecca like to go to their friends apartments to hang out, but they do not have a car on campus being overseas. They usually suffice to walking, or waiting for the night time buses.

It's Friday night, Sam and Rebecca get a call from their friends to come over for a party they are throwing. Sam and Rebecca both have iPhones, and load up their Uber app. They notice there are 3 drivers close by who can be there in about 5 minutes. They choose the driver with a 5.0 rating, the other two had a 4.6 & 4.8. Their ride shows up, and they get into the vehicle. The ride goes very smoothly and their driver is very nice with a clean vehicle. Once they arrive at their friend's apartment, they pay the fare and head into the house. They forget to rate their driver after paying, and close the app and put their phones in their pocket.



Image Source: www.Pixabay.com

Name: Sarah

Age: 28

Sarah is a PR Manager for a big company in New York City. She is single with no children. She moved from Ohio to be in the best position possible to be able to use her telecommunications major with

a minor in business. She choose not to live right in the middle of the big city. She has been out of college for about five years now and is trying to pursue her dreams of being the CEO of the current company she works for. With New York being so busy and moving she can never get a taxi. She now uses Uber to get to and from work every day. She has mostly good experience and some okay ones. She always gives the driver five stars after she gets to work.

Sarah wakes up and begins her daily routine. She checks her phone before hopping in the shower and getting ready for work for the day. After getting ready she calls an Uber, which will take 15 minutes to reach her. This is the norm, so she eats a quick breakfast while waiting. Her ride arrives, and she gets in and begins her ride. Upon getting into the car, Sarah notices it wreaks of smoke. She doesn't say anything to the driver, and keeps her patience. She doesn't particularly want to smell like smoke all day at work and set a bad image for herself. Her driver doesn't even say hello to her. He is also driving completely out of hand. Sarah asks if he could slow down, and that she wasn't in a rush to get anywhere. He doesn't really respond to anything she is asking. She finally reaches her destination, her workplace, and heads inside. Sarah gives the driver a 1 star rating, and begins to type up a comment about why the experience was not good whatsoever. As she is typing her response, her boss knocks on her office door and asks her to do something, and she closes out of the Uber app forgetting to leave her comment.

Interviewing Process

Interview Questions:

1. Have you ever used an Uber, Lyft or equivalent transportation service?
2. Are you a frequent user of this service?
3. What is your reasoning for using this service as your mode of transportation at times?
4. Have you ever rated your driver after using the service?
5. If so, what did you give them? If there have been multiple experiences rating a driver, on average what do you rank them?
6. What determines how you rate your driver?
7. Do you enjoy using the 5-star system? If so, why? If not, why?
8. Are you aware that after using this service, you gain a passenger rating?
9. (Only if they say yes to question 8) Does that affect the way you rate drivers, or act toward them?



Interview One:

1. Have you ever used an Uber, Lyft or equivalent transportation service? **Yes.**
2. Are you a frequent user of this service? **Yes, three times a week.**
3. What is your reasoning for using this service as your mode of transportation at times? **Being an international student I don't have a car on campus and Uber is the easiest and most comfortable way to get around campus.**
4. Have you ever rated your driver after using the service? **Yes.**
Usually the driver wants us to rate them, plus it pops up on your app when you open it.
5. If so, what did you give them? If there have been multiple experiences rating a driver, on average what do you rank them? **5 stars almost always.**
6. What determines how you rate your driver? **Overall service experience, is the car clean, does it smell good, do they drive safely, how cooperative the driver is, if they don't mind me stopping at places (like McDonalds).**
7. Do you enjoy using the 5-star system? If so, why? If not, why? **Yeah, I enjoy using it. The 5 star system is easy to know when there are multiple Ubers around which one to pick.**
8. Are you aware that after using this service, you gain a passenger rating? **No.**

Interview Two:

1. Have you ever used an Uber, Lyft or equivalent transportation service?
Yes I have
2. Are you a frequent user of this service?
No I am not.
3. What is your reasoning for using this service as your mode of transportation at times?
I am out with friends and we want to go out and not have to worry about transportation to our destinations. I'm out recruiting on the road and don't want to rent a car and would call a car service to take me to my destination.
4. Have you ever rated your driver after using the service?
No I have not. I didn't know there was an option to do so.
5. If so, what did you give them? If there have been multiple experiences rating a driver, on average what do you rank them?
N/A
6. What determines how you rate your driver?
If they are a good driver, polite, helpful with my belongings. Offering if I need anything.
7. Do you enjoy using the 5-star system? If so, why? If not, why?
Yes, it is simple.
8. Are you aware that after using this service, you gain a passenger rating?
No
9. (Only if they say yes to question 8) Does that affect the way you rate drivers, or act toward them?
N/A

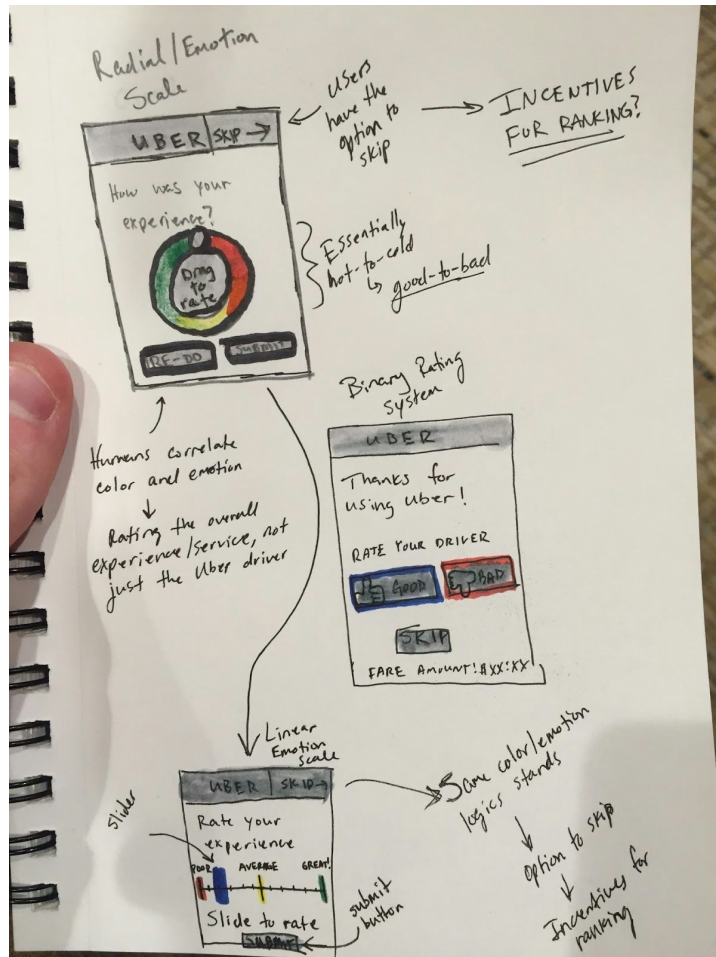
We gathered from our interviews that Uber users are most importantly focused on getting from point A to point B, similar to any transportation service. With that, it is the accompanying extras the drivers can offer that make the experience above the norm. Users of Uber's service want more than just a ride, they want an enjoyable experience. They look at the service as hiring a private driver/service for the ride rather than just getting a ride somewhere.

Early Design Process

Using our investigative research and interviews, we were able to focus on a few main design goals to work toward:

- Efficiency, fast paced rating.
- Opportunity to specify why the specific rating was given based upon the experience, not necessarily just the driver themselves.

Our first few sketches involved using sleek, quick methods for the user to rate. A few of our designs were binary decision based (Yes/No).



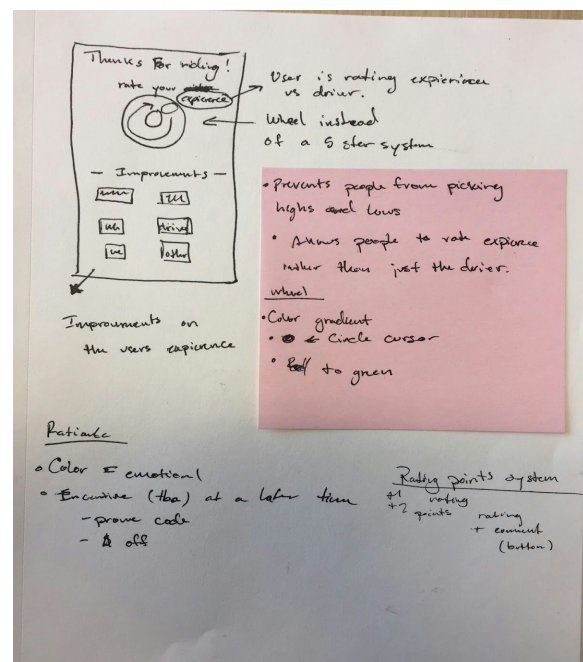
Radial Design - The motion of rotating your thumb/finger in a circular motion seemed quick and rewarding in our minds. We saw a connection between color and emotion, and chose to base the scale on a color gradient.

Binary Option Design - The most efficient of our first designs. A simple good or bad experience rating. Utilizing the thumbs up/thumbs down icons for affordance, and color for discoverability.

Emotion Slider Design - Similar to our idea with the radial slider, we wanted to communicate emotion of the experience with color. Tick marks would symbolize casual progression in the good to bad scale. (Adding smiley/sad face in later design ideas to symbolize.)

More details and ideas to accompany the radial design sketch. This includes options for the user to check that regard the rating process.

i.e. good car quality, offered extras, social driver, polite social skills, other reasoning, etc



Usability Testing (Round 1)



Step-by-step walkthrough of prototype



Scenario 1: You have just called up your very first ever Uber ride. The ride goes very smoothly, the driver offered you a phone charger and a bottle of water! You arrive at your destination safely.

Endgoal 1: To rank the GOOD Uber ride 'experience' quickly, and to elaborate why it was GOOD in an efficient and sleek way and submit the results off to Uber.

Tasks:

1. Read the first time Uber ride Passenger Point message and continue.
2. Based on the scenario given, input your rating accordingly.
3. Select 2 reasonings for rating based on the scenario. For this specific scenario, please select other as one of the options.
4. Submit the ratings, and return to the home screen.

Scenario 2: You are now using Uber for the second time. Your ride arrives, and you get in the vehicle. The car looks nice on the outside, but the inside is trashed with garbage everywhere and torn up seats. You try to make conversation with your driver but she is too busy texting on the phone the entire time.

Endgoal 2: To rank the BAD Uber experience, picking the specific reasonings. Testing that the skip option is noticeable and relevant.

Tasks:

1. Based on the scenario given, input your rating accordingly.
2. Select 2 reasonings for rating based on the scenario given.
3. Submit the ratings.

Back to the rating wheel.

1. This time, rate your experience but skip the reasonings section.

Endgoal 3: The user has done their two ratings, and now it is time to view the incentive offerings of Passenger Points.

Tasks:

1. From the home screen, please navigate to the '**Passenger Points**' tab.
2. Spend your passenger points on a promo.

Round 1 Results

	Participant #1 Male 19	Participant #2 Male 20
Task 1 - Rate GOOD experience	The participant hesitated on the “wheel” section. The user said that the connection of rating someone very good isn’t captured by just barely moving the wheel.	The user hesitated to react to the wheel. “I don’t understand the colors going on here” After a few seconds, the user completed the task.
Task 2 - Rate BAD experience	After going through the first scenario/set-of-tasks the user has a sense of the “wheel”. He didn’t hesitate on this set of tasks, but still didn’t feel the connection with barely moving the wheel slider.	Finished this task very quickly in comparison to the first. Most likely due to an understanding of the “wheel” concept after the first task was completed.
Task 3 - Unlock promo codes	Finished very efficiently and with no issue. Found this to be the easiest out of all the tasks presented.	User finished this with no issue.

Both of the users had a suggestion of changing the sliding wheel option to a sliding bar. (Horizontal or Vertical.)

Post Usability Test Survey

Name:

Age:

1. What about this experience was enjoyable or easy to use?
2. Were there any parts of the experience that you got stuck on, or were not sure what to do?
3. On a scale of 1 to 10, how easy was this for you to use? (neglecting the fact that it's a paper prototype, and focusing on the transition between screens and objectives)
4. Do you have any suggestions on how to improve this experience?

We are testing the experience, not the user!

Thank you for your time!

Refining the Design

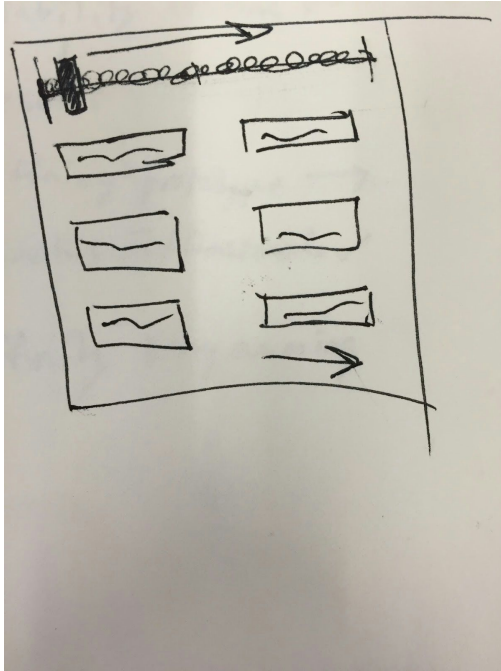
There was an enormous amount of insight gained from the usability testing (round 1). The wheel design was just not connecting with our user base. We realized that a completely closed wheel doesn't indicate that the user should swipe around fully to give a good review.

We needed to find a way to make this process more intuitive, and stick to the idea of emotion based rating with color. We took into account with our second round of prototyping that a solid amount of our users could be color blind. We needed to add some form of affordance for the user to have besides color.

Informational source regarding color blindness:

https://nei.nih.gov/health/color_blindness/facts_about &

<http://www.color-blindness.com/2010/03/16/red-green-color-blindness/>



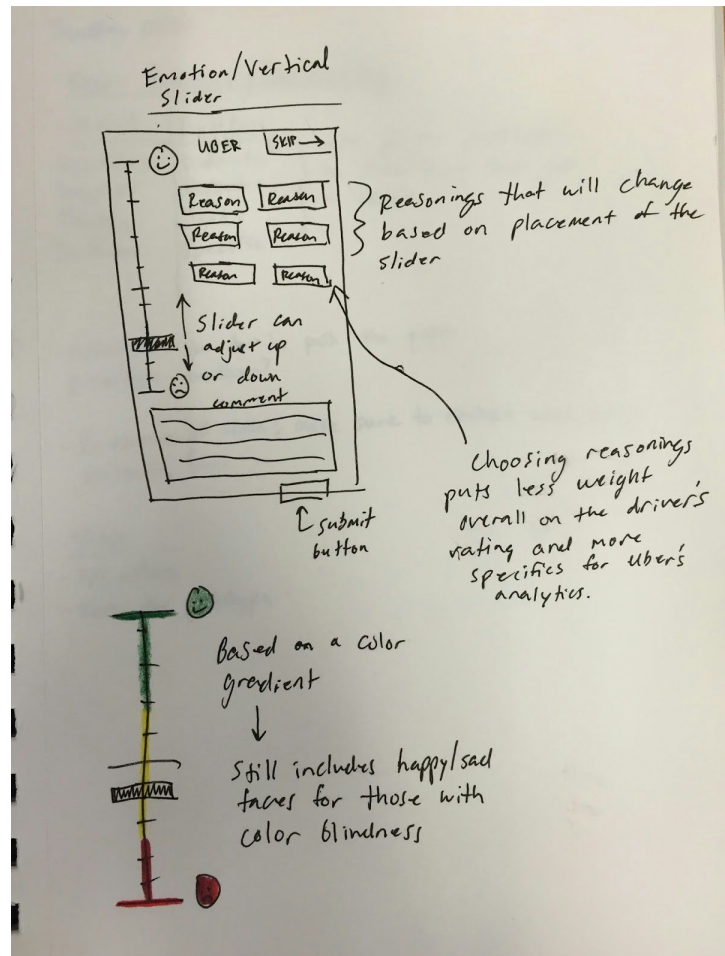
The first step in refining our prototype was deciding how we wanted to layout our reasonings and slider.

The first design had the slider placed on the top, with generic reasonings stationed below with the option to select as many as the user would like.

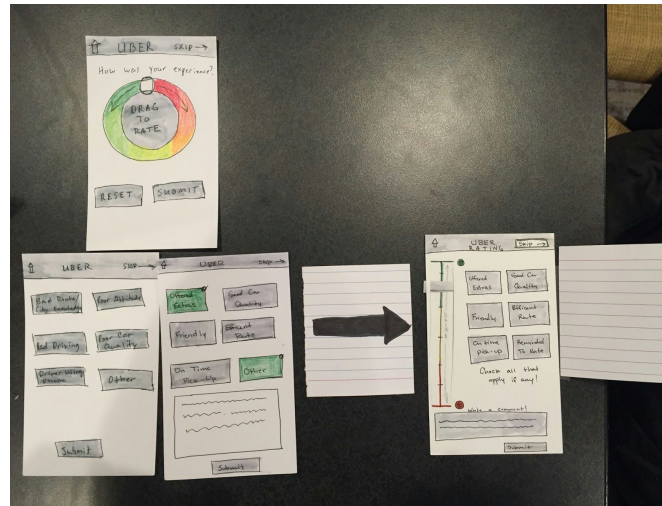
Once we figured out how we wanted to layout the screen, the design really started to come together. We decided to stick with the idea of correlating color with emotion on the slider, but making it more linear.

Additionally, we have included a stationary comment box that is always available for the user but not a required field.

It adds a level of detail for the user to explain the experience that the predetermined reasonings may not touch upon.



Taking a design of 3 screens for the user, and compiling it into one overall submission screen.



Usability Testing (Round 2)

Same first two tasks as the first round, eliminating the third task involving the incentives system to focus ideally upon the rating mechanic.

Scenario 1: You have just called up your very first ever Uber ride. The ride goes very smoothly, the driver offered you a phone charger and a bottle of water! You arrive at your destination safely.

Endgoal 1: To rank the GOOD Uber ride 'experience' quickly, and to elaborate why it was GOOD in an efficient and sleek way and submit the results off to Uber.

Tasks:

1. Based on the scenario given, input your rating accordingly.
2. Select 2 reasonings for rating based on the scenario.
3. Submit the ratings, and return to the home screen.

Scenario 2: You are now using Uber for the second time. Your ride arrives, and you get in the vehicle. The car looks nice on the outside, but the inside is trashed with garbage everywhere and torn up seats. You try to make conversation with your driver but she is too busy texting on the phone the entire time.

Endgoal 2: To rank the BAD Uber experience, picking the specific reasonings. Testing that the skip option is noticeable and relevant.

Tasks:

1. Based on the scenario given, input your rating accordingly.
2. Select 2 reasonings for rating based on the scenario given.
3. Submit the ratings.

Back to the rating screen.

4. This time, skip rating your experience.

Round 2 Results

	Participant #1 Male 20	Participant #2 Male 19
Task 1 - Rate GOOD experience	Asked aloud if the slider was movable, once he figured out that it was, he slid it correctly into the green(positive feeling) area.	Slid the slider to the red area, which allowed for us to flip to the changed screen (would be animated) and the user selected the reasoning and submitted.
Task 2 - Rate BAD experience	Suggested a small text pop up (taking into consideration it was the user's first time rating) that the slider bar changes the reasoning buttons.	User first slid the to the red section as intended. Although, there was nearly a 2 second hesitation before sliding . The user said he wasn't sure how to make the negative reasoning appear.

Rationale

We chose our design based on the idea that people would react to color. Color has an correlation to the way people feel. The same way artist use warm and cool colors when painting. We added in faces for the people that might not be able to see the intended color but will still need to get the intended idea. We also gave users the option of being able to give information without necessarily having to write anything. The button option has allowed users to give more of detailed feedback without taking as much time to do so. Through testing we found that our system state was in line with the user's mental model.