IU Project - 2019

Lyft for Students

Lyft has had plenty of success over the last several years but continues to face challenges with Uber's growth. Lyft's differentiator has always been their culture and brand. Uber is for everybody, but Lyft has always been very focused on people. They think the key to increasing their market share is to continue focusing on specific markets.

One area they see a lot of opportunity in is students living on and around college campuses. The product leadership team is open to any new ideas that will help their service reach students more effectively. This could be a new app, a new feature inside the existing app, or even new ways to operate that would be more suitable for college students.

Your tasks are:
- Create a research guide to get insights from potential users (students)
- Gather inspiration from other companies that have created services for students

- Mock up 1-3 screens to illustrate your vision. You will combine this into one presentation for Lyft's leadership team.

Your extended team:
Throughout the project you will have access to a senior team to help guide you through the project.
- Christian Beck - Executive Designer
- Anna Eaglin - Principal Researcher

Methodology

Because we are infinitely helpful and want you to succeed, here's a few pointers on how to execute this project on time and create a winning presentation.

Research
- Create a simple research plan
- Interview 4-6 students
  - Identify their top pain points around transportation
  - Identify 1-3 key insights to drive your design
  - List:
    - 1-3 goals
    - 4-6 topics
    - 5-10 questions
- Other companies have created offerings for students.
  - What to avoid?
  - What to pursue?

Concept
It's important to focus your efforts when faced with a daunting challenge like this. **Don't** try to boil the ocean. If you need help thinking of a focus area, here are a few that can help you think about it.
- Focus on business
  - Entertainment
  - Food
  - Class transportation
- Focus on people
  - Fraternities/Sororities

- International Students
    - Lower-income students
    - Commuter students
    - Accessibility
- Focus on technology
    - Self-driving cars
    - Augmented Reality
    - Wearables

Design
- Again, make it easy on yourself and stay within Lyft's existing brand guidelines. If you want to create a new brand around your idea, that's fine. But to execute a design quickly, it's all about saving yourself time on anything that isn't integral to the final concept.
- Based on your research and focus areas, identify one key workflow, or 1-2 key concepts you'd want to show.

Presentation
- Establish your focus up front to set the stage for your vision
- Highlight key pain points and opportunities
- Show your solution and how it ties to your research