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# Problem Statement

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*Lyft's current services are not effectively reaching college students.*



# Goals

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- 1 Entice college students to try Lyft.
- 2 Make passengers feel more comfortable with their driver.



# Research

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We conducted primary and secondary research to gather information about the brand identity of both Lyft and Uber, as well as the services both companies provide. Additionally, we researched other companies that specifically cater to students.

## Primary:

- One-on-one interviews with college students about their thoughts, experiences, and opinions regarding ride-sharing services
- Surveys of college students

## Secondary:

- Lyft's brand & services
- Uber's brand & services
- Other companies: Insomnia Cookies, Bird, Lime, BtownMenus, Pocket Points, GoPuff, Amazon Student



# Research Findings

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Based on our research, we came up with 4 important topics:

- 1 Affordability
- 2 Driver trust and safety
- 3 Connection to college organizations
- 4 Personal interaction



# Pain Points

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From our research findings, we identified 2 major pain points students are experiencing with Lyft:



Students think that ride-sharing services can be *too expensive*.



Students sometimes feel *unsafe*, *uncomfortable* or *awkward* as a passenger in a Lyft or Uber.



# Insights

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From our research findings and pain points, we had 3 main insights:

What if we could provide more affordable rides for students?

What if there was a way to get to know your driver before your ride?

What if we could provide incentives to use Lyft?



# Inspiration

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For the trivia aspect of our design, we took inspiration from popular games like Kahoot!, HQ, and Trivia Crack. These games are designed for students ranging from middle school to college.



Kahoot!

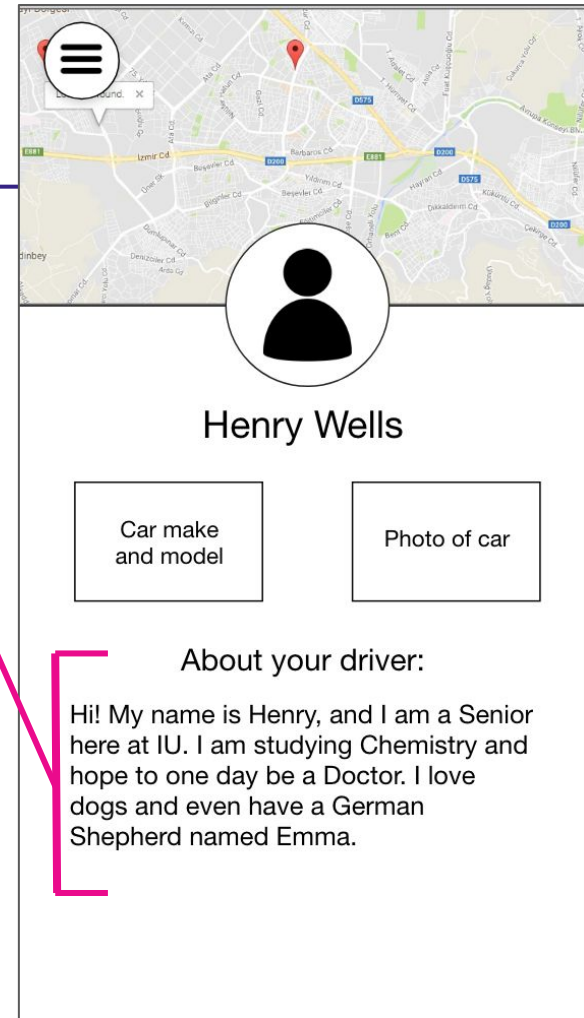




# Design: Driver Biography

While the Lyft user is waiting for a driver, they can read a short paragraph about the driver's interests and hobbies. This will provide the passenger with potential talking points and increase their comfortability with their driver.

- This concept helps promote **positive interaction** between the Lyft driver and passenger.
- By allowing the passenger to understand more about the driver as a person, the driver bio encourages conversation within the ride.
- The bio is an addition to the existing screen within the app after a rider schedules their ride and is waiting for the driver to arrive.



# Design: Lyft Trivia

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Lyft passengers can earn points toward a free ride credit by playing Lyft trivia during their ride. The ride credit is up to \$10, which is the same amount a rider receives for referring a new user in the current app.

- The game **engages** passengers and **incentivizes** them to keep using Lyft for a free ride.



Would you like to  
play Lyft trivia to earn  
points towards a free  
ride?

You are on your way to a free ride.  
You currently have 26 points.

Yes

No

☐ Do not show me again.

# Design: Trivia – Quiz Intro

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When a Lyft user begins a ride, they will automatically be taken to this screen and asked if they would like to play Lyft Trivia.

- If the "Do not show me again" checkbox is selected, the user can still access the quiz through the menu bar of the app.



Would you like to  
play Lyft trivia to earn  
points towards a free  
ride?

You are on your way to a free ride.  
You currently have 26 points.

Yes

No

☐

Do not show me again.

Map

⌵

☰

✕

### Question 5

Which current building was the first women's dorm at Indiana University?

Ballantine Hall

Memorial Hall

Wright Quad

Foster Quad

☒

□

□

Points this quiz: 3

Total Points: 26

## Quiz Question

If a rider would like to check their location on the map, they can swipe down on the pull-down map to view the map at anytime.

The strike count is displayed on the bottom left of the screen and keeps track of how many questions the rider has answered incorrectly.

## Map Pull Down

When the user uses the pull-down map feature, they will be directed to the map, allowing for the user to check their location and easily return back to the quiz.



You've earned  
5 points this game!  
Ride with Lyft again  
to earn more.



Total Points: 35

## Quiz End

Once the ride is over, the passenger is taken to this screen. Here, they can see how many points they have earned during the ride, as well as their cumulative points earned throughout all rides. The user will also be taken to this screen if 20 questions have been answered.



**Samantha Harris**

Earn 100 points to get a free ride!



Total Points: 35

## Point Summary

If a rider would like to see how many points they have earned, they can go to the point summary page to see their progress. This page would be accessed through a "Point Summary" menu option in the left menu bar of the existing app.



**Thank you!**

