



Innovation & Entrepreneurship Hub for Educated Rural Youth (SURE Trust – IERY)

RIDE BUDDY

The domain of the Project:

COURSE NAME

UI/UX DESIGN

Team Mentors (and their designation):

Sen Ghirri Sudhan

Team Members:

Mr. Pavan Kumar Tirupathi

Mr. Nikhil Jangid

Ms. Naina Shukla

Period of the project

6 Months

July 2025 to December 2025



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Declaration

The project titled “Ride Buddy ” has been mentored by Sen Ghirri Sudhan, organised by SURE Trust, from July 2025 to December 2025, for the benefit of the educated unemployed rural youth for gaining hands-on experience in working on industry relevant projects that would take them closer to the prospective employer. I declare that to the best of my knowledge the members of the team mentioned below, have worked on it successfully and enhanced their practical knowledge in the domain.

Team Members:

Mr. Pavan Kumar Tirupathi

Mr. Nikhil jangid

Ms. Naina Shukla

Sen Ghirri Sudhan
Sr. UI/UX Design — MetricStream

Sen Ghirri Sudhan
Sr. UI/UX Design — MetricStream

Prof. Radhakumari
Executive Director & Founder
SURE Trust



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Executive Summary

RideBuddy is a UI/UX design project aimed at improving short-distance travel and daily commuting by providing a simple, reliable, and user-friendly ride-sharing experience. The primary objective of the project is to reduce friction in ride discovery and booking while ensuring clarity, trust, and ease of use for users. The design focuses on minimizing interaction steps, improving navigation flow, and presenting essential ride information in a clear and structured manner.

The project followed a user-centered design approach that included problem analysis, user research, competitor evaluation, and iterative interface design. Key findings revealed that users often feel overwhelmed by complex ride-sharing apps, face difficulty locating nearby rides quickly, and lack confidence due to unclear ride details. Based on these insights, RideBuddy introduces streamlined user flows, clean visual hierarchy, and mobile-first interaction patterns to enhance usability and efficiency.

The final design recommends a focused and intuitive interface that prioritizes quick ride discovery, transparent ride information, and effortless booking. RideBuddy demonstrates how thoughtful UI/UX design can improve user satisfaction, reduce cognitive load, and deliver a scalable mobility solution aligned with real-world commuting needs, making it valuable for both users and business stakeholders.



Introduction

RideBuddy is a mobile-based ride-sharing application concept developed to address the growing need for efficient, affordable, and convenient short-distance transportation. With increasing urban congestion and rising commuting demands, users often struggle to find quick and reliable travel options for daily routines such as office commutes, college travel, and local errands. This project is positioned within the context of improving everyday mobility through thoughtful UI/UX design.

The primary goal of the RideBuddy project is to simplify the ride discovery and booking process while enhancing user trust and usability. Existing ride-sharing platforms often involve complex navigation, excessive features, and unclear ride information, leading to user frustration. RideBuddy aims to solve these problems by creating a clean, intuitive interface that reduces user effort, improves clarity in ride details, and enables faster decision-making.

The scope of the project includes the complete UI/UX design of the user-facing mobile application, covering key flows such as ride discovery, ride details, booking, and confirmation. The project focuses on design research, user flows, wireframes, and high-fidelity interfaces. Backend systems, real-time GPS integration, and payment gateway implementation are considered out of scope and are addressed at a conceptual level only.

The innovation in RideBuddy lies in its user-first design approach, emphasizing minimal interaction steps, simplified ride matching, and transparent information presentation. By prioritizing essential features and eliminating unnecessary complexity, the project introduces a focused mobility experience that improves usability, reduces cognitive load, and aligns closely with real-world short-distance travel needs.

Project Objectives

The primary objective of the RideBuddy project is to design a user-friendly ride-sharing application that simplifies short-distance travel and daily commuting. The project aims to create an intuitive and efficient user experience by reducing the number of steps required to discover, evaluate, and book rides. A key goal is to enhance usability and trust through clear ride information, logical navigation, and a clean visual interface that supports quick decision-making for users.

Another important objective is to apply user-centered design principles to identify and address real user pain points found in existing ride-sharing platforms. The project focuses on improving accessibility, minimizing cognitive load, and ensuring a mobile-first experience that aligns with everyday commuting behaviors.



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The expected outcomes of the project include a complete UI/UX design solution for the RideBuddy application, consisting of user research insights, defined user flows, wireframes, and high-fidelity interface designs. Key deliverables include a documented design process, usability-driven design decisions, and a set of polished UI screens that demonstrate RideBuddy as a practical, scalable, and user-focused mobility solution.

Methodology and Results

Methods / Technology Used

The RideBuddy project followed a **user-centered UI/UX design methodology** to ensure the solution addresses real-world commuting challenges. The design process included problem identification, user research, competitor analysis, user flow creation, wireframing, and high-fidelity interface design. Design decisions were continuously validated against usability principles such as simplicity, clarity, and reduced cognitive load. The project focuses on frontend experience design rather than backend or system implementation.

Tools / Software Used

- **Figma** – For user flows, wireframes, and high-fidelity UI design
- **Figma Prototyping** – To simulate navigation and interactions
- **Design Systems & UI Guidelines** – For consistency in colors, typography, and components
- **UI/UX Best Practices** – Applied throughout the design process

Data Collection Approach

User insights were gathered through informal surveys, observation, and secondary research of existing ride-sharing platforms. Feedback focused on user pain points such as difficulty in finding nearby rides, complex booking processes, and lack of clarity in ride details. Competitor analysis was conducted to understand feature overload and usability gaps in existing applications, which informed the design direction of RideBuddy.

Project Architecture

RideBuddy follows a **mobile-first, user-centric architecture** focused on simplified user flows. The conceptual architecture consists of:

- **User Interface Layer** – Handles ride discovery, ride details, booking, and confirmation screens
- **Application Logic Layer (Conceptual)** – Manages ride matching, booking flow, and status updates



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- **Data Layer (Conceptual)** – Represents ride information, user profiles, and booking details

The architecture is designed to ensure clear separation of concerns, scalability, and smooth navigation across screens while maintaining a minimal and intuitive experience.

Final Project Working Screenshots and Explanation

The final design includes key screens such as ride discovery, ride detail view, booking confirmation, and ride status overview. Each screen is designed with a clean layout, clear visual hierarchy, and minimal interaction steps. The interface prioritizes essential information such as pickup location, destination, ride availability, and pricing to support quick user decision-making. Smooth transitions and consistent components enhance usability and user confidence throughout the journey.

Project GitHub Link

<https://github.com/sure-trust/TIRUPATHI-PAVAN-KUMAR-g5-ui-ux>

Learning and Reflection

Mr. Nikhil Jangid

Mr. Nikhil Jangid gained valuable experience in understanding user-centered design methodologies and applying UI/UX principles to a real-world mobility problem. He developed skills in analyzing user pain points, structuring logical user flows, and contributing to design decision-making. Through the project, he also improved collaboration and communication skills while working in a team environment, gaining exposure to project coordination and requirement alignment.

Overall, his experience in the RideBuddy project enhanced his understanding of design thinking, teamwork, and iterative problem-solving. Working on a practical application strengthened his confidence in contributing ideas, adapting to feedback, and delivering structured design outcomes within project timelines.

Ms. Naina Shukla

Ms. Naina Shukla expanded her knowledge in UI design fundamentals, including layout structuring, visual hierarchy, and consistency in interface elements. She gained hands-on experience using design tools to create wireframes and high-fidelity screens, while also learning the importance of accessibility and usability in mobile application design. The project helped her understand how user research insights translate into interface improvements.



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Mr. Pavan Kumar Tirupathi

Mr. Pavan Kumar Tirupathi gained comprehensive experience across the complete UI/UX design lifecycle, including research, user flow design, interaction design, and documentation. He strengthened his skills in system-level thinking, mobile-first design, and maintaining design consistency across screens. Additionally, he developed project management skills by coordinating tasks, aligning team contributions, and ensuring timely completion of deliverables.

Overall, his experience in the RideBuddy project was highly enriching, as it combined technical design skills with leadership and collaboration. The project enhanced his ability to translate user needs into practical design solutions while working effectively within a team-based project environment.

My project assess from figma :

<https://www.figma.com/community/file/1588919074068170200/ride-buddy>



Conclusion and Future Scope

Conclusion

The RideBuddy project successfully achieved its objective of designing a simple, intuitive, and user-focused ride-sharing application for short-distance travel. By applying user-centered design principles, the project addressed key usability challenges such as complex booking flows, unclear ride information, and excessive interaction steps found in existing platforms. The final design delivers a clean interface, streamlined user flows, and a mobile-first experience that enhances usability, clarity, and user trust. Overall, RideBuddy demonstrates effective application of UI/UX methodologies to solve real-world mobility problems through thoughtful design.

Future Scope

The future scope of RideBuddy includes extending the design into a fully functional application by integrating real-time GPS tracking, live ride matching, and secure payment gateways. Additional features such as ride scheduling, user ratings and reviews, in-app chat, and safety enhancements can further improve the user experience. From a design perspective, usability testing with a broader user base and iterative improvements based on feedback can enhance accessibility and performance. The project can also be scaled to include driver-side interfaces and multi-language support, making RideBuddy a comprehensive and scalable mobility solution.