Josmi

Very realistic and clear description of pain points. Good explanation of how Unity will help users specifically.

Before an after comparison on two slides was concise.

Mentioned spreadsheet is cloud-based, was this with reference to clients currently? Can sub-categories belong to more than one category. The card text was too small to see and I think we only went into one category. Spreadsheet has adequate data eg expiry date, wondering if supplier or brand was there.

Review

* Join now and welcome back buttons should be closer to the top
* Some of the cards can be a bit smaller
* Your backend is solid, great work

Meet

For the presentation use bulleted lists instead of paragraphs in some sections. Very good job of listing possible additional features. Would have liked to see your whole wireframe.

Review

* Information about convenience and safety can be on a separate page, maybe use a check box to make sure it is read
* Let’s ride should be the focal point of main page, not all the way at the bottom, more like a call-to-action
* The neon green is too bright

Narendra

Instead of he solid black stripe use a black stripe with yellow stripe like a road.

The user problem 2, with the busy peak time was really good. Good job on starting the interface, it really helped me understand what the product is going to be like. Would have liked to know about other features that benefit driver, apart from traffic. You had spoken about communication with other drivers etc. Would like to see a list of future features outside or after MVP.

Review

* Good use of API
* Not sure if the legend provided just didn’t show on projector but part was cut off
* Being able to select an area is a really good feature

Sai

The story and journey map should be graphic or in bullet points if it text only. You had a very thoughtful approach to alternative solutions, it would be nice t give an example of software or company that provides each. Good job on SWOT analysis. Great work on app so far! Looking forward to the rest.

Aran

There was content with general about information, I would have liked to see some examples of links, at least one section with links eg restaurants to get a better visual.

Logo: Manipulate vertical part of L to fit onto the branch of V. Island is too detailed use something like mountain outline that aligns with VL instead.

Review

* Good job on interface so far
* The approach with multiple cards makes user scroll down a lot, maybe cards can be smaller with less information that opens in a new page

Reenu

The picture of 2 people in the car was a great picture to highlight the environmental benefit of ridesharing. Good job on user stories.

Should have bulleted lists for how it differs from competitors, you had good points but too much small text. Good alternative solutions and showing their pros and cons.

The driver signup that requires government ID is a good idea for security. I think there is too much information for booking. It should be start and destination. Then a question book now or for later? They can then be directed to a screen asking the time they need the ride.

Review

* Good functionality so far, very clear direction
* For page with narrow form maybe you can use a background texture or faded image

Priya

The app looks good so far. Does it keep running in the background and you can just go back to it and add something else? You did a good job with the user stories. Did you have alternative solutions?