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

RIDE BUDDY

The domain of the Project:

G5 UI/UX

Team Mentors (and their designation):

Mr. Sen Ghirri Sudhan

UI/UX Designer @ MetricStream

Team Members:

Mr. PavanTirupathi

Ms. Naina Shukla

Period of the project

July 2025 to Oct 2025

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

Declaration

The project titled “Ride Buddy” has been mentored by Mr. Sen Ghirri Sudhan, organised by SURE Trust, from July 2025 to October 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. PavanTirupathi
Ms. Naina Shukla

Mentor’s Name:
Mr. Sen Ghirri Sudhan
UI/UX Designer - MetricStream

Prof. Radhakumari
Executive Director & Founder
SURE Trust

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Executive Summary

Ride Buddy is a user-centric mobility application designed to simplify ride discovery, coordination, and communication between users. The project addresses common challenges such as unclear ride availability, poor user experience, and inefficient coordination faced by daily commuters. A structured UI/UX design approach was adopted, including user research, wireframing, and prototyping, to ensure usability and clarity. The outcome highlights how thoughtful design decisions can significantly enhance user trust, accessibility, and overall commuting experience.

Introduction

Background and Context

Urban commuting has become increasingly complex due to rising population density, traffic congestion, and limited personalized mobility options. Many users struggle with fragmented ride-sharing solutions that lack clarity and ease of use. Ride Buddy was conceptualized as a solution to bridge this gap by offering a streamlined digital platform focused on simplicity and user convenience.

Problem Statement / Goals

Existing ride-sharing platforms often overwhelm users with complex interfaces and unclear processes. The goal of Ride Buddy was to design an intuitive and accessible interface that allows users to easily find, offer, and coordinate rides without confusion or unnecessary steps.

Scope and Limitations

The project primarily focuses on UI/UX design, user flows, and interaction logic. Functional backend features such as live GPS tracking, real-time databases, and payment gateways were not implemented and are considered outside the current project scope.

Innovation Component

The innovation lies in reducing cognitive load through minimal design, simplified onboarding, and clearly defined ride-matching flows. The project emphasizes usability over feature overload, making it suitable for everyday commuters.

Project Objectives

Objectives and Goals

- To design a clean and intuitive interface for ride discovery and coordination
- To improve user experience through clear navigation and visual hierarchy
- To ensure the design is scalable for future feature integration

Expected Outcomes and Deliverables

- Complete user journey maps and wireframes
- High-fidelity UI screens for key flows
- Interactive prototype demonstrating the core concept

Methodology and Results

Methods / Technology Used

The project followed a user-centered design approach, beginning with problem identification and user research. This was followed by wireframing, iterative UI design, and usability refinement to ensure optimal interaction flow.

Tools / Software Used

Figma was used extensively for wireframing, UI design, and interactive prototyping. Notion was used for documentation, planning, and maintaining design rationale.

Data Collection Approach

User insights were collected through informal discussions, peer feedback, and observation of common commuting challenges. These insights guided design decisions and feature prioritization.

Project Architecture

The application architecture is modular and flow-based, consisting of onboarding, ride discovery, ride details, and confirmation stages. This structure ensures clarity, ease of navigation, and future scalability.

Final Project Working Screenshots

The final screens illustrate the complete user journey, including onboarding, searching for rides, viewing ride details, and confirming participation. Each screen is designed to minimize friction and guide the user smoothly through the process.

Project GitHub Link

Click Here

Learning and Reflection

Team Learnings

The team gained practical experience in applying design thinking principles, conducting usability-focused design iterations, and collaborating effectively. Technical skills in wireframing and prototyping were significantly improved.

Overall Experience

Working on Ride Buddy provided a real-world simulation of product design workflows. The project enhanced problem-solving abilities, teamwork, communication, and an understanding of user-centric product development.

Conclusion and Future Scope

Recap of Objectives and Achievements

The Ride Buddy project successfully achieved its objective of designing an intuitive and user-friendly ride coordination solution. The final design demonstrates clarity, usability, and a strong understanding of user needs.

Future Scope

Future enhancements may include backend development, real-time ride matching, live location tracking, secure payment integration, and deployment as a full-scale mobile application with extensive user testing.