*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 peer-to-peer mobility application conceptualized to improve the everyday commuting experience through thoughtful UI/UX design. The project focuses on simplifying ride discovery, coordination, and communication between users who wish to share rides efficiently. Existing ride-sharing solutions often suffer from usability challenges such as unclear ride information, inconsistent navigation, excessive feature clutter, and weak user trust. These issues negatively impact adoption and continued usage, especially among daily commuters.

To address these problems, Ride Buddy adopts a structured, design-first approach that prioritizes clarity, accessibility, and ease of interaction. The design process involved identifying real user pain points, defining core use cases, and translating insights into well-structured user flows, wireframes, and high-fidelity prototypes. Special attention was given to reducing cognitive load, minimizing steps required to complete tasks, and ensuring visual consistency across screens.

The final outcome demonstrates how user-centered design can significantly enhance trust, usability, and efficiency in digital mobility platforms. The project serves as a strong example of how UI/UX design contributes directly to product value, user satisfaction, and long-term scalability.

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# Introduction

## Background and Context

Urban transportation systems are under increasing pressure due to population growth, urban sprawl, traffic congestion, and rising transportation costs. While ride-sharing has emerged as a viable alternative to traditional commuting methods, many platforms prioritize rapid feature expansion over usability. As a result, users often encounter fragmented experiences, unclear ride details, and inefficient coordination mechanisms.

Daily commuters, unlike occasional travelers, require fast, predictable, and easy-to-use solutions. Ride Buddy was designed with this specific user group in mind. The project aims to create a focused platform that supports routine commuting by emphasizing simplicity, transparency, and reliability in design.

## Problem Statement / Goals

Many existing ride-sharing applications present users with complex interfaces, multiple decision points, and poorly defined workflows. These issues increase friction, slow down task completion, and reduce user confidence. New users, in particular, struggle to understand how to find or offer rides efficiently.

The primary goal of Ride Buddy was to design an intuitive interface that enables users to complete core tasks—such as searching for rides, viewing ride details, and confirming participation—quickly and without confusion. Additional goals included improving visual clarity, ensuring accessibility, and maintaining consistency across the user journey.

### Scope and Limitations

The scope of this project is limited to the design domain, focusing on UI/UX strategy, user flow design, wireframing, and prototyping. The application was not developed as a fully functional product. Technical components such as backend logic, real-time databases, GPS tracking, user authentication, and payment systems were excluded.

These limitations were intentional to ensure that design quality, usability, and interaction logic received full attention. The project serves as a conceptual and design foundation that can later support full-scale development.

### Innovation Component

The innovation in Ride Buddy lies in its usability-first philosophy. Rather than introducing numerous features, the design reduces complexity by focusing on essential commuter needs. Simplified onboarding, clearly labeled actions, and predictable navigation patterns reduce user effort and improve task success rates. This approach makes the platform suitable for frequent, everyday use rather than occasional engagement.

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## Project Objectives

### Objectives and Goals

- To design a simple, intuitive interface that supports quick ride discovery and coordination
- To reduce user confusion by establishing clear navigation paths and logical screen flow
- To apply visual hierarchy principles that guide user attention effectively
- To ensure the design system is scalable and adaptable for future features

### Expected Outcomes and Deliverables

- Well-defined user personas representing typical commuters
- Comprehensive user journey maps covering all major interactions
- Low-fidelity wireframes to validate layout and structure
- High-fidelity UI screens reflecting final visual design
- An interactive prototype simulating real user interactions

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## Methodology and Results

### Methods / Technology Used

The project followed a user-centered design methodology, starting with problem identification and contextual understanding. User needs were translated into task flows and information architecture. Wireframes were created to test layout and navigation before moving to detailed UI design. Iterative refinement ensured that each screen served a clear purpose and aligned with user expectations.

### Tools / Software Used

Figma was used as the primary design tool for creating wireframes, UI components, and interactive prototypes. Its collaborative features supported iterative refinement and consistency across screens. Notion was used for project documentation, requirement tracking, and recording design decisions to maintain clarity throughout the process.

### Data Collection Approach

User insights were gathered through informal interviews, peer discussions, and observation of common commuting challenges. These insights highlighted recurring issues such as lack of clarity in ride information, difficulty in comparing options, and hesitation due to trust concerns. The findings directly influenced layout decisions, content prioritization, and interaction design.

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## Project Architecture

The application architecture follows a modular, flow-based structure. Key modules include onboarding, ride discovery, ride detail viewing, and confirmation. Each module is designed as a self-contained unit while maintaining seamless transitions between stages. This modularity improves usability and supports future technical integration without disrupting the overall experience.

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## Final Project Working Screenshots

The final design screens represent a complete and coherent user journey. From onboarding to ride confirmation, each screen is designed to reduce friction and guide users step by step. Consistent typography, spacing, and color usage reinforce visual clarity and improve readability. Design choices ensure that users can quickly understand their current stage and next action.

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## Project GitHub Link

Click Here

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## Learning and Reflection

### Team Learnings

The project strengthened the team's understanding of design thinking, user empathy, and usability evaluation. Practical experience was gained in translating abstract problems into structured design solutions. The team also improved collaboration, feedback incorporation, and documentation practices.

### Overall Experience

Ride Buddy provided a realistic simulation of professional product design workflows. The experience enhanced analytical thinking, communication, and decision-making skills. It reinforced the importance of aligning design decisions with real user needs rather than assumptions.

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# Conclusion and Future Scope

## Recap of Objectives and Achievements

The Ride Buddy project successfully delivered a clear, intuitive, and user-focused design solution for ride coordination. The final prototype demonstrates strong usability, logical navigation, and effective visual communication. The project validates the impact of minimal, user-driven design in solving real-world problems.

## Future Scope

Future development can include backend implementation, real-time ride matching, GPS-based tracking, secure payment systems, and deployment as a mobile application. Further usability testing with a larger and more diverse user base can refine the design and prepare the product for real-world adoption.