UX-UI Design Case Study

Rafael Nunes

Hi!

Hello, my name is Rafael Nunes and I am an inspiring UX-UI Researcher and Designer. Although I have little experience, I enjoy researching and working with the clients of a brand. I am a critical thinker with an open mind, and an eternal learner.

To me, the scientific and methodic process behind the process of UX researching and developing a product that fits the clients to their very last need is fascinating. I was very happy to work on this project, even more because I really enjoyed the client´s product and found it to be an engaging canvas to work on.

The UX process

Research

Definition

Development

Testing

Deliver

Know the users, context, competitive technologies, conduct interviews and gather gain & pain points

Build user profiles, come out with ideas, compare alternatives

Evaluate the design, build a site map and the prototipe
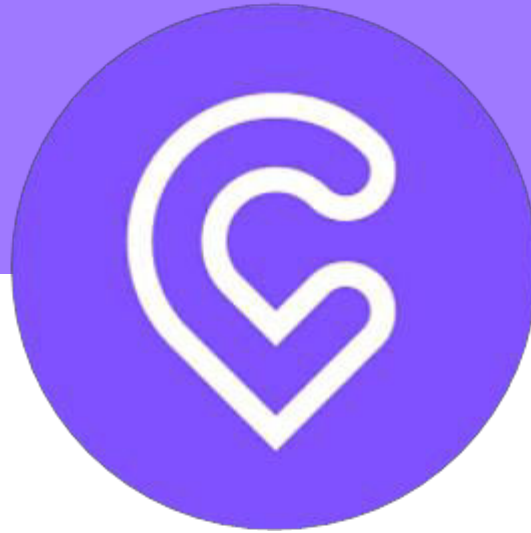
Test with the users and gather feedback

Complete design and produce deliverables

Case Study

July 2019

The client

Born in 2011, Cabify connects private users and businesses with the transportation ways that best meet their needs. Today Cabify is present in 45 cities, 8 of which are in Brazil, representing almost 20% of its market.

The company needs to add two new features which I hope can be found among the few I've selected in this presentation.

The challenge

Pitch two funcionalities to Cabify while helping them understanding users and improvements for their app with UX practices

DELIVERABLES
- User research
- Medium fidelity Wireframes

WHAT I DID

- Understanding factors
- Research on users perspectives
- Questionaire to gather pain and gain points
- Establishing the users
- Benchmarking of competitive technologies
- Identifying gaps on the market

- Building personas
- Creating empathy maps
- Brainstorming of ideas to help personas
- Identification and comparison of new features
- Building site map
- Low-fidelity prototypes
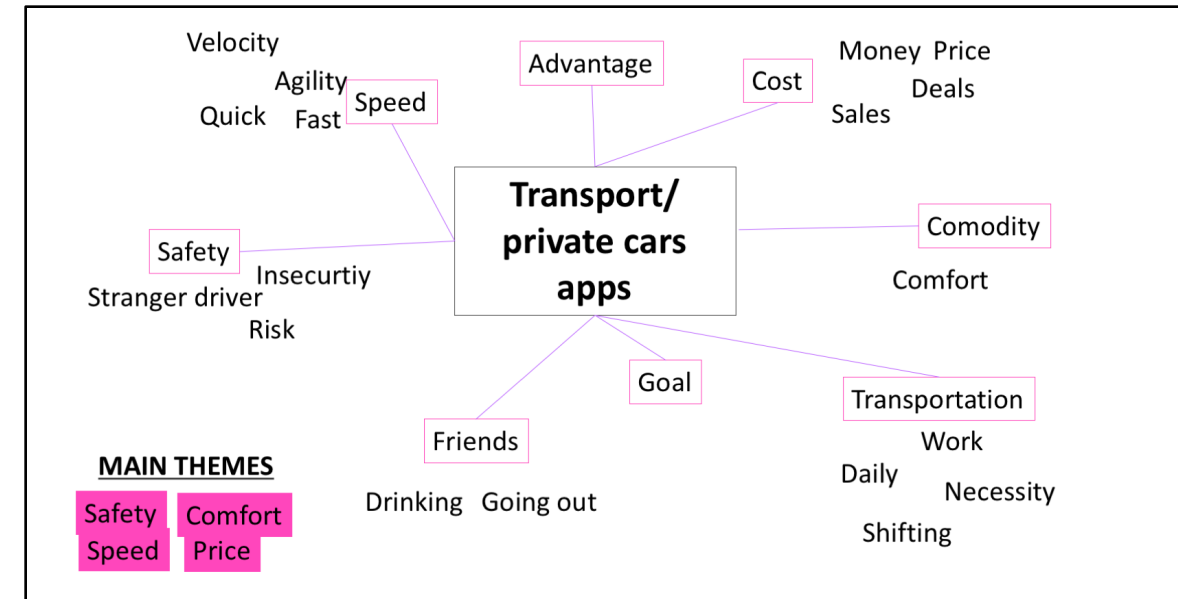- Medium-fidelity prototypes and design
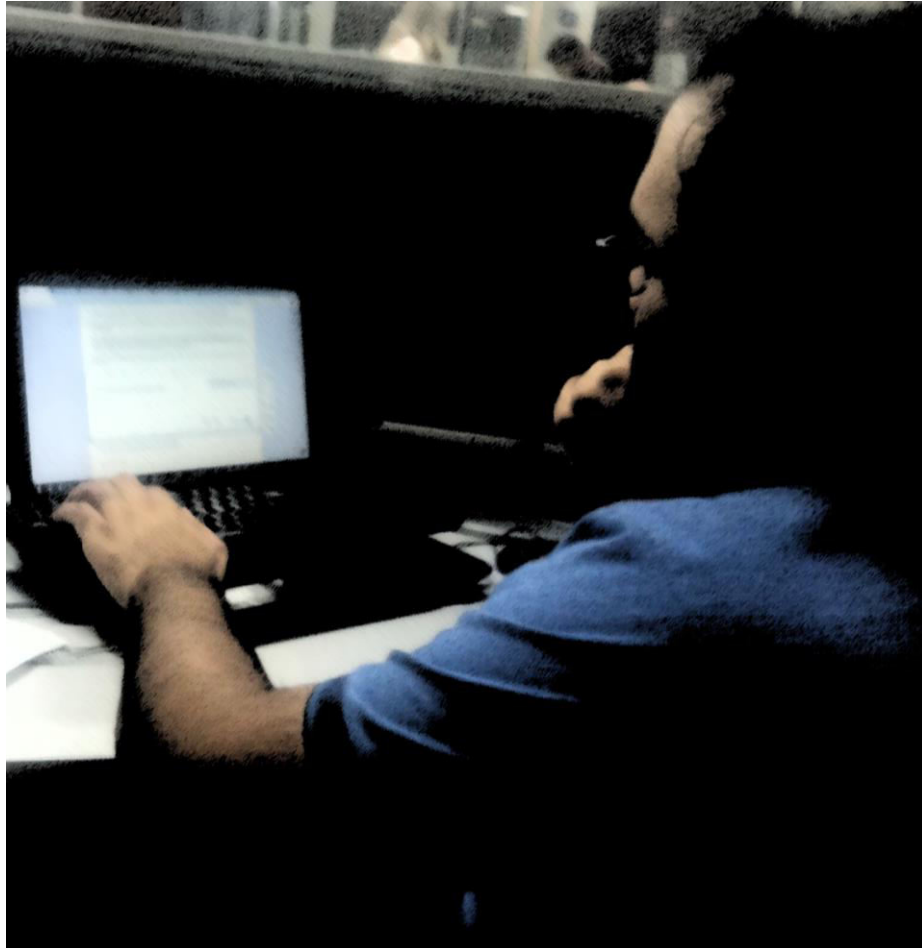- Testing and feedback gathering

Research

Questions were raised to help understanding key factors and main themes

- *Who is the company?*
- *What are the app's strong points?*
- *Where is the company located?*
- *How can I help the company?*
- *What does the company praise?*
- *What are the objectives and goals of the app?*

- *What are the company's ways of touching the user?*
- *What is this case about?*
- *What is the goal of this case?*
- *What are the deliverables?*
- *How to reach the deliverables while maintaining the app's goals*
- *What are the primary and possible audiences*

Velocity
Agility
Quick   Fast   Speed

Advantage

Money Price
Cost   Deals
               Sales

Transport/
private cars
apps

Comodity
Comfort

Safety
         Insecurtiy
Stranger driver
         Risk

Goal

Transportation
Work
Daily
Necessity
Shifting

MAIN THEMES

Friends

Drinking   Going out

Safety
Speed

Comfort
Price

Research

The users perspectives were gathered from the website "Reclame Já" and from reviews from Apple's App Store and Google's Play Store. Some videos from Youtube were also watched.

4

- Questionaire to gather pain and gain points

Research

To help certifying on the ideas about the users I had and to gather more data I conducted an online questionaire using Google Forms on possible users of the app from my Town.

Research

This step was reached using comparison matrixes and graphs

Definition

Empathy Map

THINK & FEEL
"I am being underpaid"
"I need to produce more"
"I need a new client"
"I need to study more"
"At least I'm healthy"
"Can we go faster?"

"What am I going to do tomorrow?"
"What are my debts?"
Needs to work
Feels over-whelmed
Feels fear
Feels inadequate

HEAR
"We need more of your effort"
"The crisis is going to end your job"
"Nobody wants to know your problems"
"Your city is too dangerous"
"Be careful when you're outside"

GOAL
- Increase her portfolio and get more clients
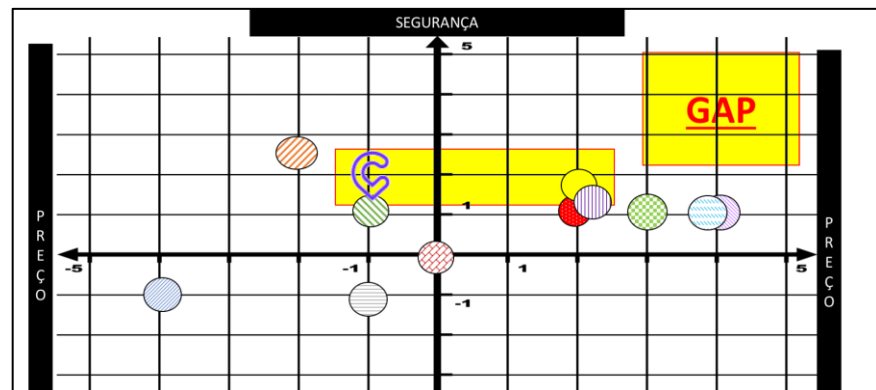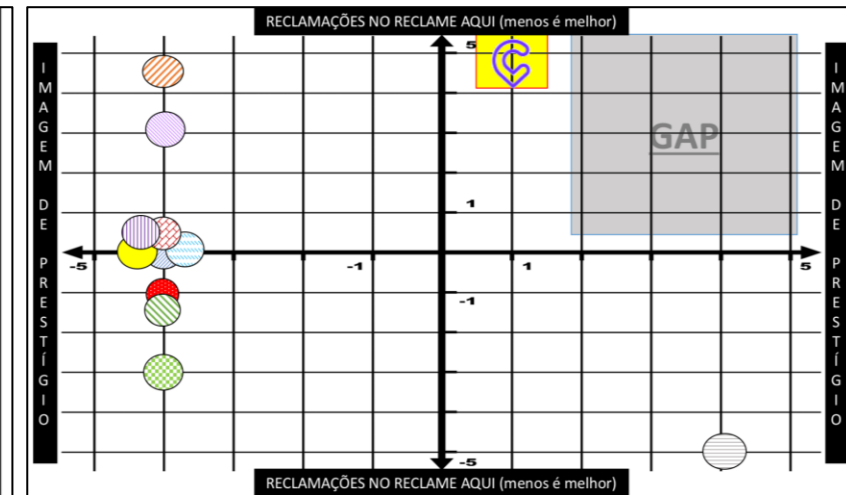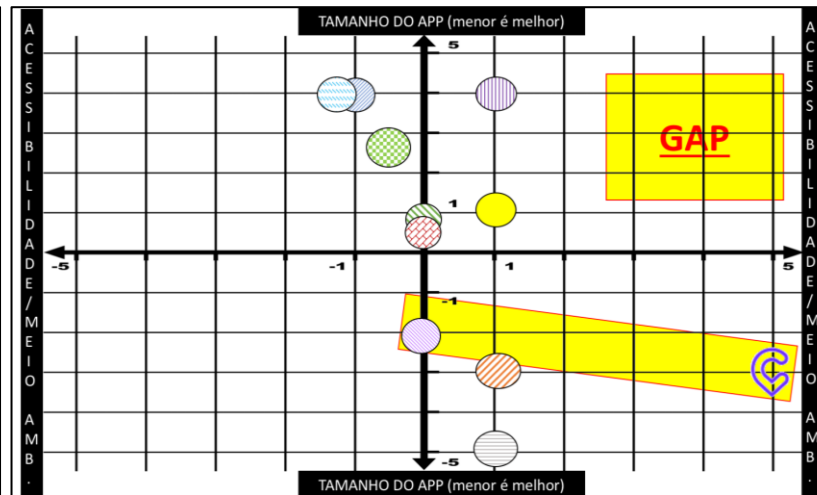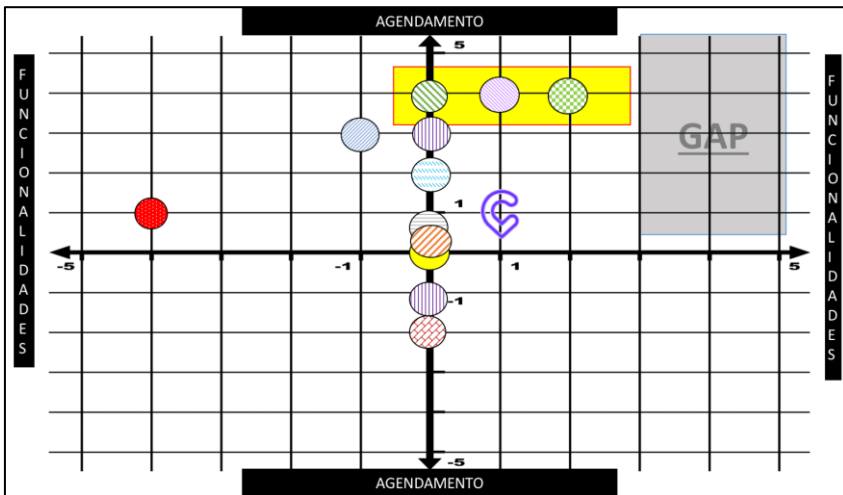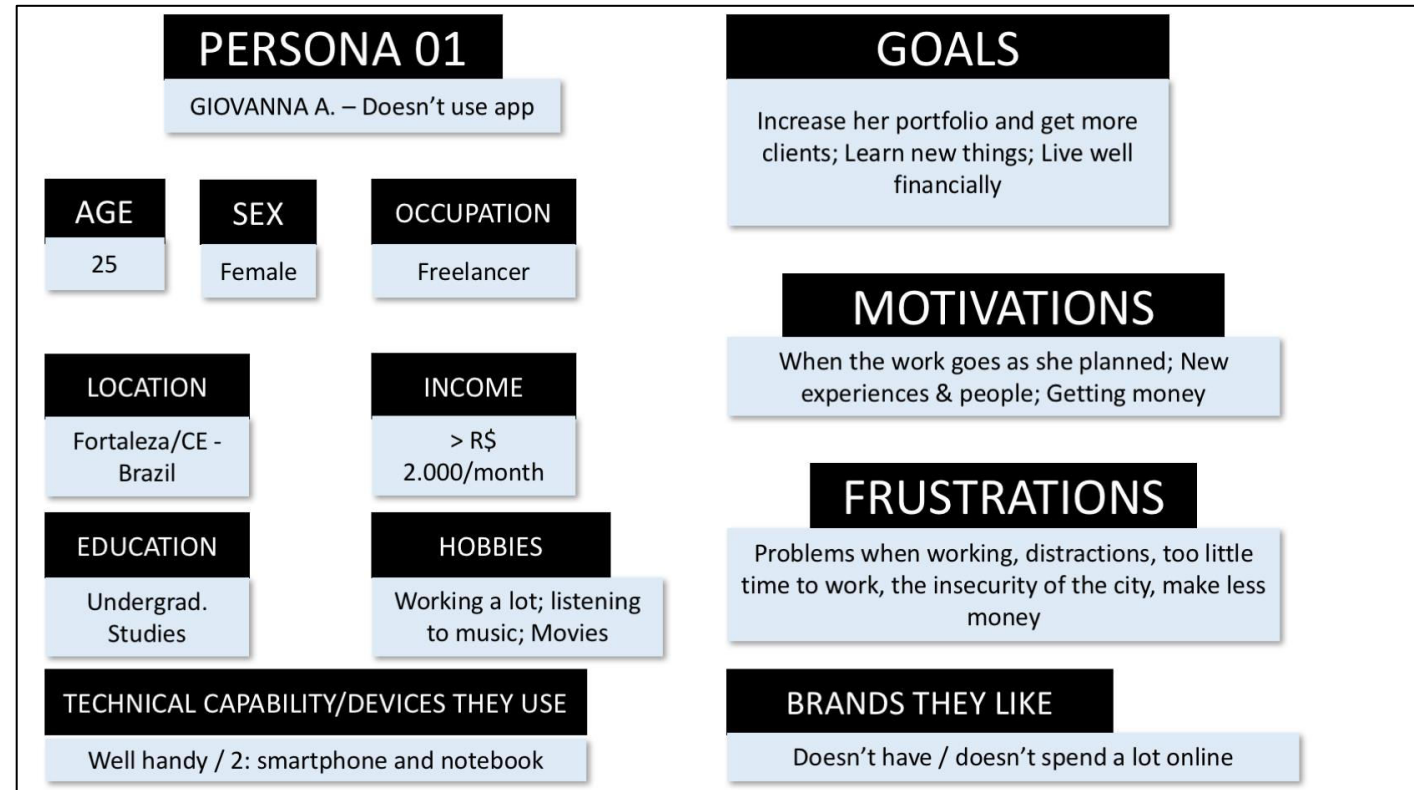- Learn new things
- Live well financially

SEES
A car to get her to where she needs to go
A stranger driving
A blank page and sometimes no connection

SAY & DO
Talks to driver
Ignores driver
"No opinion"
"Have a nice day"
Plan next work
Works
Researches freelancing jobs

Pains
Lack of routine
Lack of money
Lack of wi-fi connection
Tension
Insecurity

Gains
Asking people
Agility
Mindfullness
Praticity
Likes to feel safe

PRODUCTS&SERVICES

PAIN CREATORS
Stress
Lack of well-being
"Boring people"
Lack of control
Likes sales
"Nice people"
Achieve goals at work
Music
Feeling in control
Planning

PAIN RELIEVERS

GAINS
Family and friends
Cleaness
Research
Lack of control

JOBS

PAINS

PERSONA 01
GIOVANNA A. – Doesn't use app

AGE	SEX	OCCUPATION
25	Female	Freelancer

LOCATION
Fortaleza/CE - Brazil

INCOME
> R$ 2.000/month

EDUCATION
Undergrad. Studies

HOBBIES
Working a lot; listening to music; Movies

TECHNICAL CAPABILITY/DEVICES THEY USE
Well handy / 2: smartphone and notebook

GOALS
Increase her portfolio and get more clients; Learn new things; Live well financially

MOTIVATIONS
When the work goes as she planned; New experiences & people; Getting money

FRUSTRATIONS
Problems when working, distractions, too little time to work, the insecurity of the city, make less money

BRANDS THEY LIKE
Doesn't have / doesn't spend a lot online

Definition

Empathy Map

THINK & FEEL

"Life is good because I have my family"
"What this app will do with my data?"
"What is best for the company?"
"Do they think I'm dumb?"
"At least I'm not in a cab"

Feels uncomfortable
Feels untrust

Needs to go to a meeting

Remembers the family

Sometimes gets cold

HEAR

"This city is dangerous"
"We are loosing market place"
"Your children may be using drugs"

SEES

A stranger driver with no strings attached
A blank page with no contract clearly available

GOAL
- Keep doing a good job,
  - Living with family
  - Helping friends

Shakes hand

Talks brifly to driver   "How are you, sir?"

"Why?"   Check schedule

"I can't tell you that"   **SAY & DO**

Goes to work   Is busy

Checks email

Pains
Mindfullness   Planning
Talking   Family and friends

Gains
Confiability
Insecurity
Enter a stranger's car

Value Proposition Canvas

PRODUCTS & SERVICES

PAIN CREATORS
Lack of routine
Lack of wi-fi connection
Lack of money
Insecurity   Tension

Doesn't care at all

Likes "sales"

Asking people

Agility   Mindfullness

Likes to feel safe

Praticity

PAIN RELIEVERS

GAINS
Experiences
More time to learn
Likes to feel safe
Achieve goals

When something goes wrong at work

JOBS
Learn from others
Agility & simplicity

PAINS

Persona

PERSONA 02
GIOVANNI B. – Uses app

GOALS
Less stress; enhance financially

AGE
35

SEX
Female

OCCUPATION
IT worker / Higher level Service desk

LOCATION
Fortaleza/CE - Brazil

INCOME
> R$ 5.000/month

MOTIVATIONS
Routine; work and schedules

EDUCATION
Undergrad. Studies

HOBBIES
Family and friends, music and tv shows

FRUSTRATIONS
Fail at planning

TECHNICAL CAPABILITY/DEVICES THEY USE
Well handy / 2: smartphone and notebook

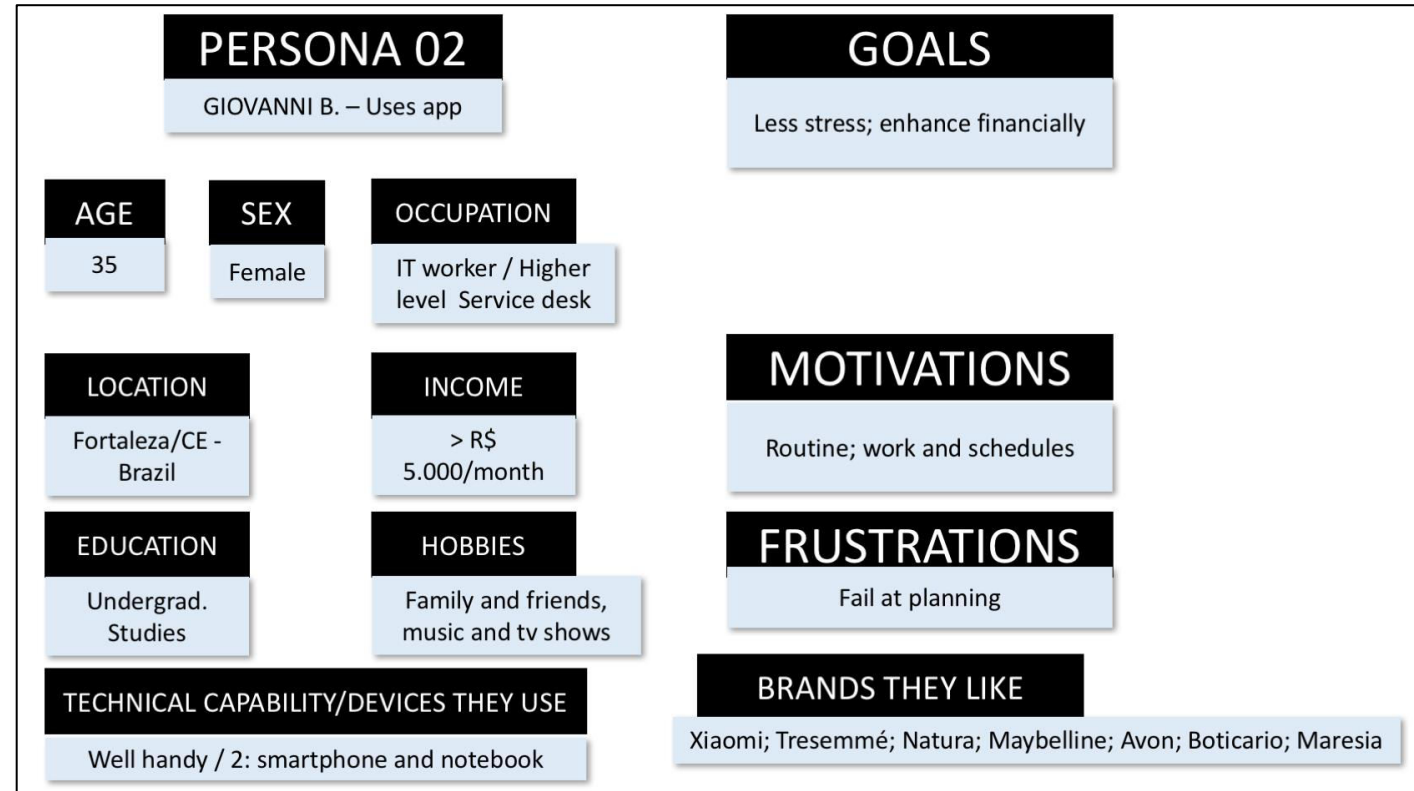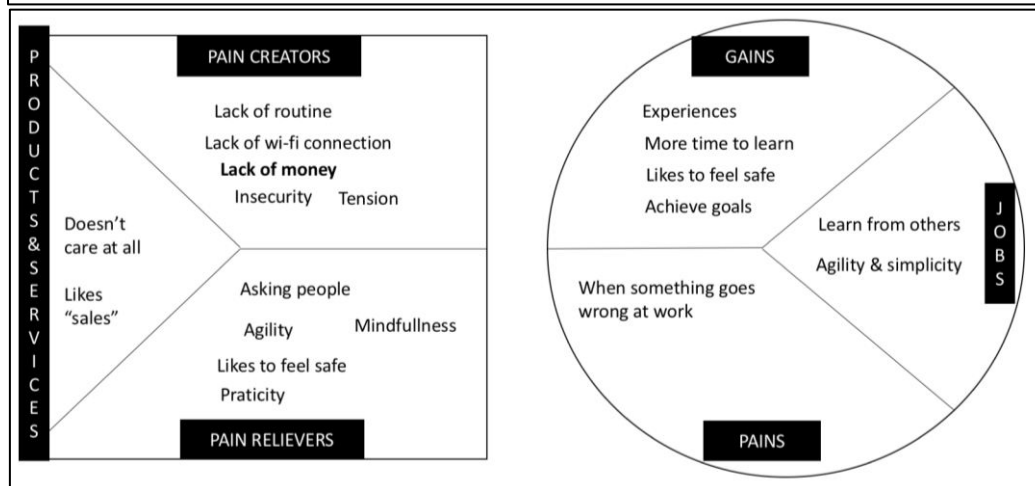**BRANDS THEY LIKE**
Xiaomi; Tresemmé; Natura; Maybelline; Avon; Boticario; Maresia
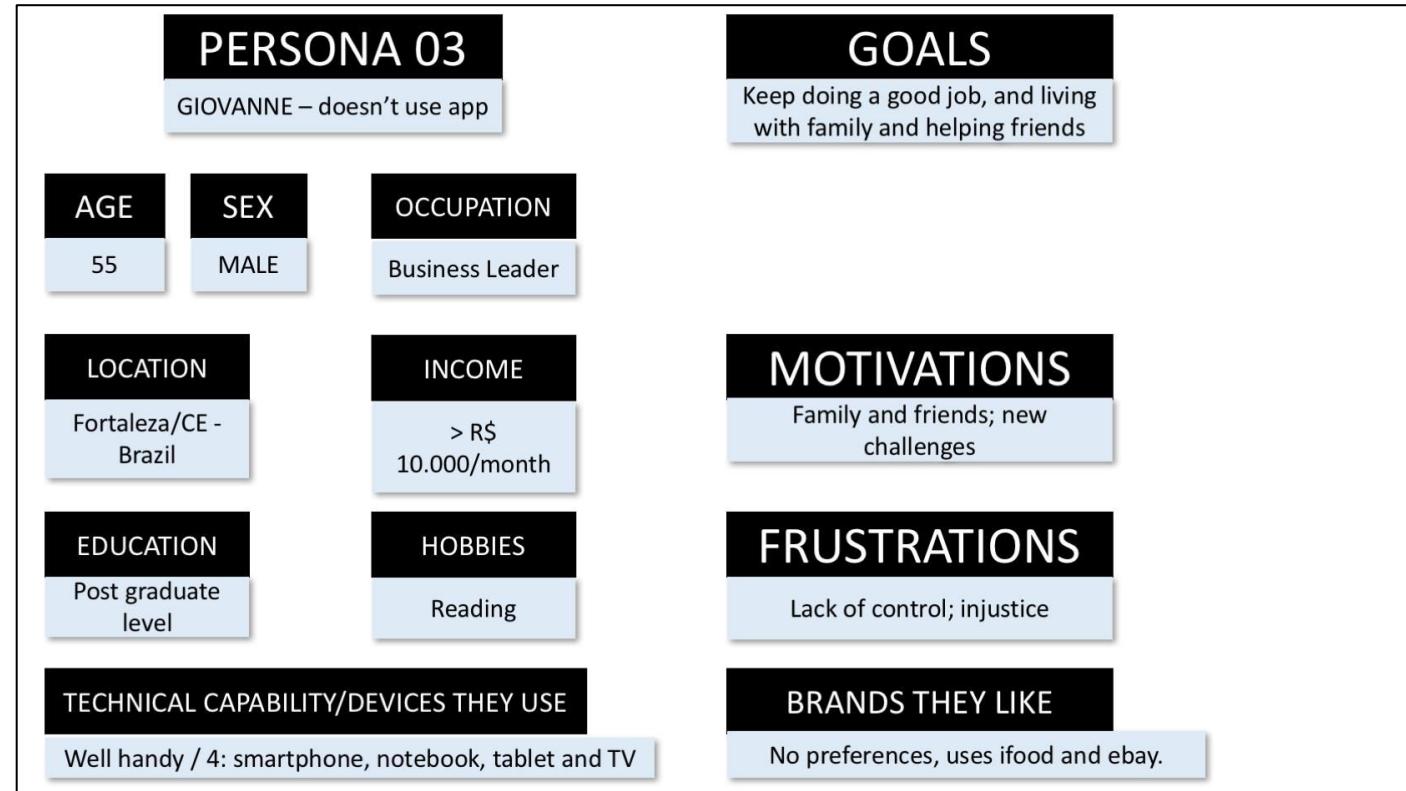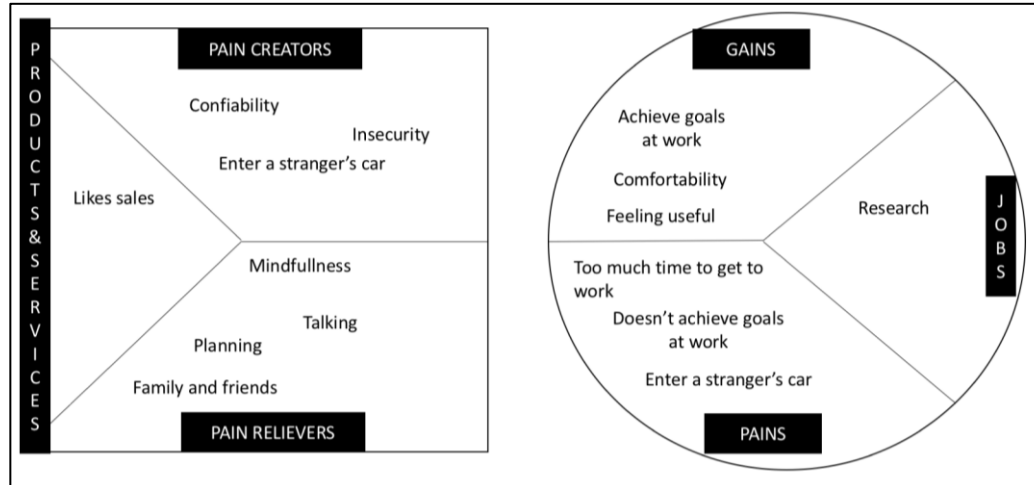
Building personas
Creating empathy maps

Definition

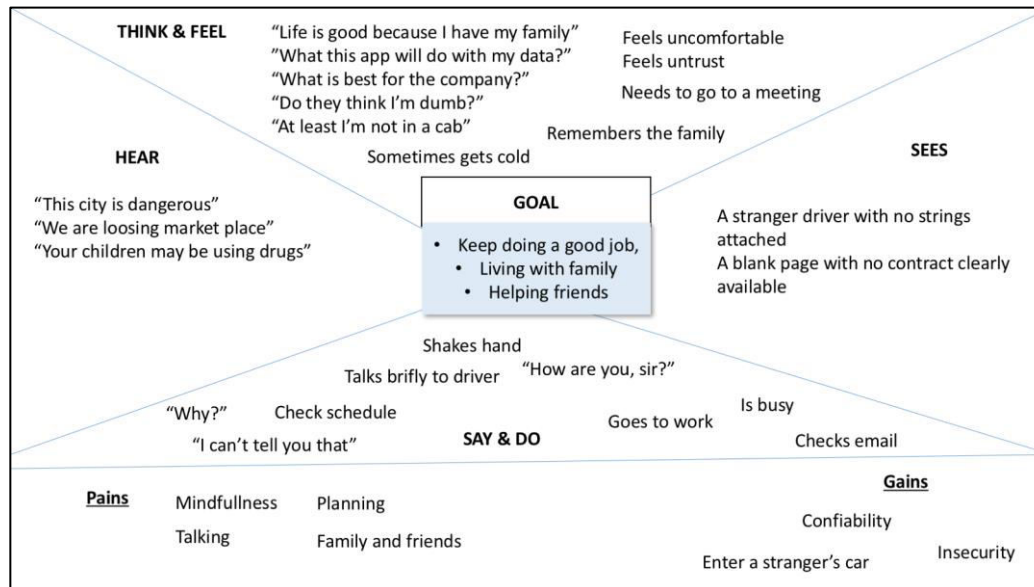### Empathy Map

THINK & FEEL
"Life is good because I have my family"
"What this app will do with my data?"
"What is best for the company?"
"Do they think I'm dumb?"
"At least I'm not in a cab"

Feels uncomfortable
Feels untrust
Needs to go to a meeting
Remembers the family
Sometimes gets cold

HEAR
"This city is dangerous"
"We are loosing market place"
"Your children may be using drugs"

GOAL
• Keep doing a good job,
• Living with family
• Helping friends

SEES
A stranger driver with no strings attached
A blank page with no contract clearly available

Shakes hand
Talks brifly to driver
"How are you, sir?"
"Why?" Check schedule
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SAY & DO
Goes to work
Is busy
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Pains
Mindfullness   Planning
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Value Proposition Canvas

PRODUCTS&SERVICES

PAIN CREATORS
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Planning
Family and friends

PAIN RELIEVERS

GAINS
Achieve goals at work
Comfortability
Feeling useful
Too much time to get to work
Doesn't achieve goals at work
Enter a stranger's car
Research

JOBS

PAINS

PERSONA 03
GIOVANNE – doesn't use app

GOALS
Keep doing a good job, and living with family and helping friends

AGE	SEX	OCCUPATION
55	MALE	Business Leader

LOCATION	INCOME
Fortaleza/CE - Brazil	> R$ 10.000/month

MOTIVATIONS
Family and friends; new challenges

EDUCATION	HOBBIES
Post graduate level	Reading

FRUSTRATIONS
Lack of control; injustice

TECHNICAL CAPABILITY/DEVICES THEY USE
Well handy / 4: smartphone, notebook, tablet and TV

BRANDS THEY LIKE
No preferences, uses ifood and ebay.

Definition

Based on the previous methods, the following features are identified as needed. The purple ones are suggered as new ones.

Popularity on the northeast

App size

Price

Spotify partnership

Complexity

Notification about the app's story
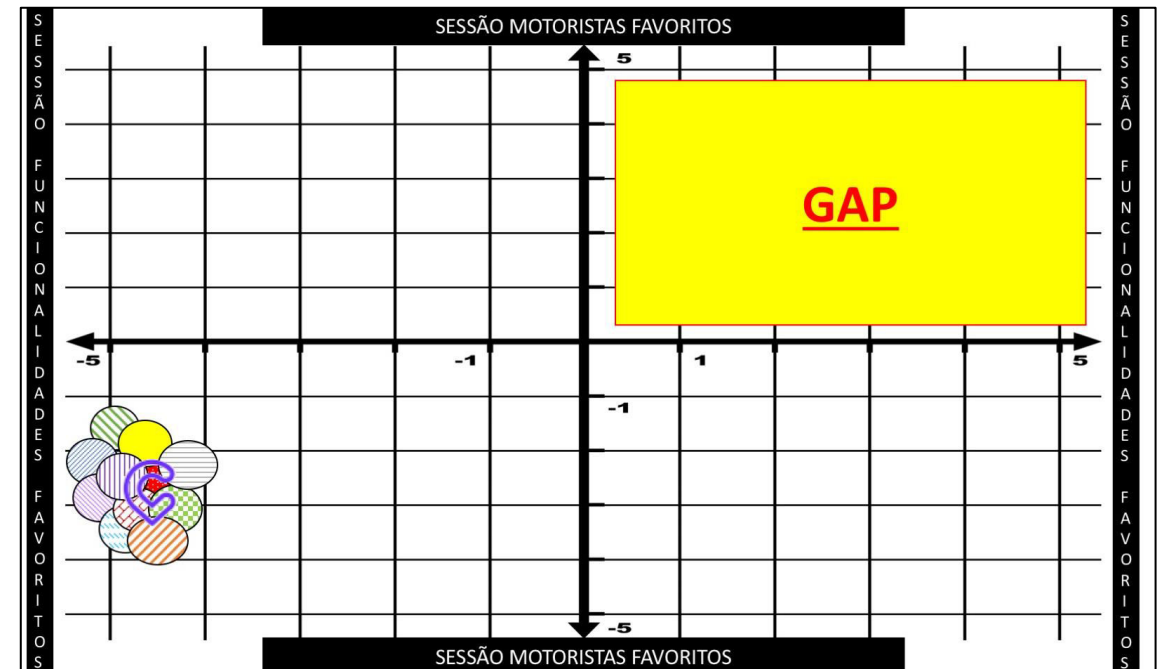
Favorite functionalities

Favorite drivers
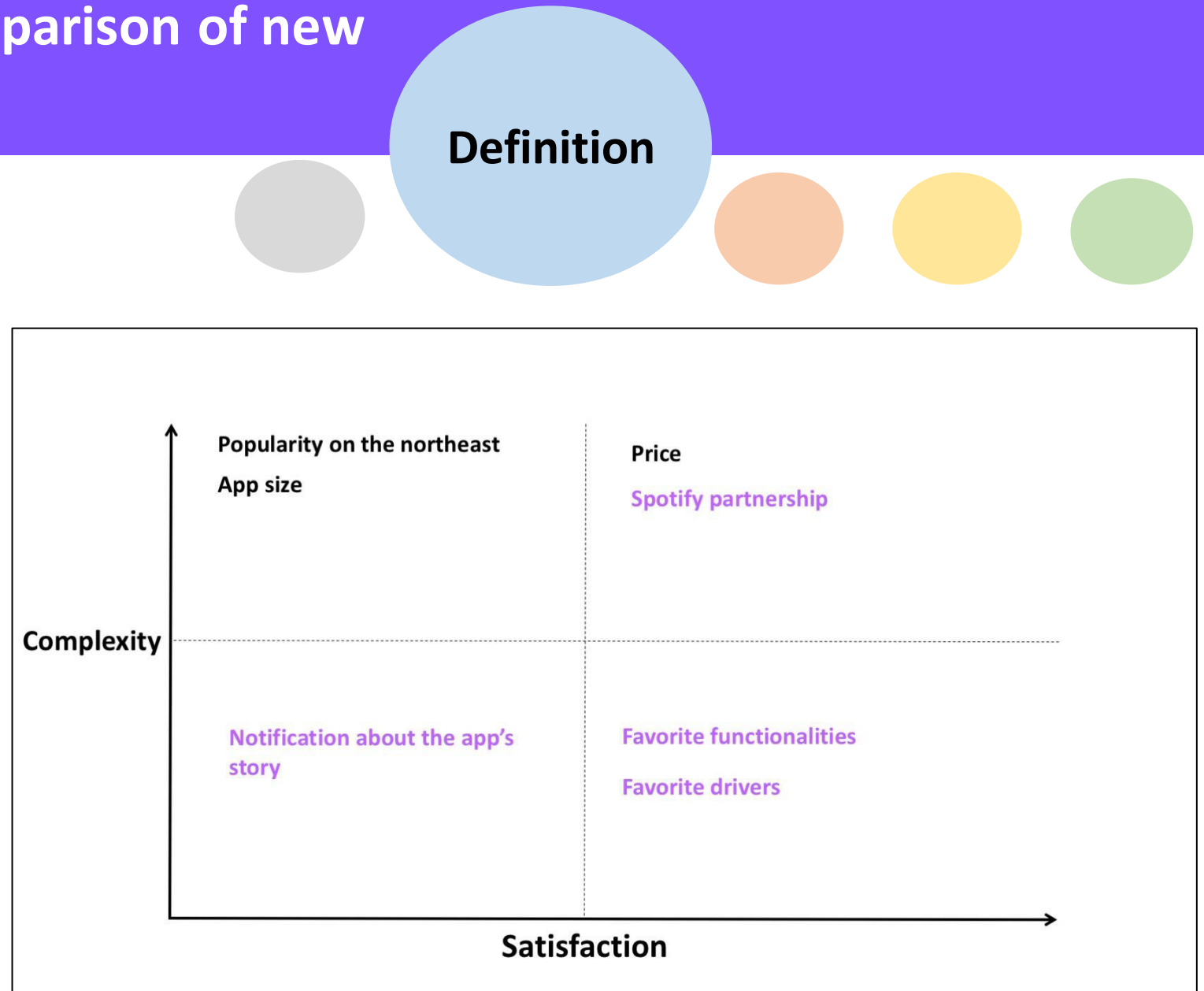
Satisfaction

9 Comparison of new features

A new matrix was produced to confirm that the two features with less complexity and more satisfaction, for this study case, are missing from the market. The features were also well rated by the research sample of users.

9 Key features

Definition

#1 FAVORITE FEATURES, DRIVERS & CONTROL OF TRIP

A new section called "favorite drivers" will help you keep up with the ones that have helped you on your way towards completing your goals. Feel like one of them might be better to drive you around town them the others? Check him or her as your favorite driver and you will have a VIP seat on their queue.

A new timer within the top of the app shows the amount of time left in your trip. Feeling like your driver might be scamming you? Take a look on the timer and notice if it's going too slow. Also, within the other sections of the app you are able to go straight to the map of the trip you're taking and check the route.

These features might increase user's confiance toward the driver and will help them feel in control.

2 SOCIAL AND CHALLENGES TAB

On the friends tab, I offer the posssibility of having posts by friends, with the possibility of sharing your favorite Cabify moments. There is also a new tab called "Challenges", with new challenges every month that will reward users with 50% discount trips when they reach a certain amount of points. This might help the users spend more time within the app, eng aging them and rewarding them with the same style of discounts already used by the app.

10 Building a site map

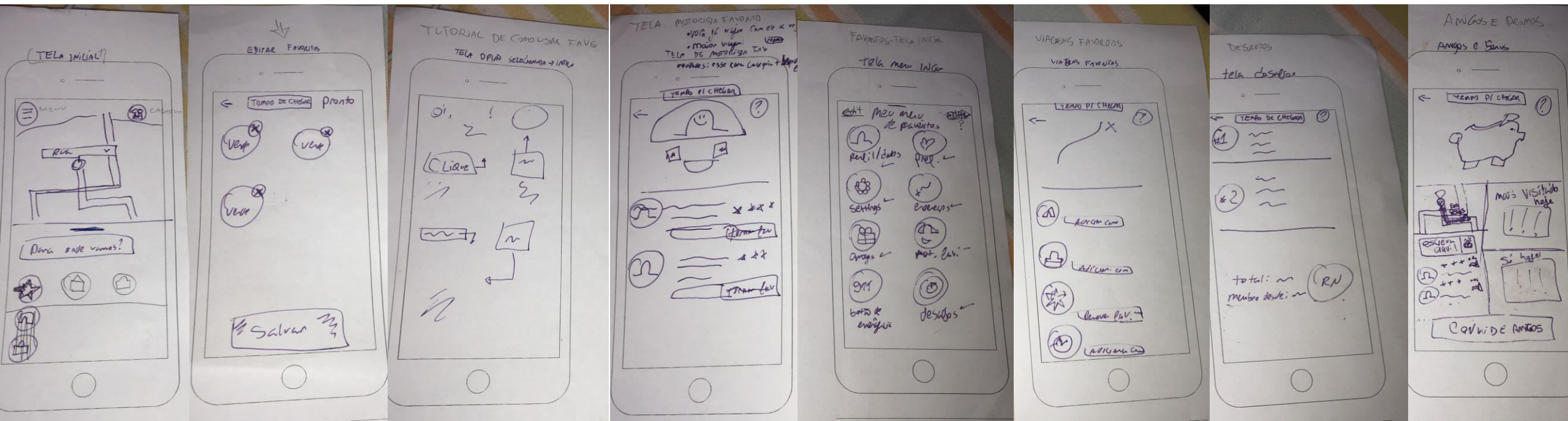With the help of users, four different site maps were produced and resulted in a general one
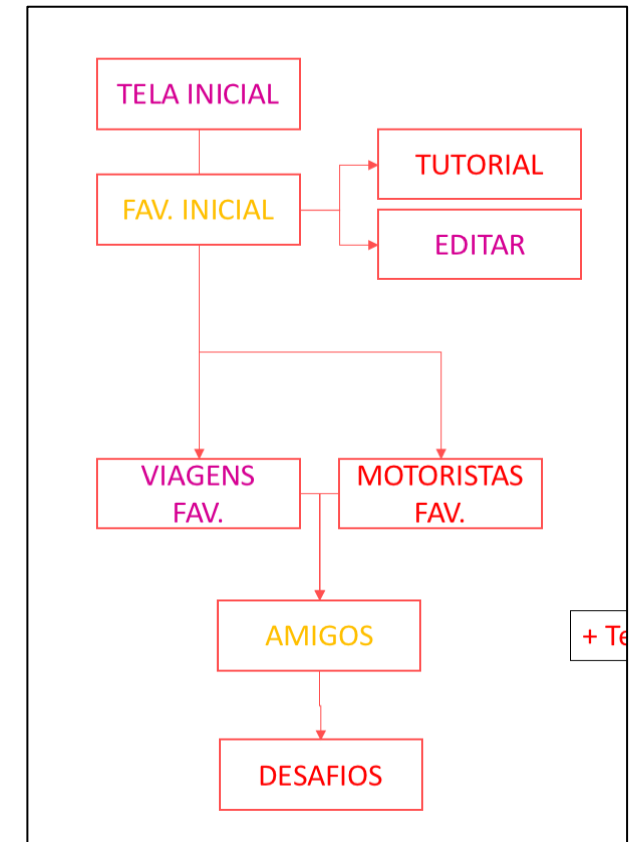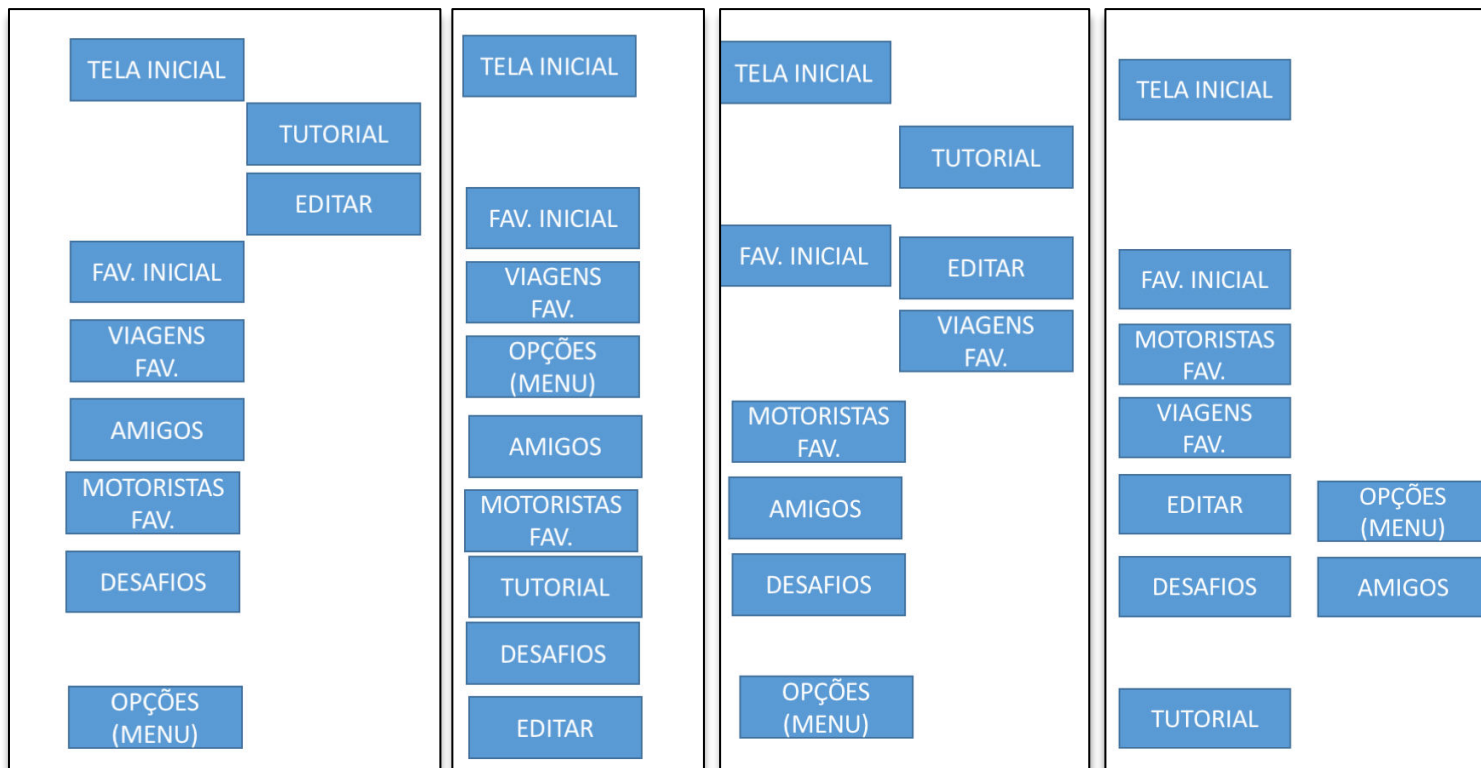
11 Low fidelity prototypes

Low fidelity prototypes are fast ways to visualize the ideas and make changes

Development

11 Low fidelity prototypes

The user is the most important factor on the methodology, so its participation is always encouraged. The low fidelity prototypes were shown to get last-to-final touches uppon the project.
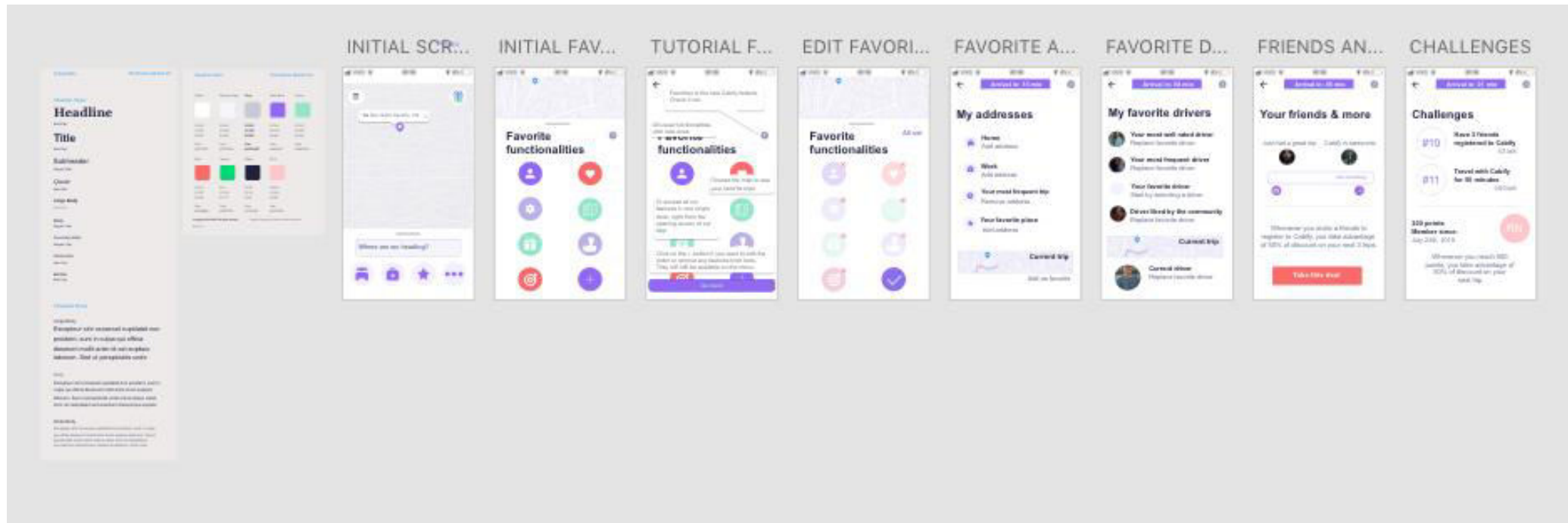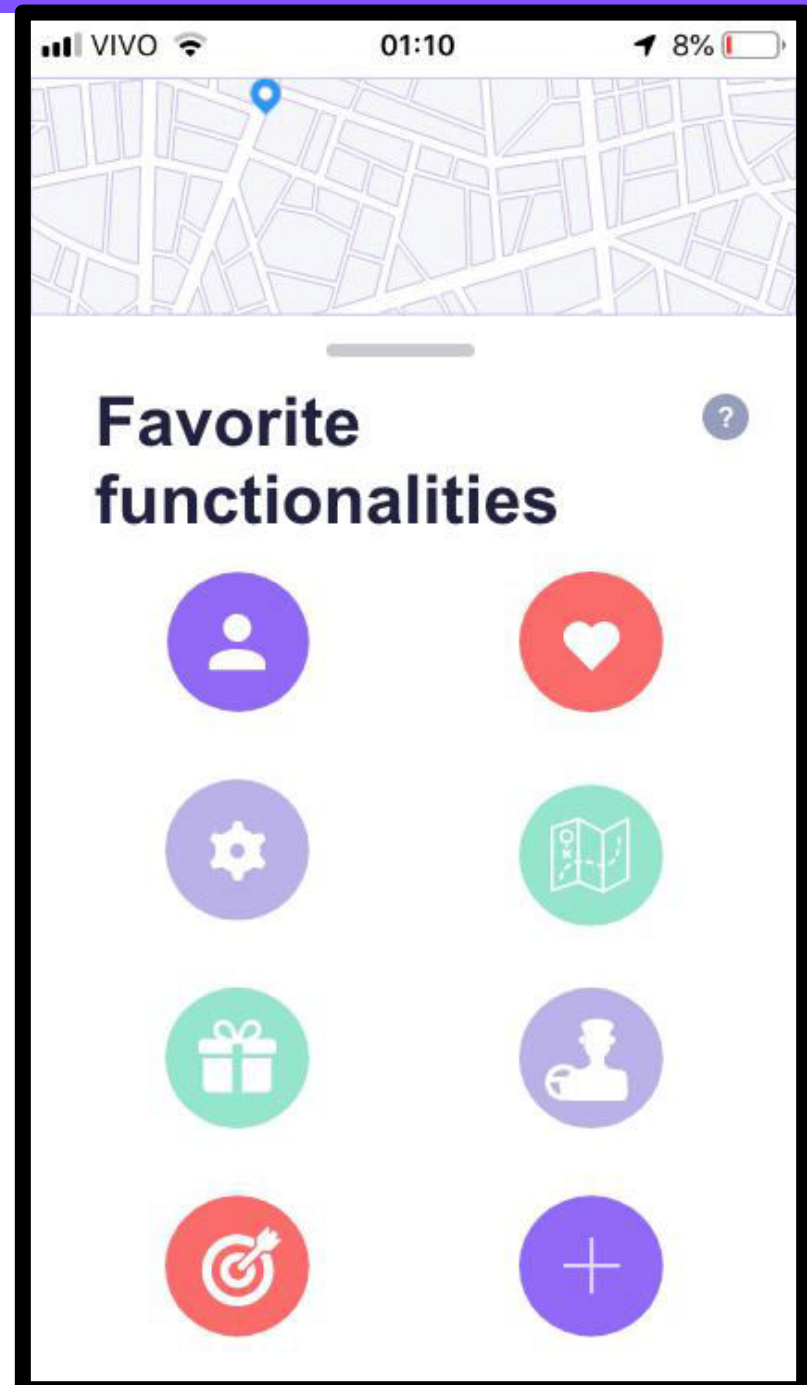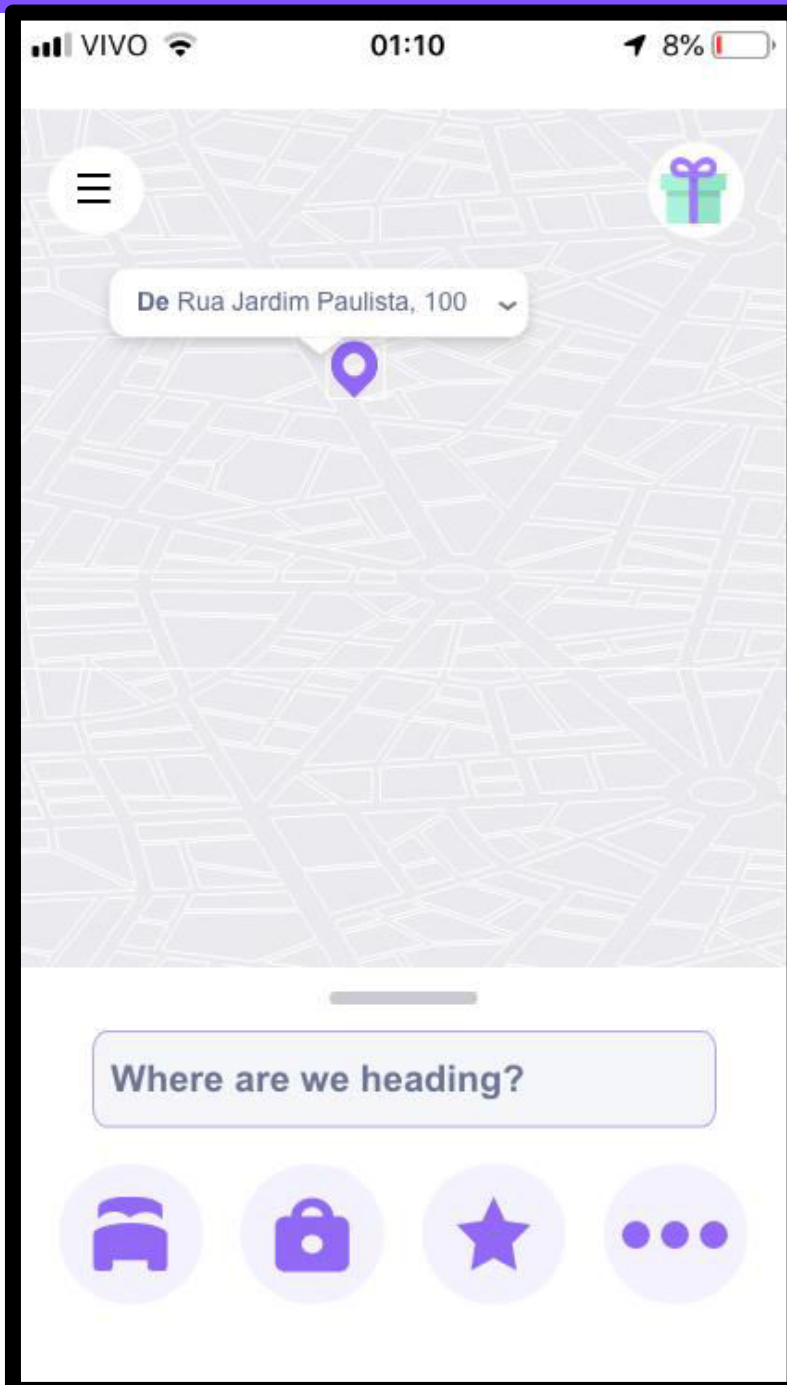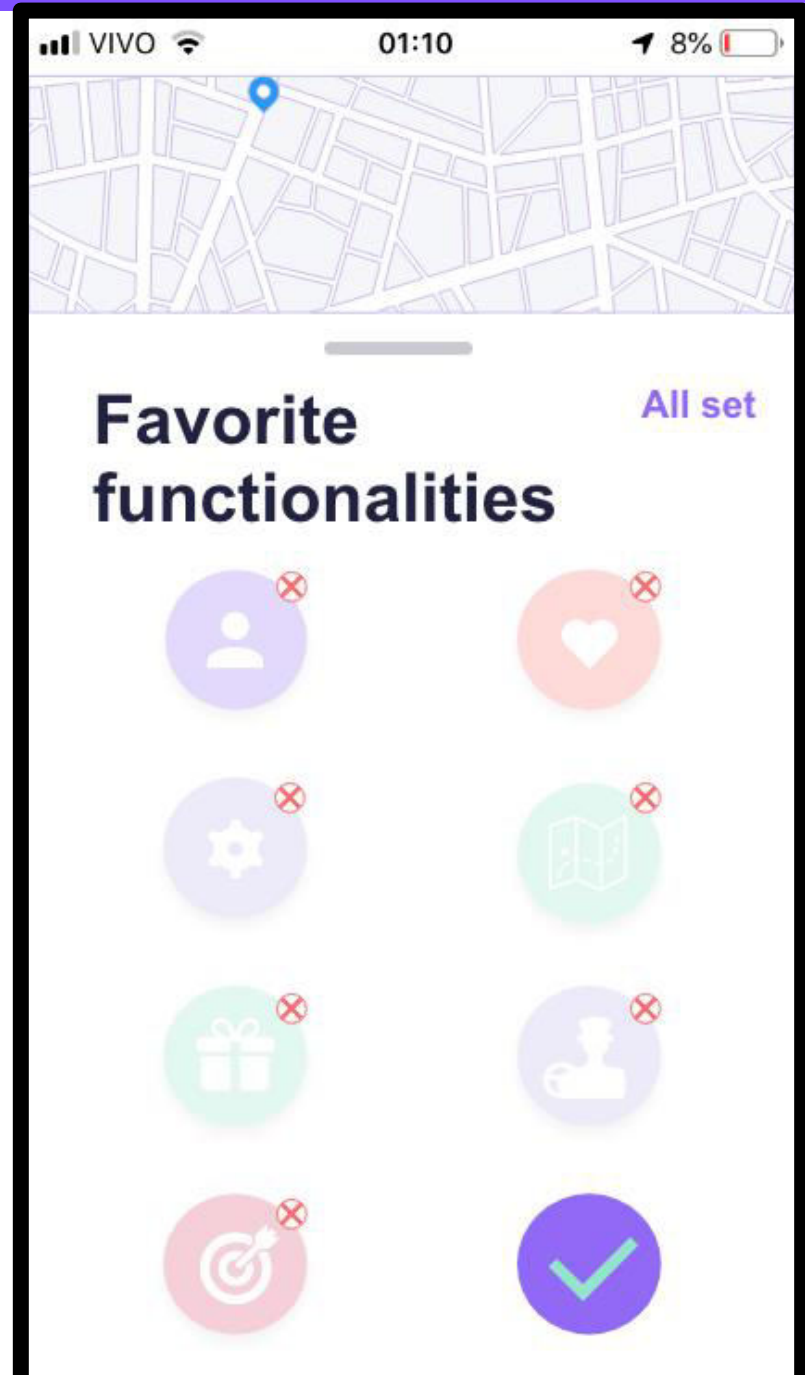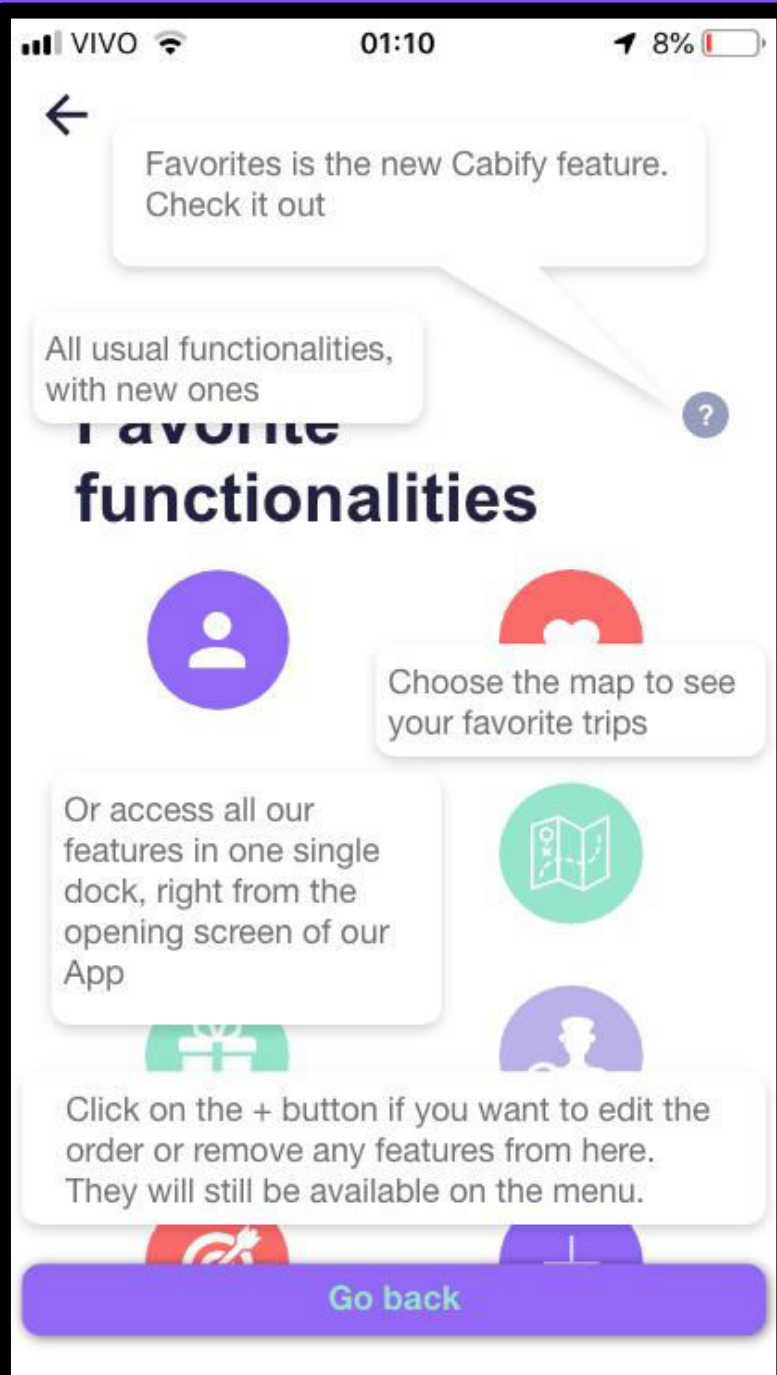
12 Medium fidelity prototypes and design

Development

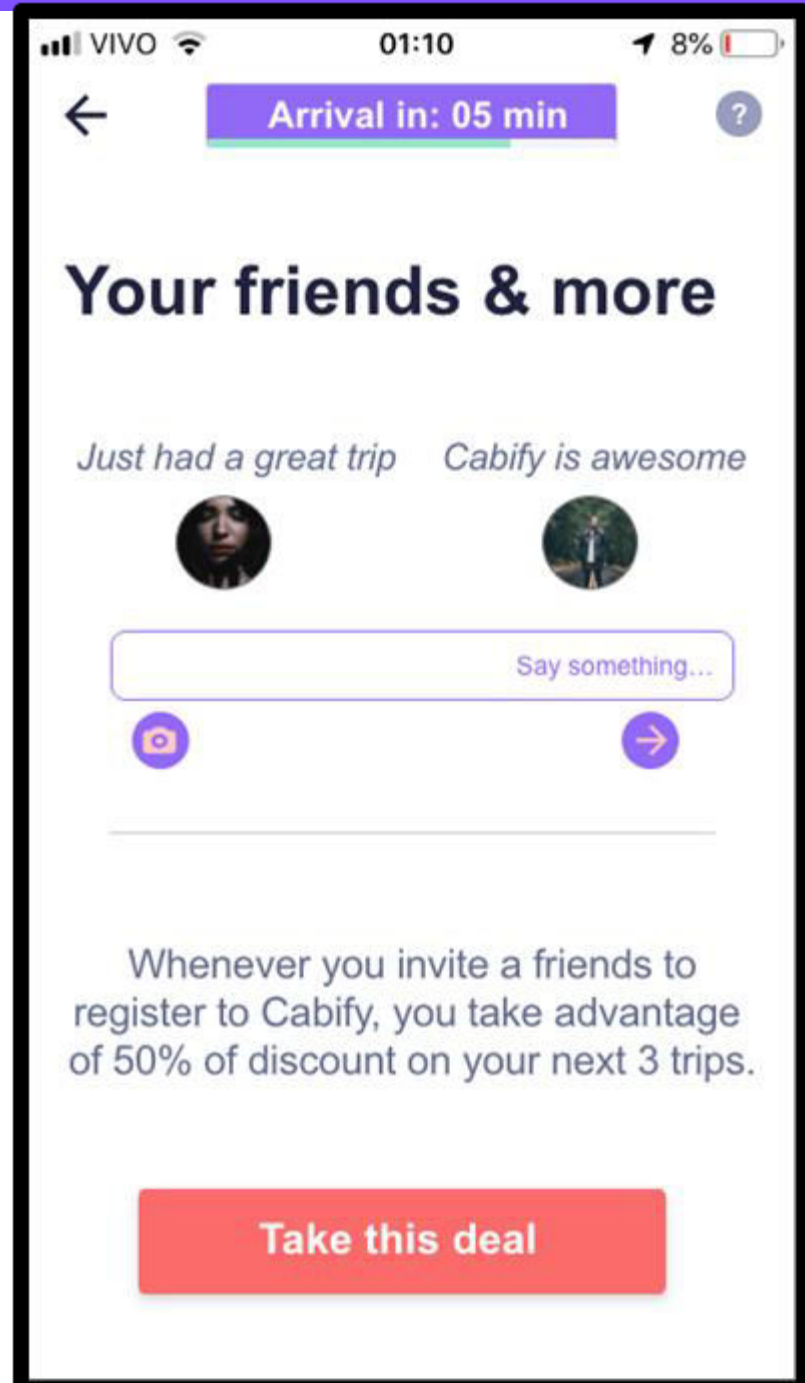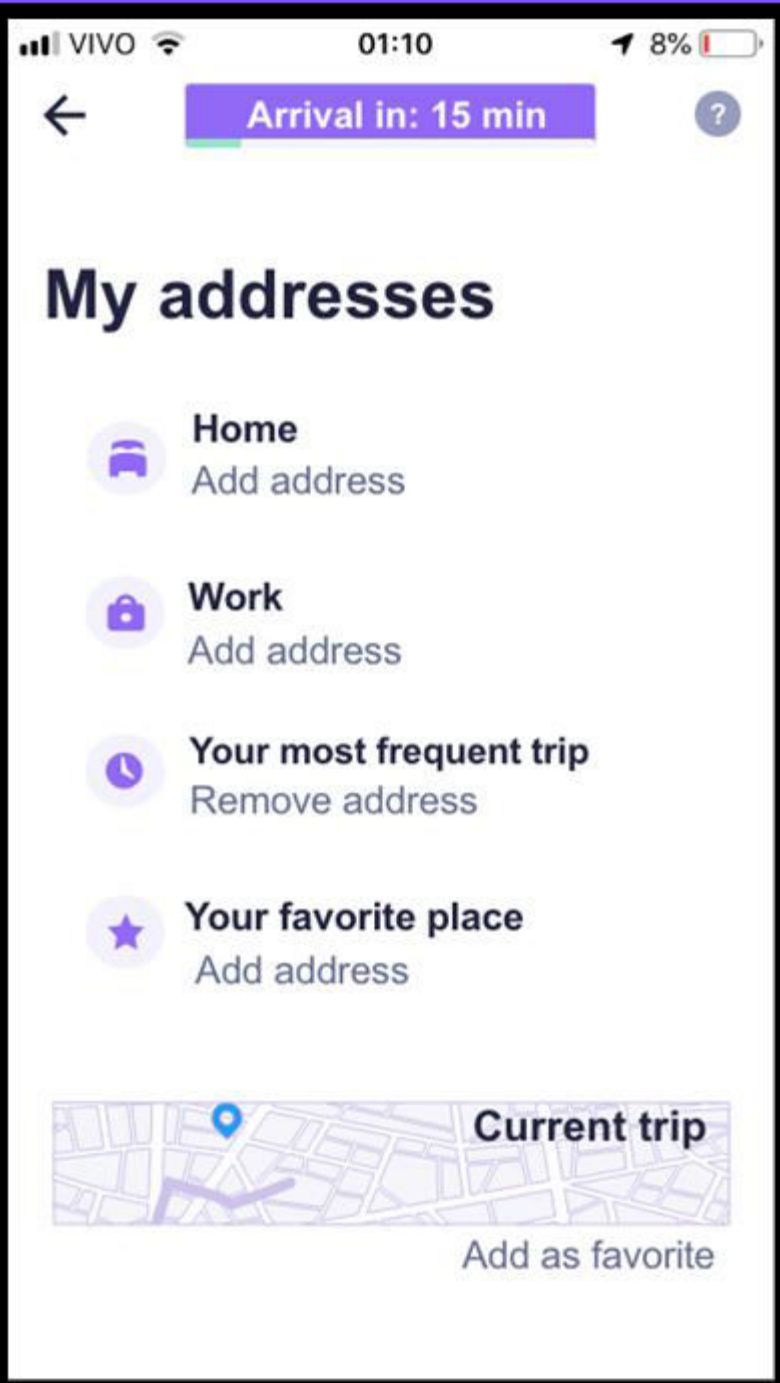The medium fidelity prototypes were produced using digital technologies, based on the feedback gathered from the low fidelity ones. The flow of screen usage follows the one indicated by the site map. The screens are shown in the next slides.

Left screen:

VIVO 01:10 8%

☰

De Rua Jardim Paulista, 100 ⌄

Where are we heading?

Right screen:

VIVO 01:10 8%

Favorite functionalities

?

Screen 1

←

Favorites is the new Cabify feature. Check it out

All usual functionalities, with new ones

Favorite functionalities

Choose the map to see your favorite trips

Or access all our features in one single dock, right from the opening screen of our App

Click on the + button if you want to edit the order or remove any features from here. They will still be available on the menu.

Go back

Screen 2

Favorite functionalities

All set

Left screen:

ull VIVO 🔋 01:10 ✈ 8% 🔋

← **Arrival in: 15 min** ?

My addresses

🚗 **Home**
Add address

🔒 **Work**
Add address

🕐 **Your most frequent trip**
Remove address

⭐ **Your favorite place**
Add address

Current trip
Add as favorite

Right screen:

ull VIVO 🔋 01:10 ✈ 8% 🔋

← **Arrival in: 05 min** ?

Your friends & more

Just had a great trip   *Cabify is awesome*

Say something...

📷 ➡

Whenever you invite a friends to register to Cabify, you take advantage of 50% of discount on your next 3 trips.

Take this deal

← **Arrival in: 08 min** ❓

My favorite drivers

Your most well rated driver
Replace favorite driver

Your most frequent driver
Replace favorite driver

Your favorite driver
Start by selecting a driver

Driver liked by the community
Replace favorite driver

Current trip

Current driver
Replace favorite driver

← **Arrival in: 01 min** ❓

Challenges

#10   **Have 3 friends registered to Cabify**
1/3 left

#11   **Travel with Cabify for 50 minutes**
1/50 left

---

200 points
Member since:
July 23th, 2019

RN

Whenever you reach 500 points, you take advantage of 50% of discount on your next trip.

Testing

Lastly, more feedback is gathered from users

Let's do it?

Thank you!