



MegaWorkshop

Team project [Free](#)

File Assets

Pages

Redesigning OLALanding page

2 free pages left.

[See plans that offer more](#)

Layers

Low Fidelity Wireframe

Rectangle 29

Rectangle 24

Status Bar

Group 12

Group 11

Group 10

Group 9

Group 8

Group 7

Group 4

How? Customer's journey based approach

Line 1

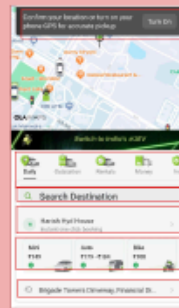
Rekha - 18

A student who uses the ride-booking app

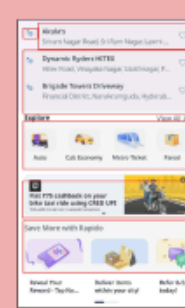
Group 2

1. Discover

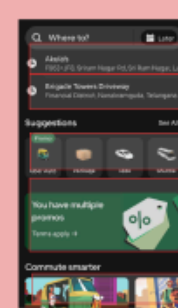
OLA



Rapido



Uber



2. Define

Why?

- Prevent OLA app's landing page is cluttered with too many decision areas.
- We want to declutter it

Why?

- Redesign OLA's landing page / home page

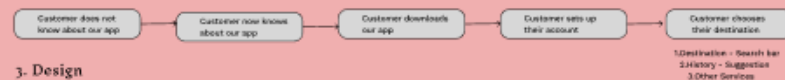
Who?

User Persona



How?

- Customer's journey based approach
- Information Architecture



3. Design

a. Low Fidelity Wireframe(Placeholder)

b. High Fidelity Wireframe

Low Fidelity Wireframe



R



Share

Design

Prototype

24%

Page

F1B2B2

100 %

☒ Show in exports

Local variables



Local styles



Text styles

Ag Header 1 · 34/Auto**Ag** Header 2 · 20/Auto

Ag Body · 13/Auto

Color styles

> Fuschia

> Iris

Export

1x

PNG



Export MegaWorkshop

> Preview

