

PROJECT 2

UBER RATING REDESIGN

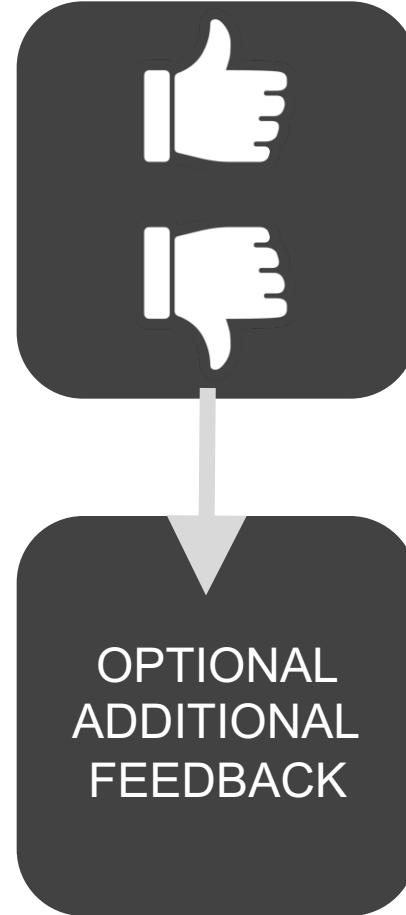
RISHABH BHARDWAJ, SHIYUE SUN & EVAN RUSSELL

The problem

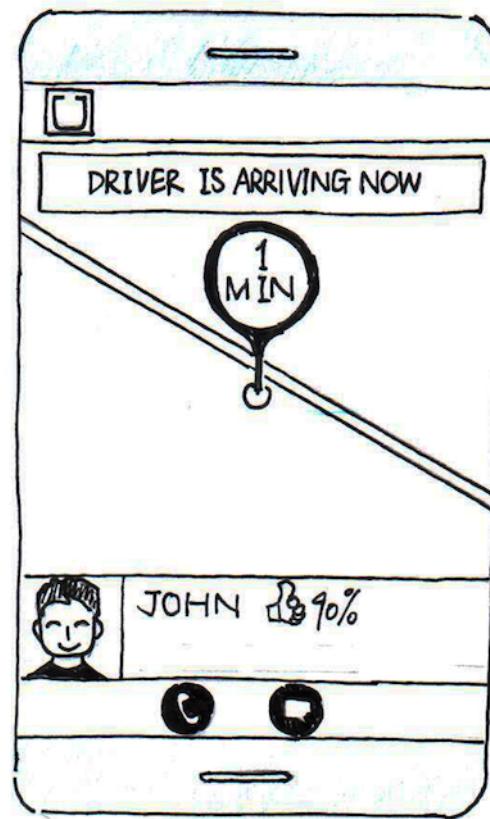
How can we design a driver rating system that allows users to quickly leave meaningful and descriptive feedback?

Design Strategy

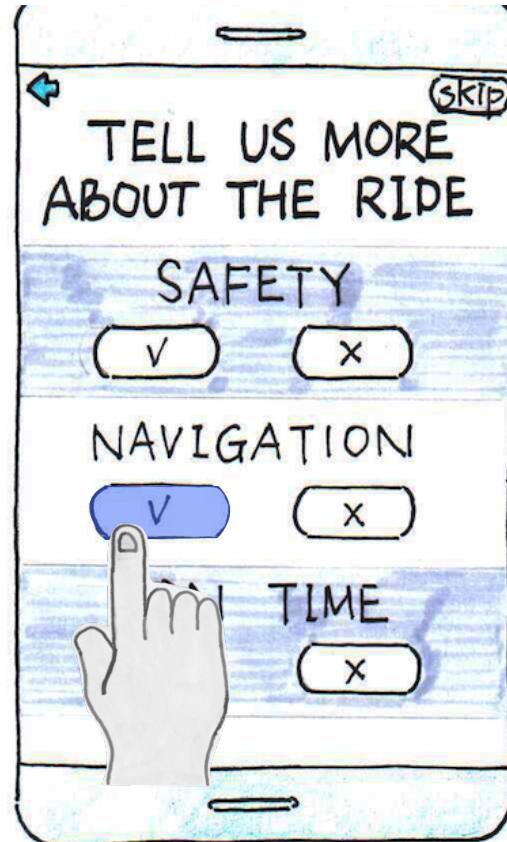
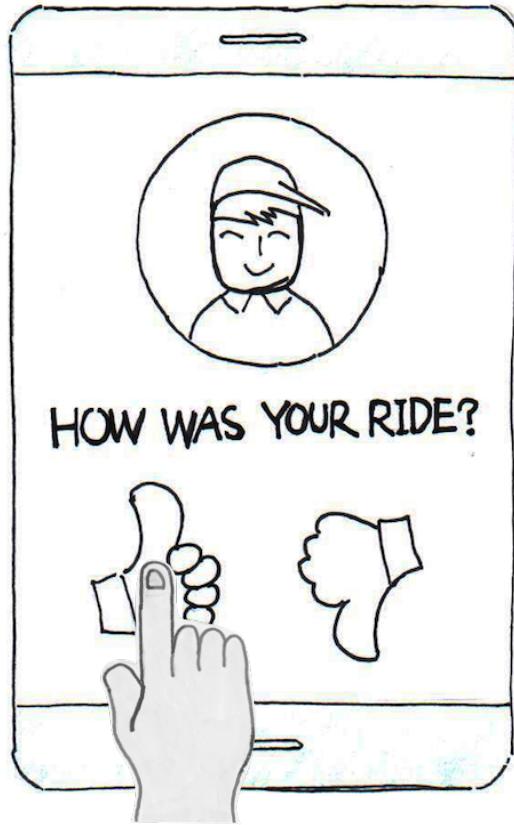
FOCUS ON
USER
RATING THEIR DRIVER



Proposed Redesign - A User Story

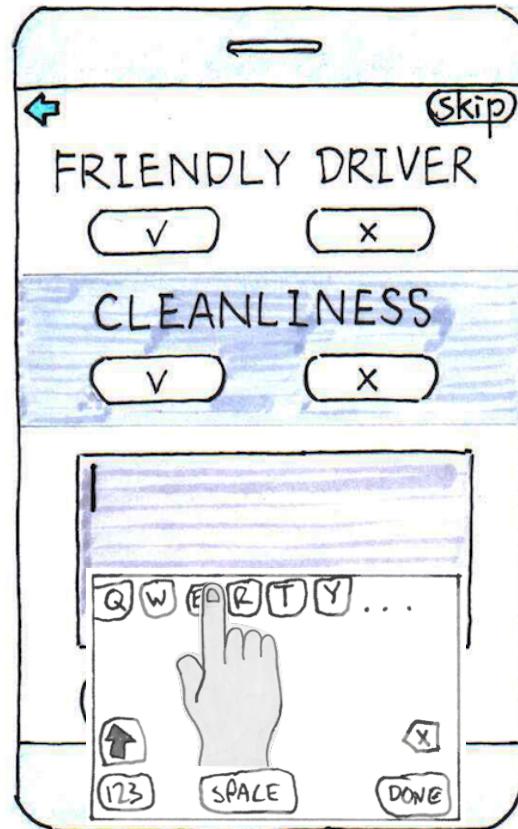
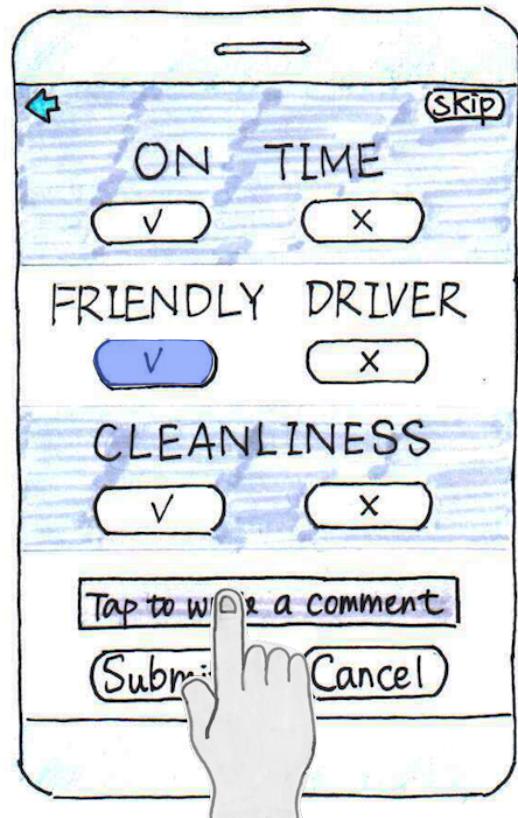


Proposed Redesign - A User Story

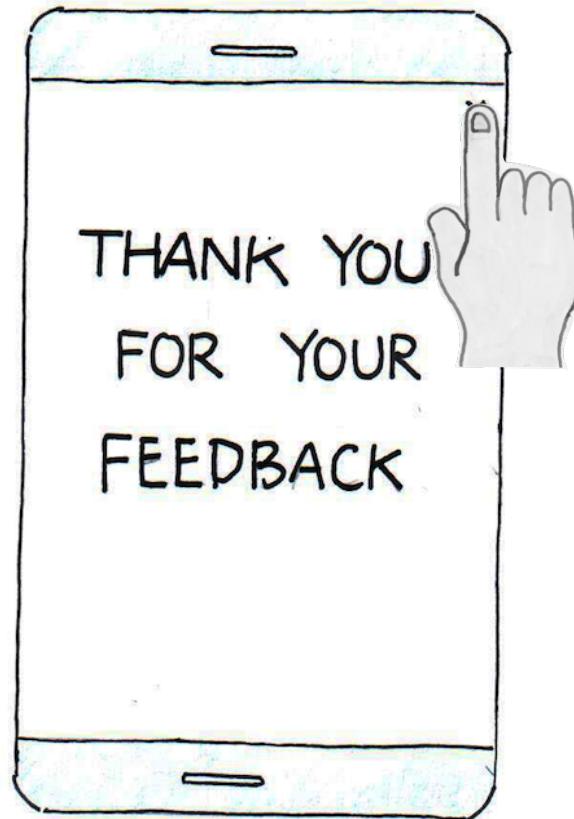
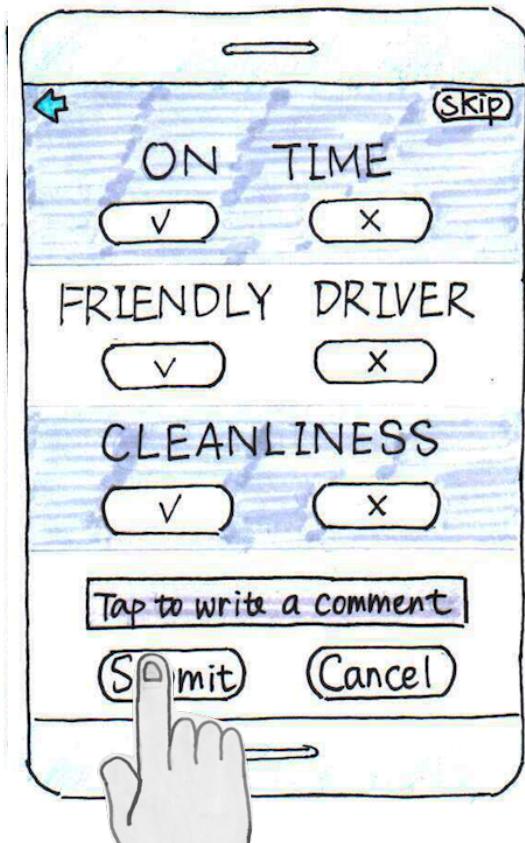


Proposed Redesign - A User Story

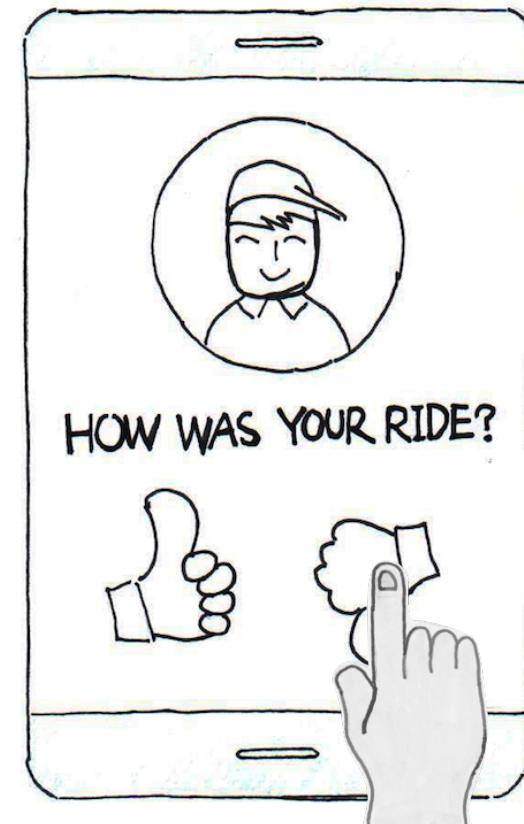
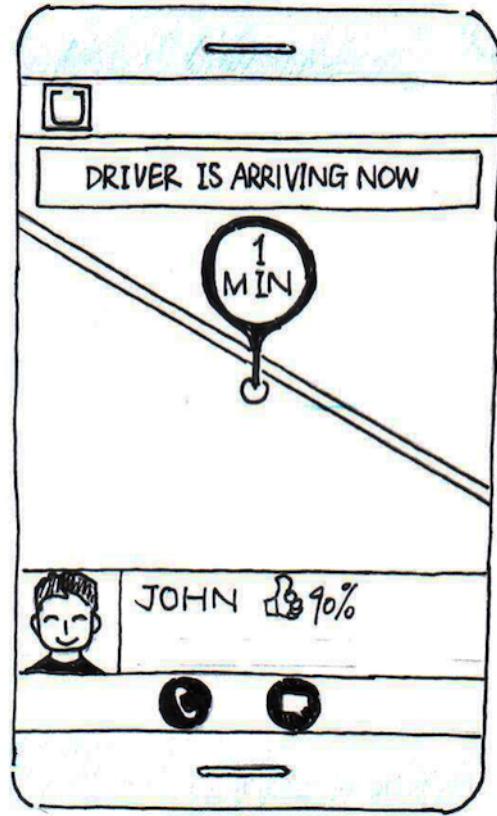
SCROLL
DOWN



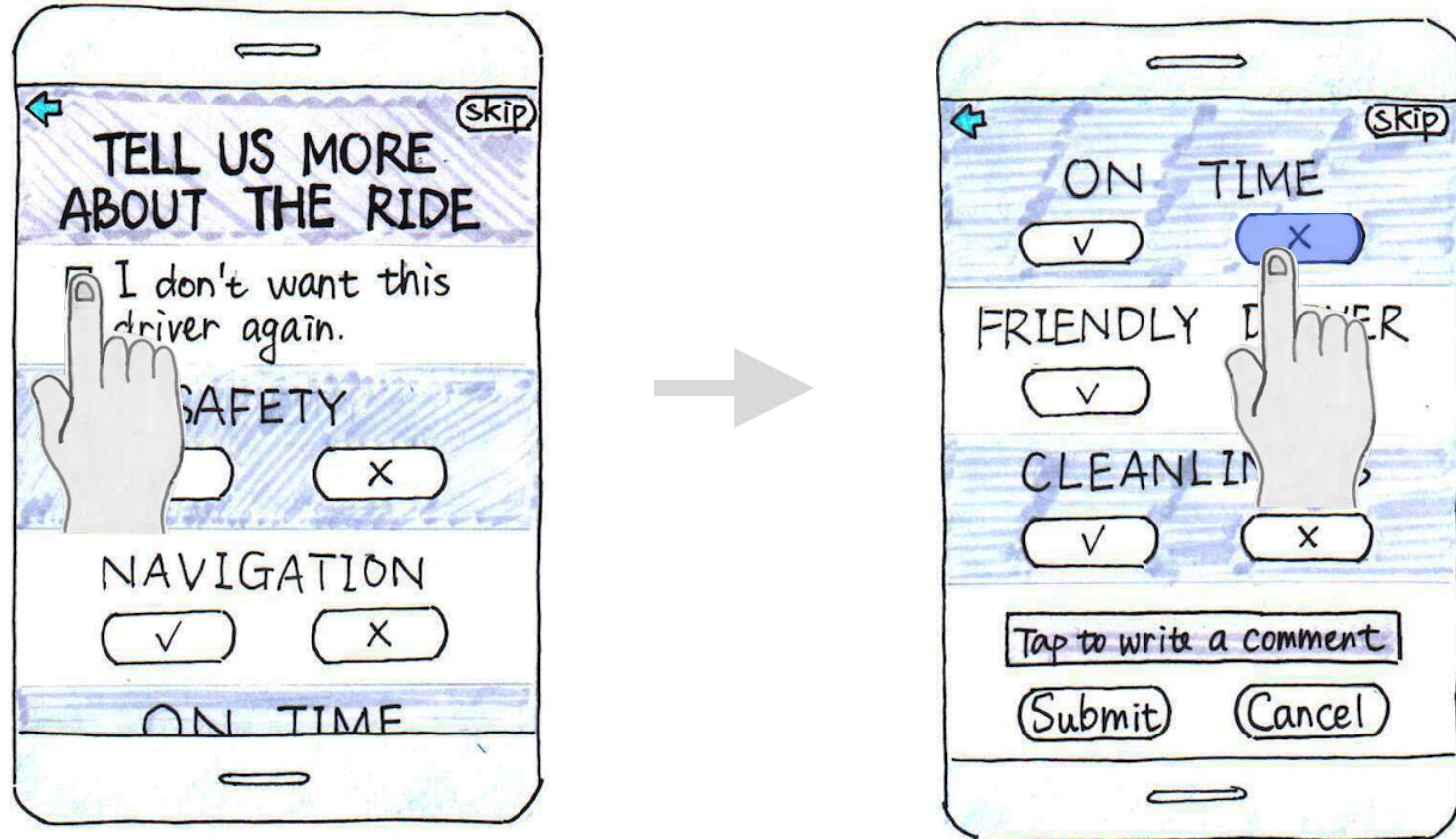
Proposed Redesign - A User Story



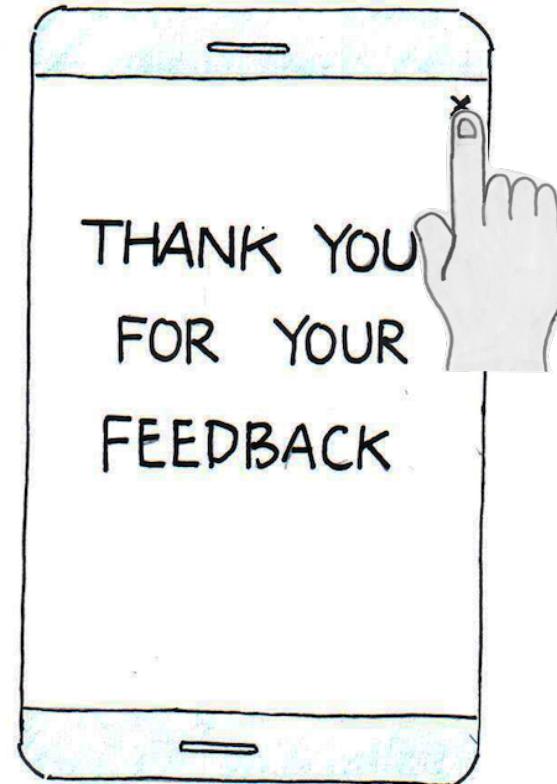
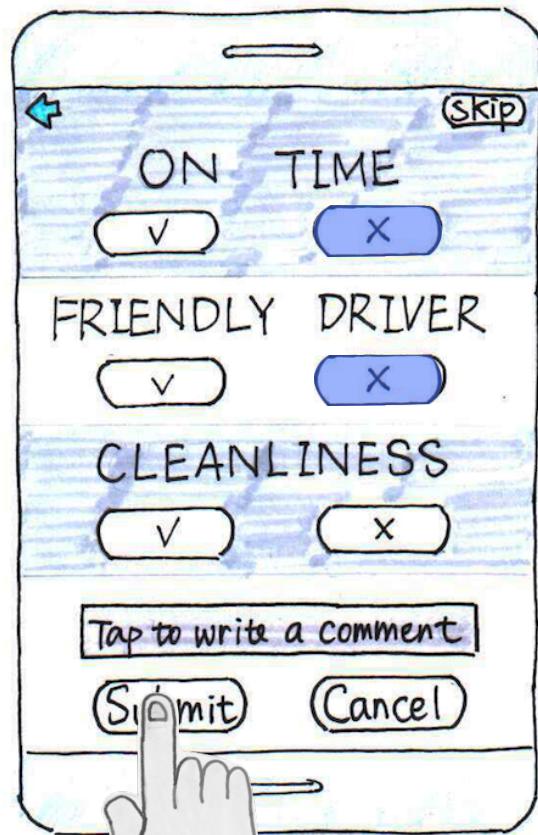
Proposed Redesign - A User Story (continued)

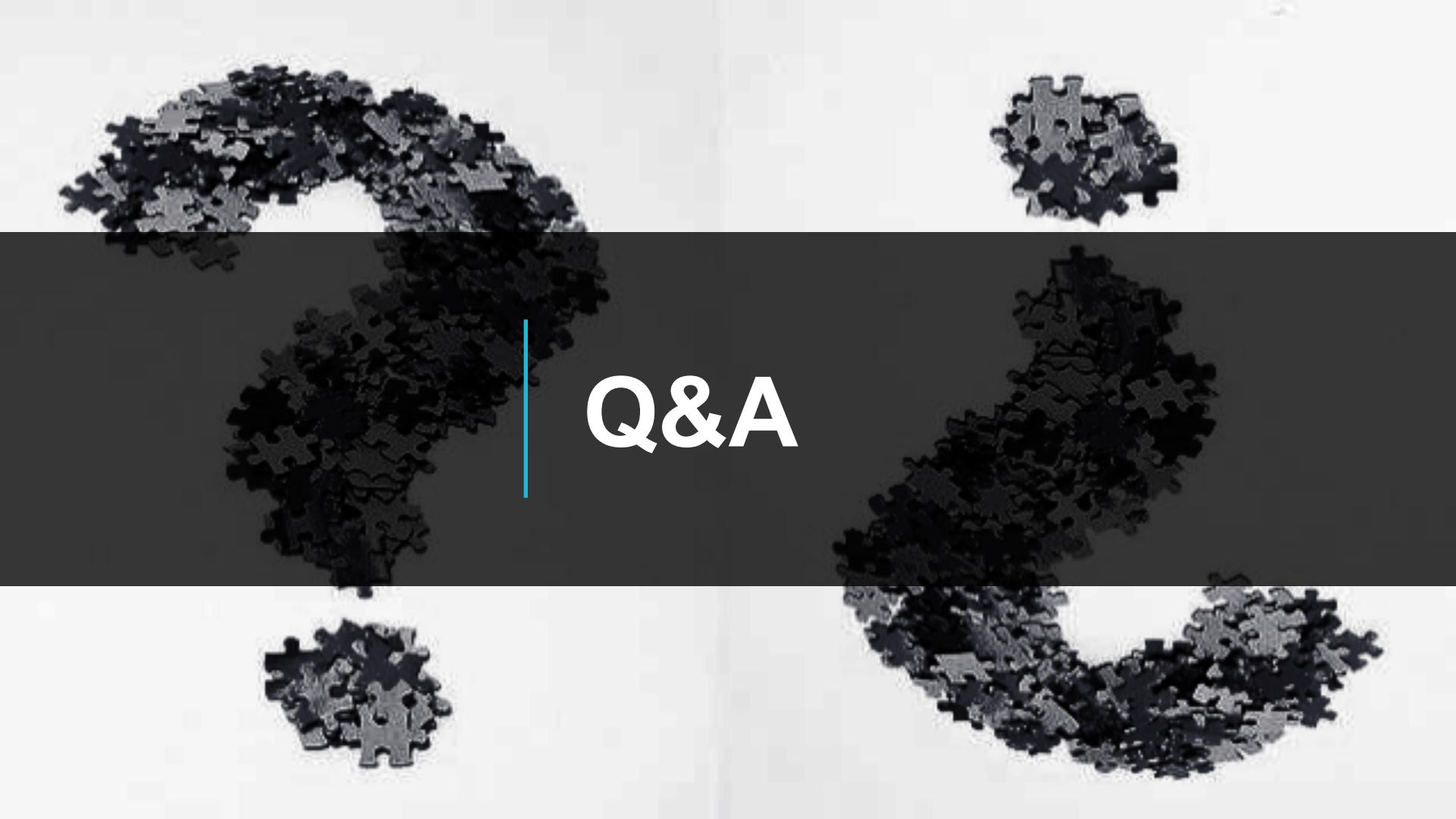


Proposed Redesign - A User Story (continued)



Proposed Redesign - A User Story (continued)





Q&A

Insights & Findings

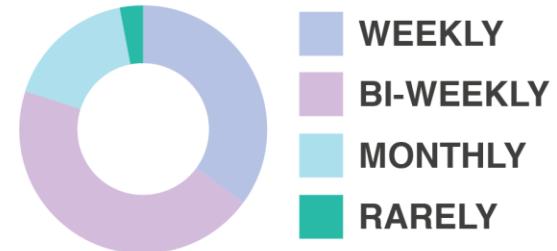
WE SURVEYED
65
UBER USERS



40 ages 18-25
24 ages 26-40
1 ages 40+



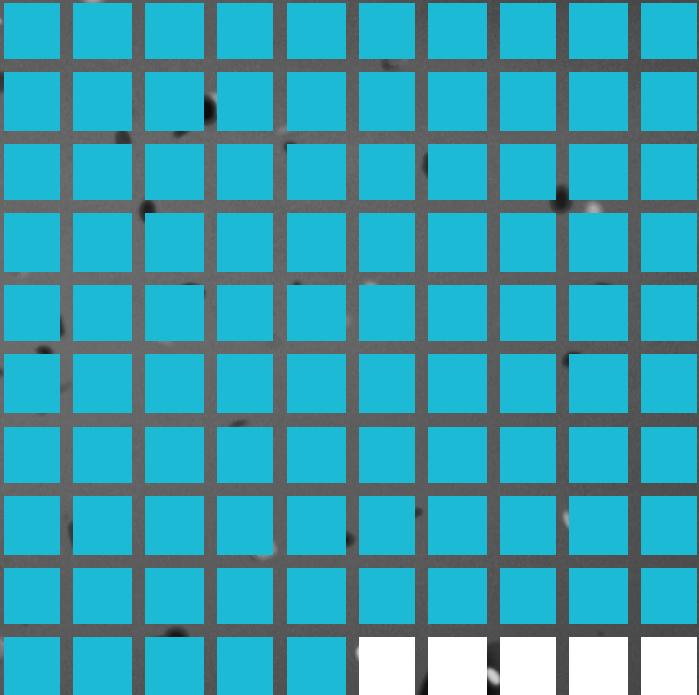
WHO USE UBER...



- WEEKLY
- BI-WEEKLY
- MONTHLY
- RARELY



**95% of regular users
use Uber enroute to
& from social events**



Statistic derived from user survey responses
Image Source: <https://flic.kr/p/4SVqrC>

“I’m not sure the ratings even mean anything.”

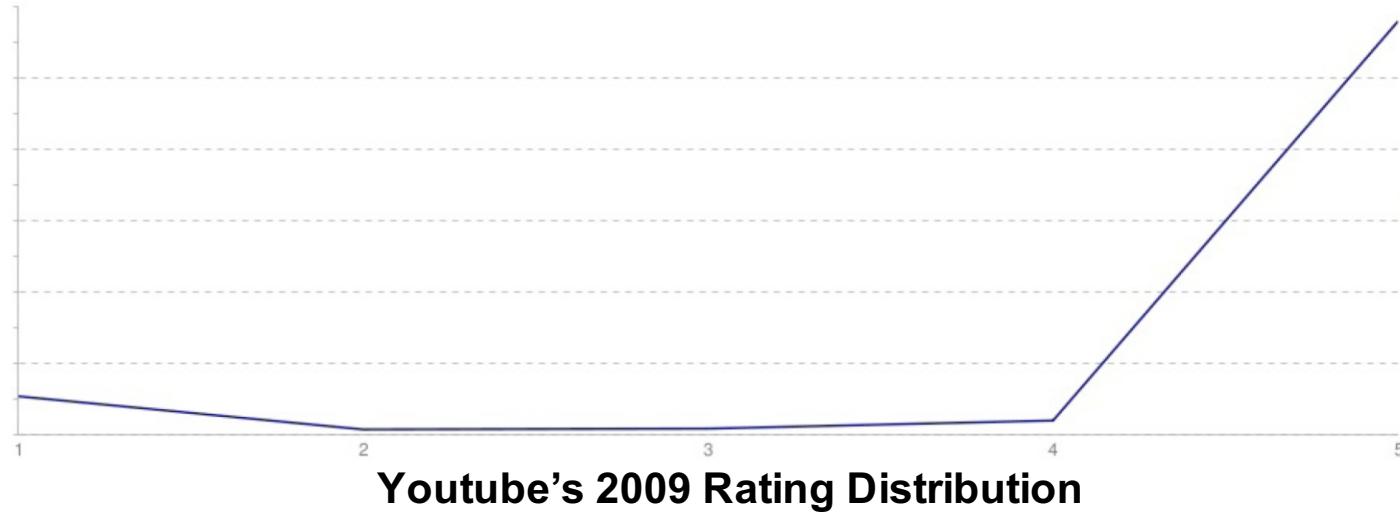
“I am not always putting too much thought into how 4 and 5 may be different ratings.”

“It’s just as easy to rate as it is to [exit] out of it.”

“The textbox for comments makes the rating screen seem more complicated and longer.”

-Anonymous survey respondents and testers

Why a Binary Rating System?



Source: <http://youtube-global.blogspot.com/2009/09/five-stars-dominate-ratings.html>

The Problem Expanded

USER

- Misunderstands how system works
- Wants to feel their feedback is valuable
- Must leave comments or feedback is vague
- System is ambiguous

DRIVER

- Doesn't receive tailored feedback
- Can give two users the same experience and receive different feedback

UBER

- Data is vague, inconsistent and hard to parse
- Difficult to improve UX with bad or incomplete feedback

Credits

**DESIGN BY RISHABH
BHADRWAJ, SHIYUE SUN &
EVAN RUSSELL**

**WITH GUIDANCE FROM TORI
RICE, JEREME MAGSAYSAY
& PROFESSOR MARTIN SIEGEL**

**SPECIAL THANKS TO OUR
TESTERS & SURVEY
RESPONDEES**

**USABILITY TESTING
FRAMEWORK BY STEVE KRUG**

**INFOGRAPHIC MADE USING FF
CHARTWELL BY TRAVIS KOCHEL**

COLORS BY UBER, PANTONE