

Uber

Rider Research: TripEx

UX Research Internship

1 Generative & 1 Evaluative Study

Non-Disclosure Agreement

Summer 2022

Breaking the ice



Kiran Arshi 4:39 PM
@barad Thanks again for being such a champ on this team. Happy last day and best of luck in yr
We'll miss ya 😊😊😊 (edited)

Rohan Barad 5:43 PM
replied to a thread: @barad Thanks again!!
Thank you so so much!! Could not be more grateful.
summer has been such a dream & it would not have been possible without your words & going to miss the squad, but I will always remember you & the app.



Slack Messages

Slack is my rock, and I sent a few fun messages and **memes** to my TripEx team to help break the ice & anticipate research at the start of my internship.

XFN Icebreaking

In the office, I heard about a **Tablet Ads** Business team, which related to my TripEx Design team's work. Connecting the two was a useful move for my projects & beyond.

Product Lead
Uber
Jun 2021 - Present · 1 yr 7 mos
New York City Metropolitan Area

Product Lead of Uber's Core Rider Experience, I'm responsible for core shopping, checkout, driver matching and pickup, cancellations, on trip, and post-trip experiences.

Additionally, product lead for product quality across Uber's Rider app.

Product Lead - Uber Advertising (**Mobility Ads**)

Uber · Full-time
Nov 2021 - Present · 1 yr 2 mos
San Francisco Bay Area

Skills: User Experience (UX) | **Ad Tech**

General Manager
Uber · Full-time
Apr 2022 - Present · 9 mos
New York, New York, United States

General Manager and P&L owner for **Uber's Tablet Advertising business unit.** management, go-to-market, engineering, partnerships and sales efforts globally.

Product Designer II
Aug 2021 - Present · 1 yr 5 mos
Greater Seattle Area

Core Rider experience

Rohan Barad

SUPER POWER
Breaking the ice 🧊 & winning a friendship with you 🤝!!

GROWTH OPPORTUNITY
Concise & cohesive communication.

FAVORITE TOOL
The ~sticky note~ (& POVs)

INTROVERT **EXTROVERT**

BEST TIME OF DAY TO BE PRODUCTIVE
Early morning if I wake up ☀️

I WANT TO BE GOOD AT
Balancing all of the little details with the bigger picture 🚀

I'D RATHER DELEGATE
Designing my optimal day-in-the-life

FAVORITE PART(S) OF DESIGN PROCESS
Ideating solutions && breaking down problems with frameworks and spicy questions.

Superpower Card

Every Uber Design Team member makes their own superpower card; I found this useful to define strengths, desired skills, and where exactly I can help on the **double diamond**.

Choosing a direction

What?

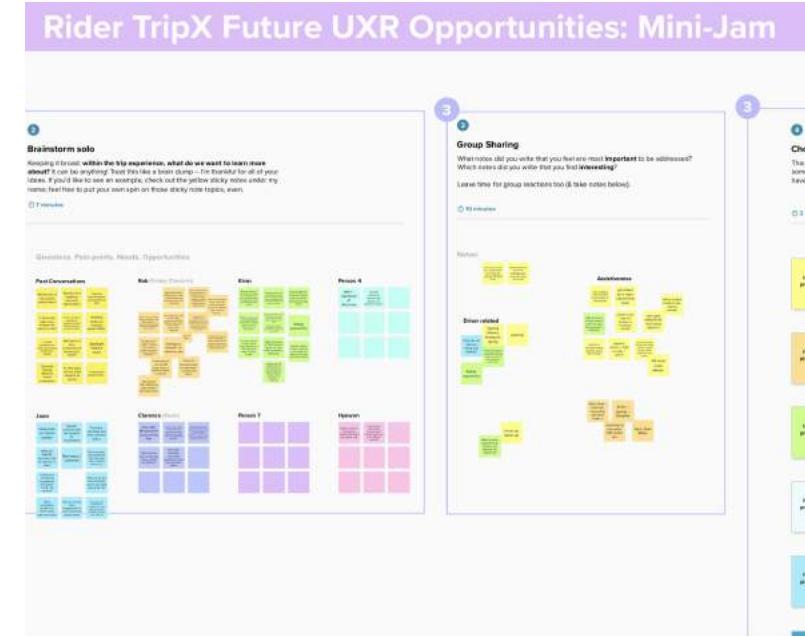
So What?

Now What?

Woah!

Lit Review

To kick off my projects, I caught up to speed with previous research with a short and simple **framework** that I adopted from a fellow PM.



RQ Jam

For my generative research project, I wanted to find what **questions** were most pressing to my team, so I held a jam with them to ideate and align on a research direction together.

Goals/Objectives	Key Results	Sub Item
	<p>[This should be a high-level goal -- not so specific that if your projects change that your goal becomes obsolete.]</p>	If you need to go one-step further in granularity , you can break your KR into a sub-item. Multiple sub-items may make up a single key result.
#2 Example	<p>Increase the visibility of my work</p>	<p>Work on a project that impacts 3+ separate teams</p> <p>Present at a design all hands</p> <p>Build relationships with xfn partners</p>
#3		<p>Set up monthly 1:1s with my GPM and other PM partners</p>
#4		<p>Set up recurring 1:1s with DS partners</p>

Summer Goal Setting

As an intern, I wanted to help the team and help myself. Defining **key results** for these goals really helped my visions come to fruition, both inside & outside the office.

Crafting research



Attendees:

Notes

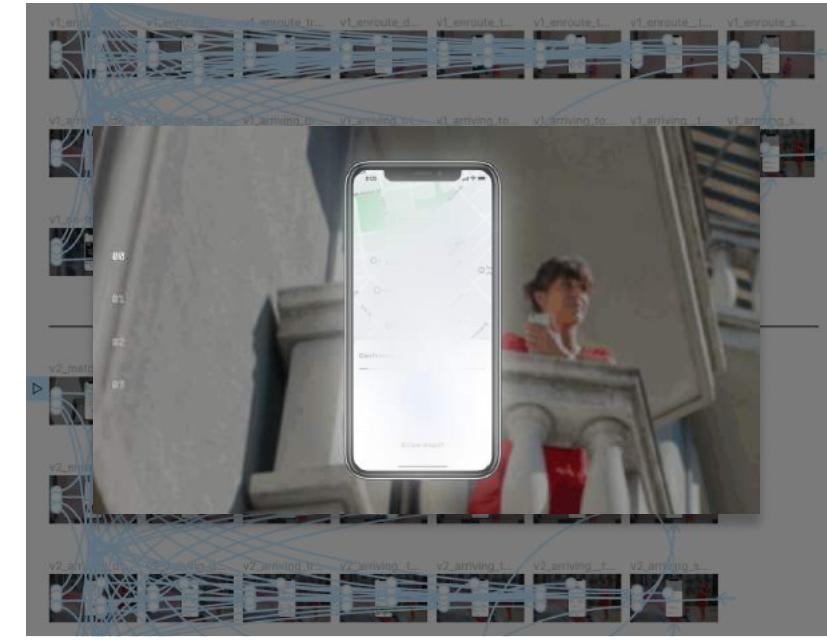
Action items

- What do we want to learn? Questions
- Business imperatives Questions
- What do we know already? Questions
- Research planning & resourcing Questions



Methodology Matrix

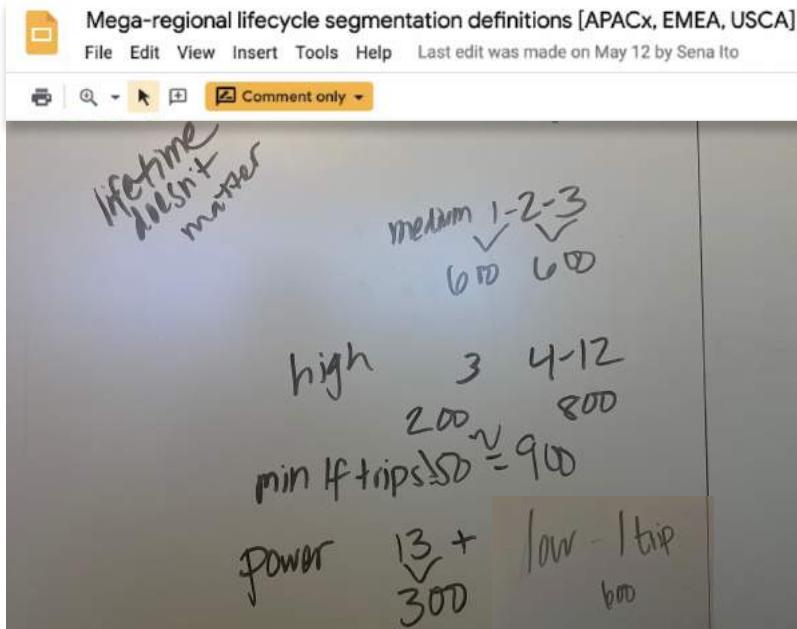
A fellow intern and friend, Divya Mirchandani, showed me this way to brain dump all kinds of **research visions** before deciding on a study design.



Rapid Prototyping

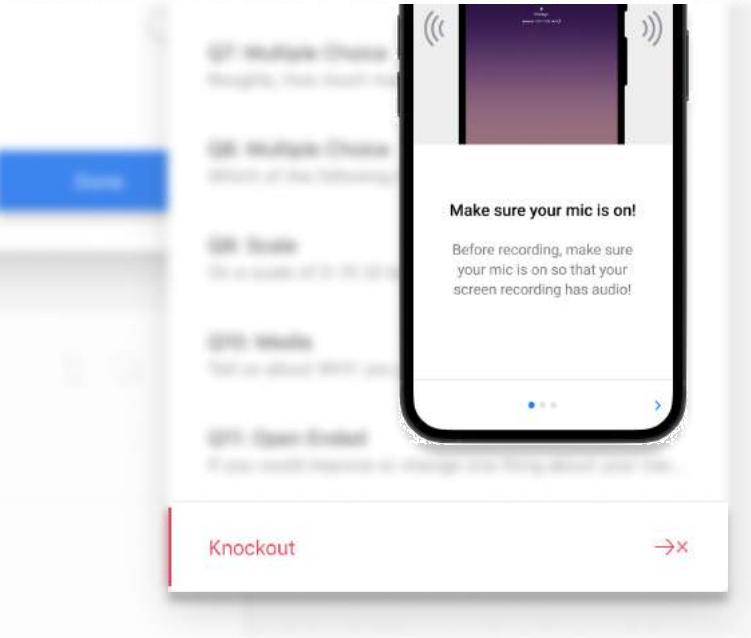
2 product designers, Hyewon Son and Kiran Arshi, used design to fuel my research through their idea to create a **photo-based storyboard** behind an interactive app prototype.

Behind the scenes



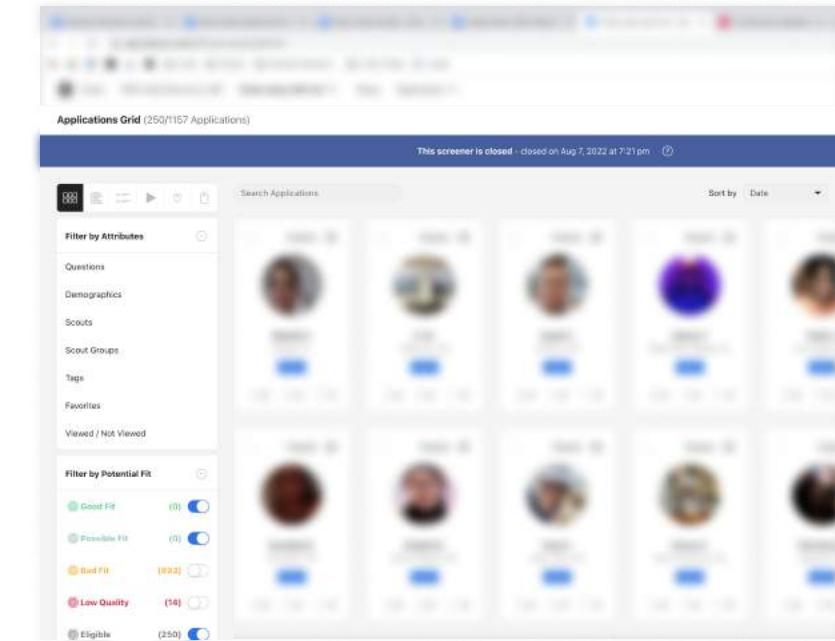
Proactive Querying

Sichen Martinez from ResOps helped me break down what kinds of Uber riders I can talk to, and how to **realistically** progress from queries to face-to-face conversations.



Screener Survey Design

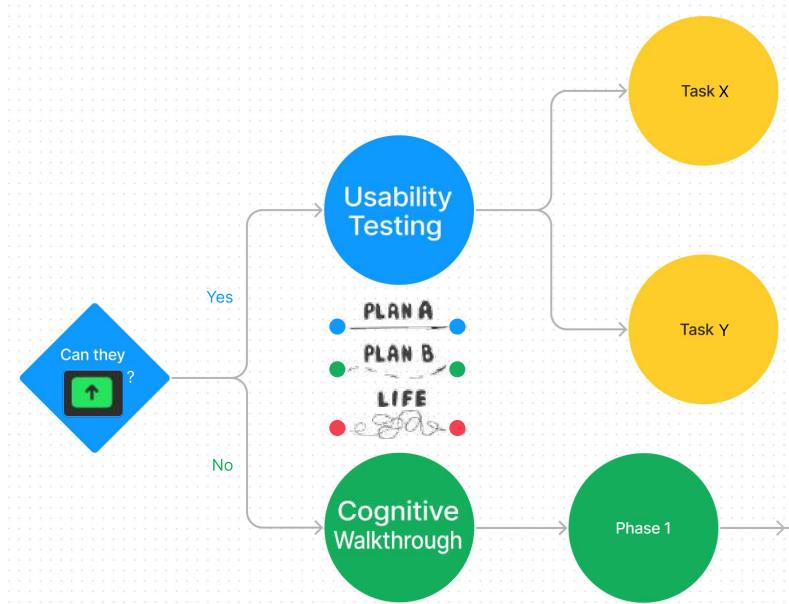
Supervisors at dScout taught me how to utilize survey features in order to determine which scouts will **show**, rather than tell, effort and interest.



dScout Filters

Creating tags and filtering by dScout's **expressiveness** feature helped sift through 250+ eligible screener respondents; however, it also required my own instinct.

Running the show



A screenshot of a Slack channel named "rider-experience-design-team". The channel has 8 members online, 7 others in away mode, and 4 guests. A message from Kendall Avery 7 hours ago says: "Good morning! Rohan is leading his final 4 interview for the TripX Evaluation study today, and you're all invited to attend!" Another message from Kendall Avery 7 hours ago provides a schedule: "10-11am: Join here", "11-12pm: Join here", "1:30-2:30pm: Join here", and "3-4pm: Join here". Rob Coburn 6 hours ago responds: "They are really interesting and watching Rohan work his magic is a good opportunity for everyone!". Parvaneh Toghiani 6 hours ago adds: "I went yesterday and loved it! @barad in his element is super inspiring 😊". Kiran Arshi 5 hours ago says: "These are so interesting to watch! V insightful". Radhika Gemawat 2 hours ago also comments: "These are so interesting to watch! V insightful". Below the messages, a Zoom interface shows "Upcoming Webinars" with a "Schedule a Webinar" button.

A screenshot of a Coda project titled "[H2'22] POPx Usability Research". The project includes sections for "PROJECT NOTES & UPDATES", "PROJECT DESCRIPTION", "DOCUMENTATION", "PORTFOLIO", "AREA", "SUB-AREA", "PROGRAM", "UX TEAM", "PM", "STAFFING STATUS", and "PROJECT STATUS". The "PROJECT NOTES & UPDATES" section lists tasks like "7/21 RB: Drafted Project Plan", "7/29 RB: Jams", "7/30 RB: Core Team Mtg", etc. The "PROJECT DESCRIPTION" section includes "Share-Out Deck & Recording", "POV & Lit Review", "Session Plan", "Analysis Mural Board", and "Project Plan". The "PORTFOLIO" section lists "Mobility" under "RIDER". The "UX TEAM" section lists "Rohan Barad" as the UX Partner, "Tiffany Chang" and "Aftab Khan" as PMs, and "Staffed" as staffing status. The "PROJECT STATUS" section shows "In Progress".

Patience

A research session can go many different ways. Staying cool helps navigate these potholes; for me, this came when a senior-aged rider could not **share their screen** on Zoom.

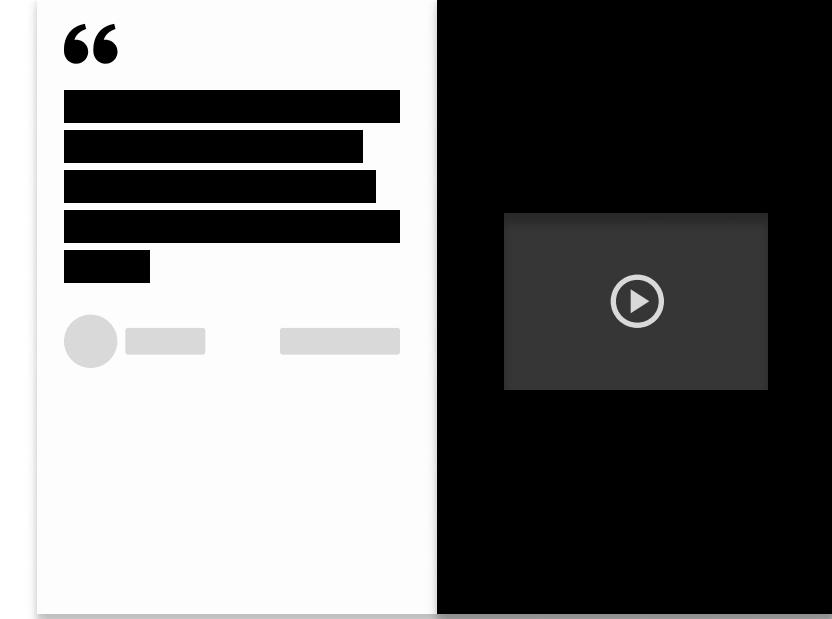
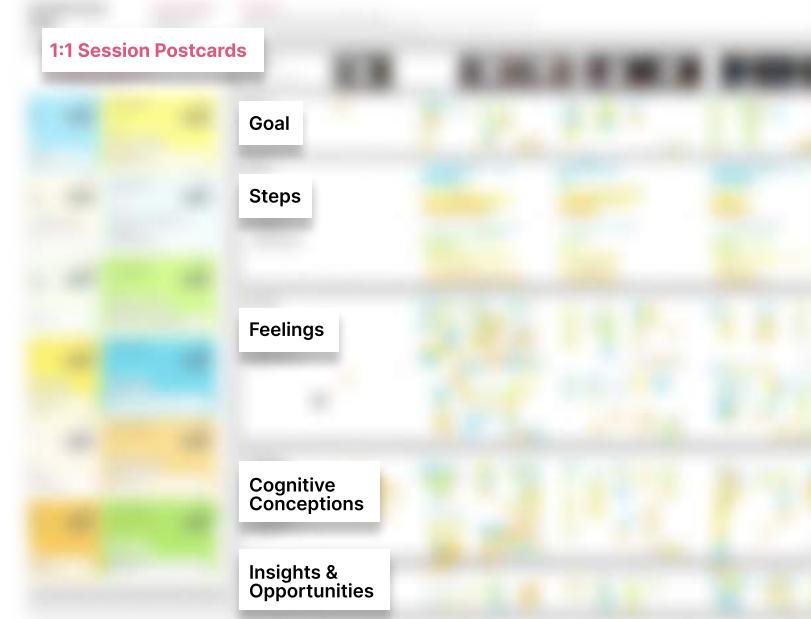
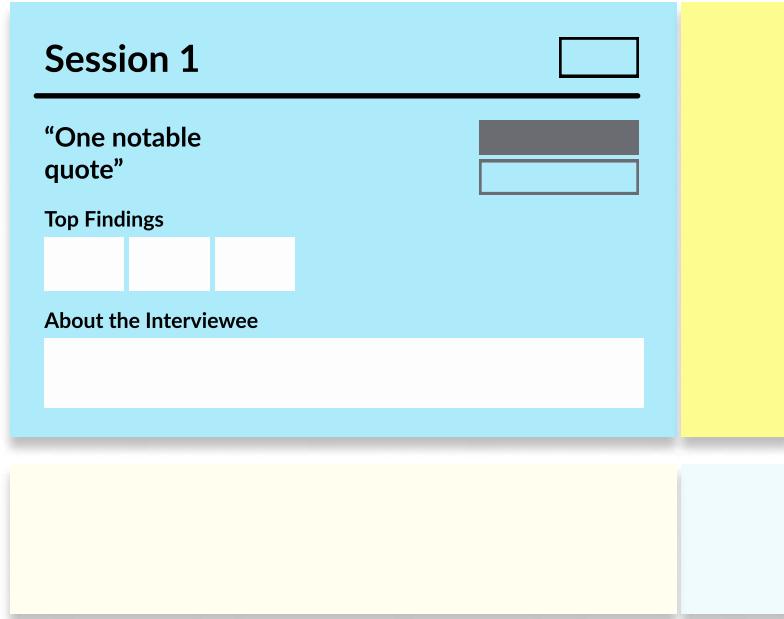
Team Visibility

People love to listen to users. Inviting teammates to research sessions helped gain **buy-in** from the TripEx team, while also promoting research to the Design team altogether.

Coda

Backstage, I logged the project's status on Coda to keep **Design Program Managers** in the loop. This helps scheduling and project assignments down the road.

Between the lines



Session Postcards

Taking 5 minutes to debrief after each session helped capture gut reactions from the previous hour; in the end, these reactions make up the **human touch** that is *UX Research*.

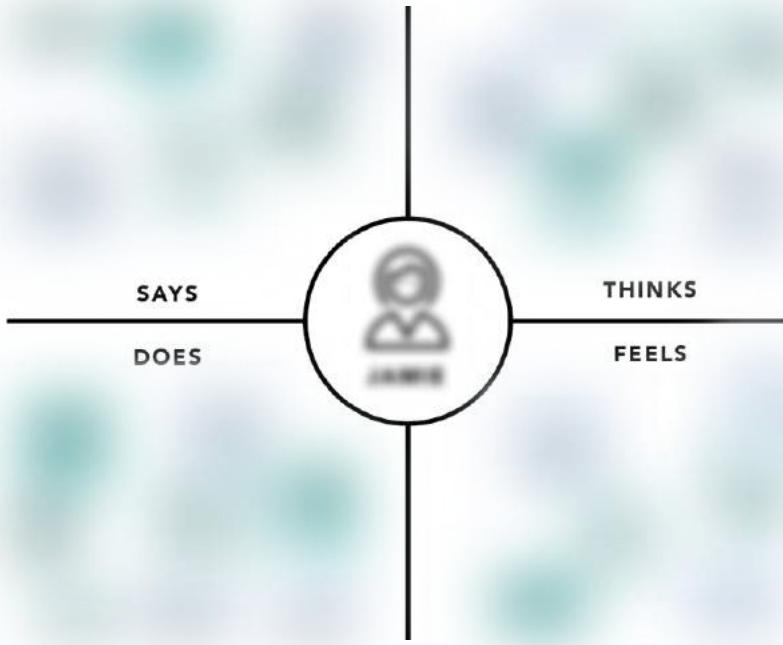
Homemade Miro Board

After 720 minutes of research sessions, I **combined templates** on Miro in order to organize findings into steps, feelings, misconceptions, and opportunities.

Sticky Quotes

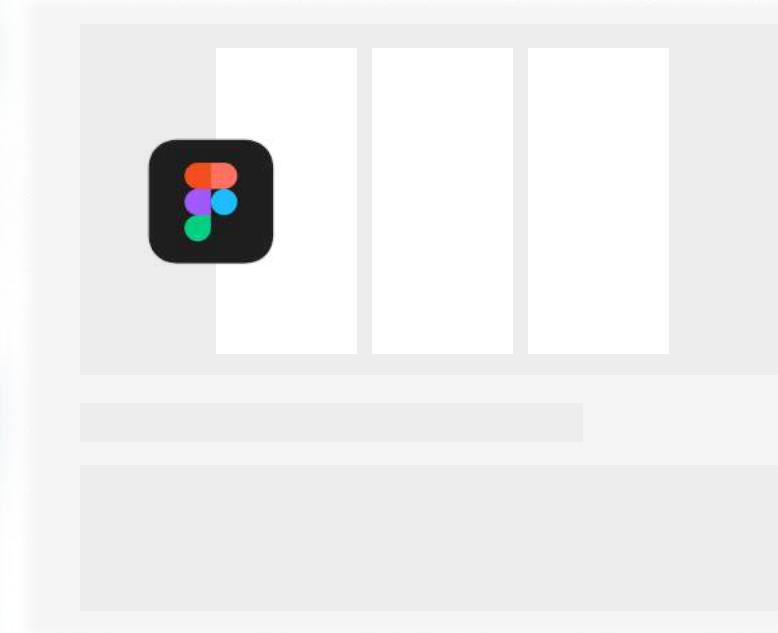
As I watched session recordings, I kept an eye out for any quotes that represented attitudinal trends well. Using **iMovie**, I made montages of these clips for my stakeholders.

Preparing insights



Cognitive Misconceptions

During concept testing, designers want to know when users misunderstand any given feature. **Probing** into these moments helps designers empathize with riders.



Designing Reccos

Some insights are best conveyed **visually**. Opening Figma and designing on-screen solutions is encouraged for researchers; after all, we are part of the *Design Team*.



Tenets & Traps

At a UXR Crit, Dhruv Kohli taught me about Microsoft's Tenets & Traps framework. This turned out to be a fitting **deliverable** for organizing insights from my second project.

Storytelling

The screenshot shows a Microsoft Teams share-out invite. At the top, there are icons for edit, delete, more options, and close. The title is "Tenets & Traps UXR Share-Out". Below the title, it says "Tuesday, August 22 • 10:30 - 11:30 am". Under "22 guests", it says "3 circles of stakeholders". A list of attendees includes Kiran Arshi - Product Team, Shravan Majithia - Adjacent Product Team, Andrew Gilligan - Senior Leadership, and Rohan Barad. There is a link to "Set your working location". At the bottom, there are buttons for "Going?", "Yes", "No", and "Maybe".

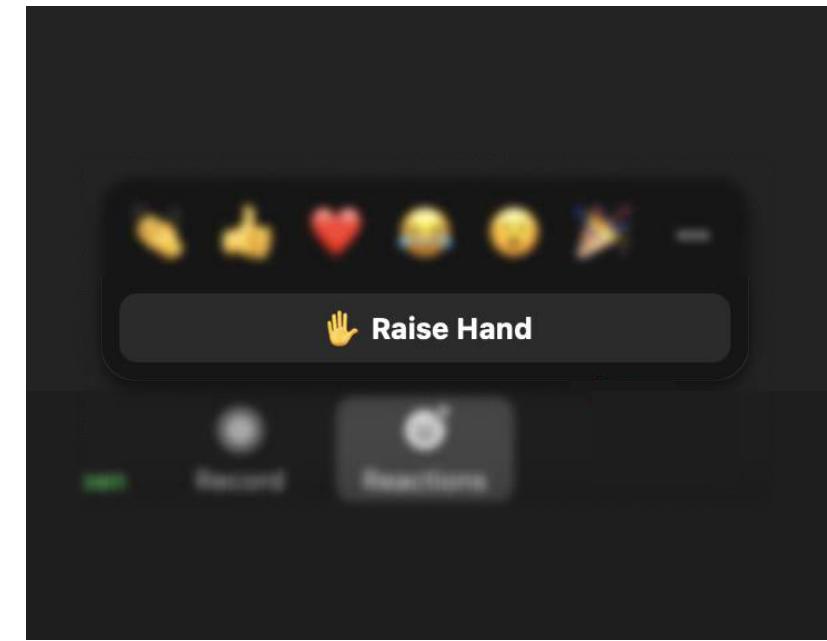
3 Circles of Stakeholders

To **promote** my research, I invited stakeholders from three circles to my share-out: the TripEx product team, adjacent product teams, and senior leadership.

The screenshot shows a LinkedIn post by Noam Segal. The title is "Quick Hits". The post reads: "The typical research TL;DR is a terrible approach to storytelling 🤷. To cater to people's reluctance to read, we craft narratives lacking the foundational vehicle through which humans have conveyed experiences since the dawn of time: STORIES. But what makes for a compelling story? (Hint - it's not brevity.) This is the TC;CI framework: Too Compelling, Can't Ignore. Experiences are best captured in stories. In ancient times we had to share stories of survival with each other if we wanted to see the sun rise again...". It includes a "Follow" button and a "Raise Hand" button.

Quick Hits

Rather than a TL;DR, I provided a **TC;CI** by listing Quick Hits from the research that are *too compelling* and *can't be ignored*. This makes slide decks more inviting to click through.



Turning the tables

My second share-out took place on the last day of my internship. Since I couldn't stay longer to push insights forward, I **asked stakeholders** how they'd act on these insights.

Beyond the share-out



The screenshot shows a POV document titled "POPx Usability Research UXR POV" by Rohan Barad, last updated 8/24/2022. It includes sections for "Business Context" and "Research POV". The "Recommendations" section contains three items:

- 1. User flow analysis: This user flow analysis highlights the need for a simplified navigation bar.
- 2. Accessibility audit: An accessibility audit found several issues related to color contrast and keyboard navigation.
- 3. Feedback loop: A feedback loop will be implemented to monitor user interactions and iterate on the design.

The "Related Links" section includes links to "UX Researcher Role Description", "UXR Overview", and "UXR Career Overview".

XFN Decisions

After my first share-out, I listed every **design decision** to be made and used emojis to organize decisions into questions, findings, research limitations, and extraneous factors.

POV Document

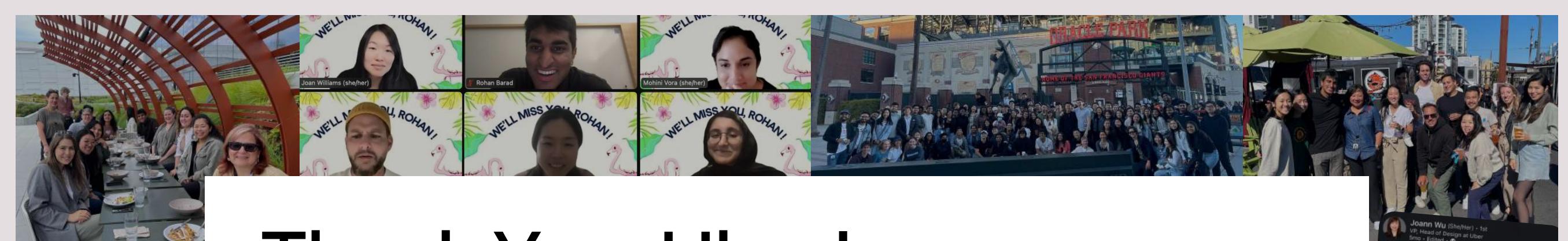
At Uber, researchers summarize their projects with POV Documents; these help product teams progressively learn and **build forward** from past insights.

Next Steps

- Reference [a11y checklist](#) moving forward; keep the Product Equity team in the loop as they conduct research on the current TX

Unheard Voices

During concept testing, I did not have the time and resources to test with users of different abilities. To make up for this, I **recommended** a11y research as a next step.



Thank You, Uber!

TripEx

Hyewon Son 🎨
Aftab Khan
Rob Coburn
Mohini Vora
Kiran Arshi 🎨
Tiffany Chang
Joan Williams

Mentorship

Kendall Avery ★
Daier Yuan ★

dScout

Fehintola Abioye
Maggie Schurr
Delanna Baker
Allie McGuane

Brain Picking & Support

Sichen Martinez
Shravan Majithia
Gil Schwartz
Andrew Gilligan
Clarence Chan
Ruby Lin
Franklyn Graham
Erik Jensen
Parvaneh Toghiani
Yuki Asakura

Joann Wu (She/Her) - 1st
5mo · Edited · ④
Happy summer, Uber design team and all I'm
continually impressed by the team's passion, focus, and
talents. Thank you for all the great work and delivering
excellent results! #BuildWithHeart #GoGetIt #OneUber
#design
Learn more at <https://lnkd.in/geig6cus>
Thank you, Liz, for creating this Uber design all-hands
sizzler video.

