Assignment 2

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1. Overview of the case study

We look at Lyft's process for rethinking its product design and user experience (UX) in this case study. Lyft, a well-known ride-sharing company, has begun a major remodelling project. The author extracts four key lessons from the case study. These include the significance of organising and structuring design principles, adopting product redesigns with a focus on user testing, the importance of UX research, and the potential for business growth through effective UI and UX design. The study highlights the positive effects of the Lyft app redesign. Vicki Tan, a product designer, and Frank Yoo, the company's head of UX and product design, both played important roles in this transition. The case study delves into the challenges Lyft faced as well as the key takeaways from this redesign.

2. Reasons for redesign

a. Poor driver representation: A key issue identified was that the original app design did not effectively convey information about the requested driver.

b. Lack of transparency: Users encountered difficulties obtaining essential information such as price estimates and estimated arrival time, necessitating greater transparency.

c. Uncertain directional cues: Because the app did not provide clear indications of the direction in which cars were moving, users found it difficult to anticipate their arrival.

d. Ineffective use of colour: The colour scheme in the original design was deemed insufficient and needed to be improved in order to improve usability.

e. Options panel placement: The layout of the options panel was identified as inconvenient, necessitating the need for a more user-friendly arrangement.

f. The "Request Lyft" function was perceived as unclear, particularly by first-time users, necessitating a redesign for improved usability.

3. What were the Solutions for the issues faced?

a. Enhanced Transparency and Safety: Important information such as the driver's name, car colour/model, and number plate were displayed after the system matched a user with a driver. This gave users clear visual cues that they were getting into the right vehicle.

b. Improved Primary Colour Usage: The redesign restricted the use of the signature hot pink colour to critical elements such as the logo, "Request Lyft" button, destination pin, and "Free Rides" on the profile menu. This method emphasised important actions.

c. Price Estimate: The new user interface included a "Price Estimate" feature that allowed users to get an accurate quote for their ride before confirming the booking.

d. Better Ergonomics: The layout of the app was changed and the important button was streamlined at the bottom of the app for easier access.

e. Options before car arrival: Before the driver arrives at the location, users had option to edit the locations, divide the fare, information about the ETA and contact the driver.

4. Your key takeaways:

a. Organising and Structuring Design Principles: The case study emphasises the importance of not only developing but also effectively organising and visualising design principles. This ensures that they are easily understood and that they are consistently applied throughout the organisation.

b. Accept Product Redesign with User Testing: It is important to consider redesigning if there are valid reasons and a thorough understanding of usability issues. User testing is an important tool for validating design assumptions and ensuring that the final product meets the needs of the users.

c. Incorporate User Research: Lyft's extensive use of qualitative data collection methods, such as regular Q&A sessions and A/B testing, emphasises the importance of user research in shaping design decisions.

d. User-Centric Design Drives Business Value: Lyft's redesign success demonstrates the impact of user-centric design on business outcomes. Lyft was able to create a more successful product by prioritising user needs, which increased user satisfaction and contributed to the company's growth.

Improvements:

a. Expanded Service Offerings: The business can think of adding new services or features to meet a broader range of user needs, such as group rides, specialised vehicles, or delivery services.

b. Environmental Initiatives: Increasing efforts to promote sustainability and reduce the environmental impact of ridesharing services, such as incentives for environmentally friendly vehicle use or partnerships with public transportation.

Conclusion:

This case study provides a useful roadmap for designers and design teams looking to create impactful and user-centric product experiences. The study emphasises the importance of user research, iterative design processes, and a holistic approach to UX/UI design in achieving business success by examining Lyft's redesign journey.