

Snapp!TM



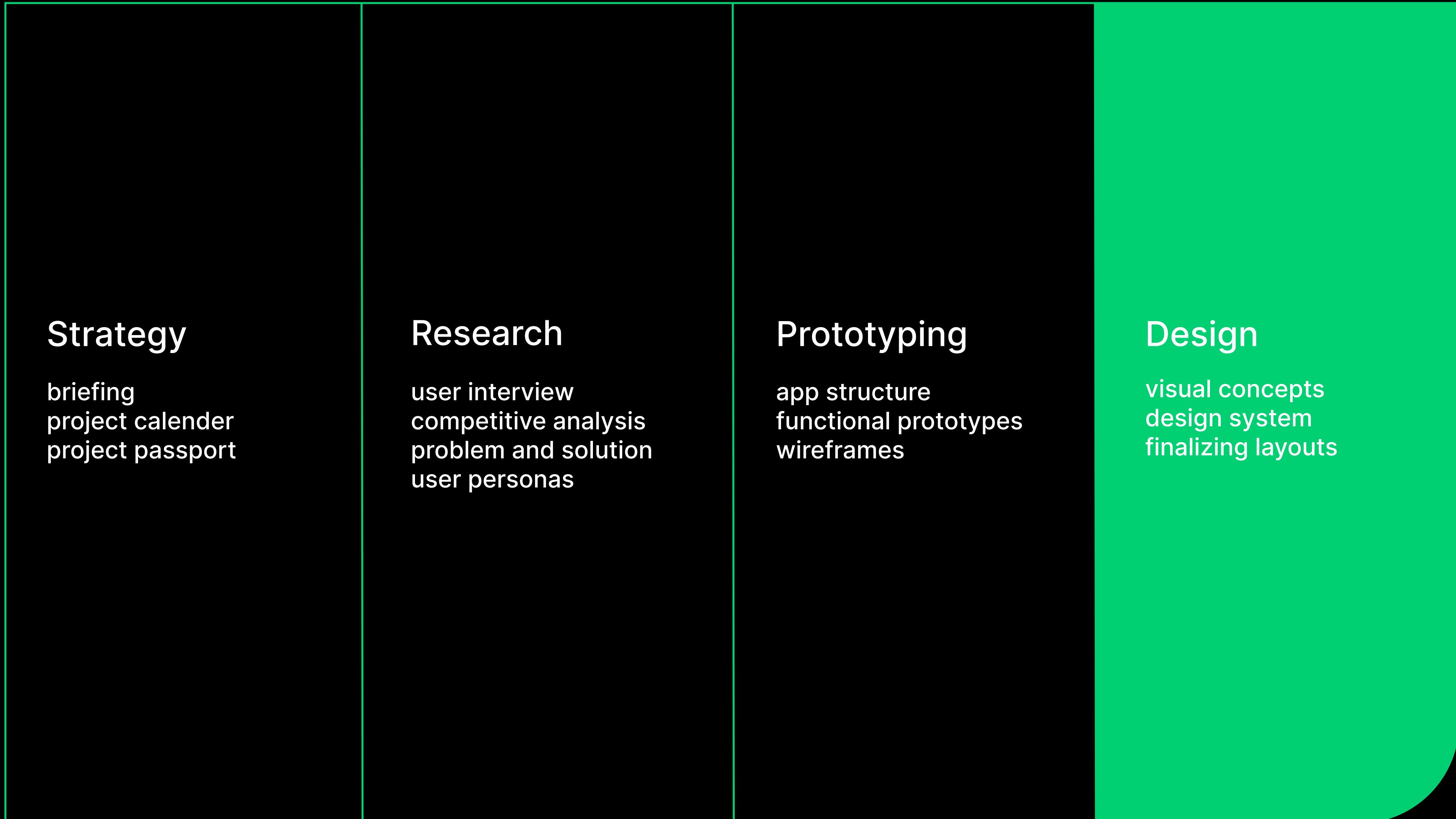
01 about project

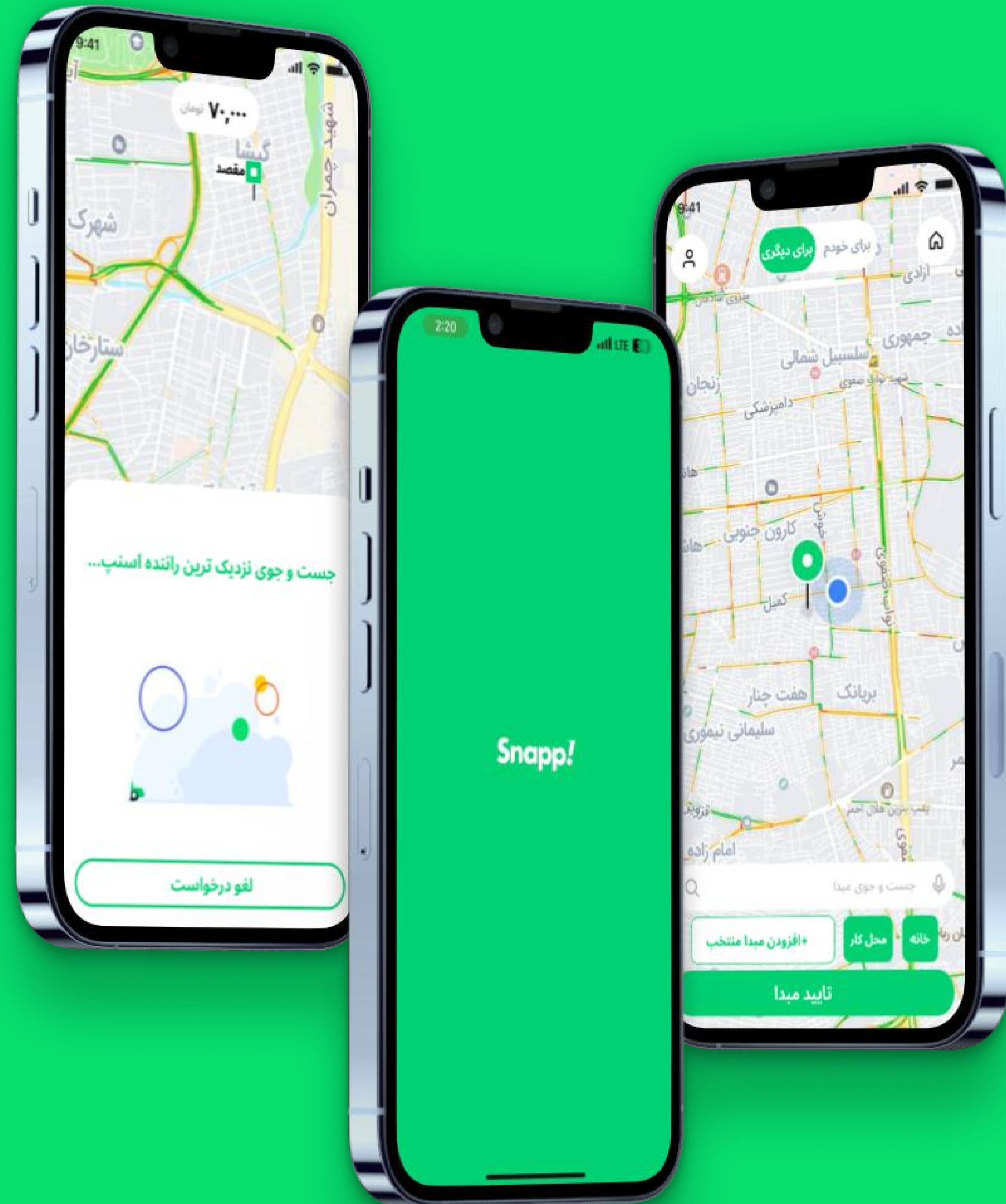
Snapp Reimagined: Elevating User Experience for Enhanced Satisfaction

“Snapp Reimagined,” is a comprehensive UX redesign aimed at elevating the user experience to new heights. By focusing on intuitive design, seamless navigation, and engaging features, we aim to transform Snapp into a platform that not only meets but exceeds customer expectations. This redesign is not just about aesthetics; it’s about creating a meaningful connection with our users, ensuring that every interaction is enjoyable and rewarding.



02 design process





03 User Interviews

I am scared we might get into an accident during the ride because the car doesn't seem to be functioning properly.

I don't like asking for heating or air conditioning; I wish it was a given that these features are essential in a car.

Users' challenges are understood through interviews, enabling the design of solutions that significantly simplify their lives, ensuring the product is deeply aligned with their individual needs, while their daily commuting are effectively eased.

It usually takes a lot of time to find a driver who is willing to allow my dog in the car as well.

I wish I could choose whether my driver is a man or a woman.

Sometimes I am scared of the driver and the car because of its poor condition, which is scary and doesn't quite meet the safety standards.

competitive analysis

05 problem and solution

The key issue is discovered, allowing for a thoughtful shaping of the strategy to precisely cater to users' needs and boost their commuting experience. This involves a method of optimizing the app's features and functionalities based on what users truly seek, thereby fostering a deep connection and loyalty to the platform.

PROBLEM

Ride-sharing platforms often face challenges related to inconsistencies in the quality of vehicles and driver professionalism. Over time, users have experienced unclean cars, technical issues, and an overall lack of personalization options during their rides. These concerns are particularly relevant for individuals who rely on these platforms for comfortable and dependable transportation services. Addressing these issues is crucial to enhance user satisfaction, loyalty, and overall trust in the service.

offering personalization options, such as allowing users to select preferred vehicle types, drivers, or add customized amenities, would enhance overall satisfaction and cater to specific user needs. This approach would increase users' trust, promote loyalty, and foster a sense of comfort in the ride-sharing experience.

SOLUTION

06 user persona

Kamal is a 40-year-old bank worker living in Tehran with his wife and one child. He holds a master's degree and values the privacy and safety of his family above all. As a dedicated family man, Kamal is always looking for ways to ensure his loved ones are well taken care of, especially when it comes to their transportation needs.

In the heart of Tehran, where the pace of life never slows, Zahra finds herself constantly on the move. As a freelance accountant, her days are a blend of client meetings, financial analysis, and strategic planning. The city's energy fuels her ambition, but also poses a challenge when it comes to transportation. She needs a service that's not just a ride but a partner in her daily hustle – one that's as flexible and dynamic as her work demands.

Redesigning snapp to cater to professionals like Zahra means creating an experience that's more than just functional; it's about understanding the rhythm of her life and moving in sync with it.



name: zahra

age: 29

job: accounting

family: not married

location: Tehran

education: bachelors degree



name: kamal

age: 40

job: works in bank

family: married / 1 child

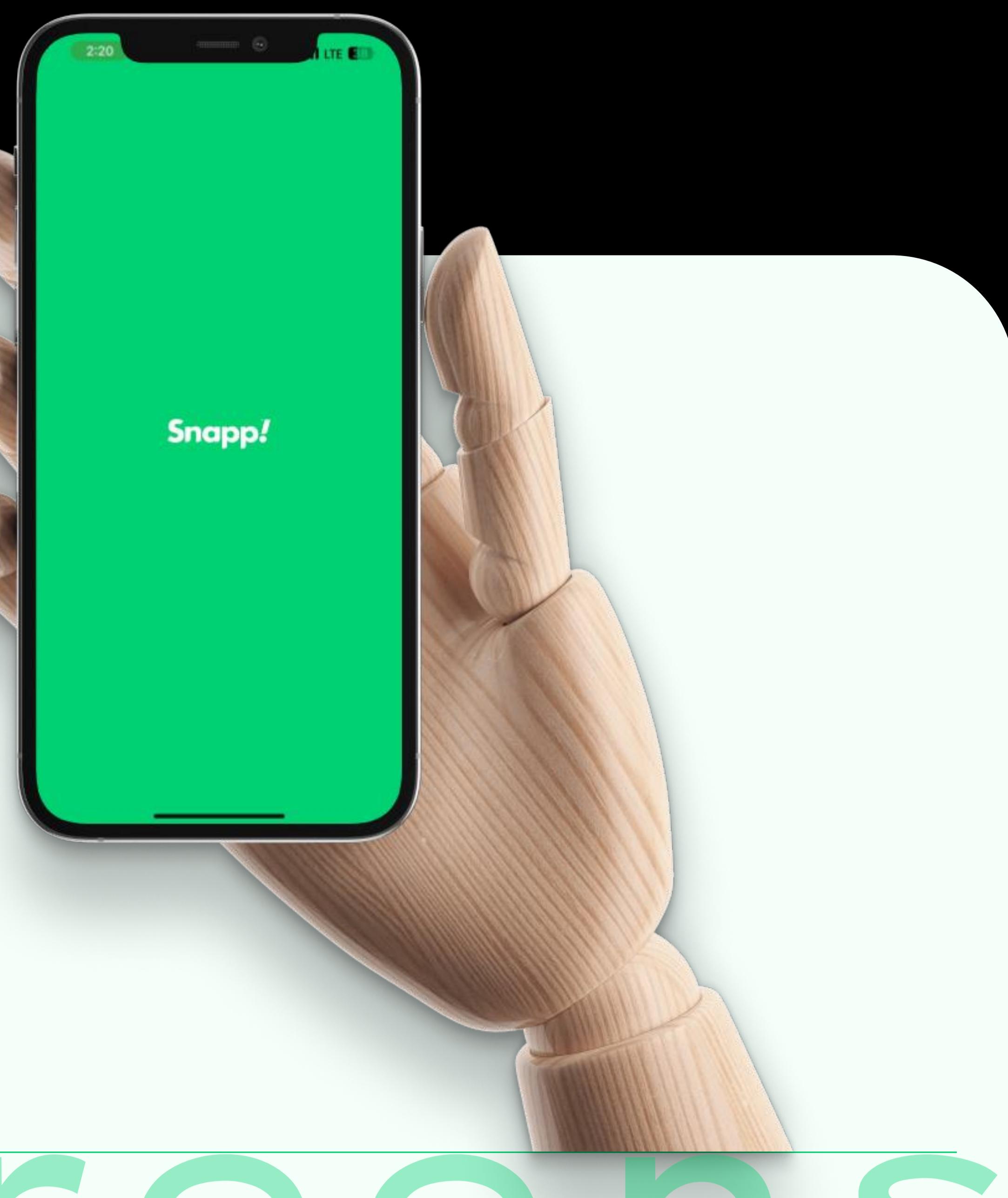
location: Shiraz

education: masters degree

Zahra is a 29-year-old freelance accountant living in the bustling city of Tehran. With a bachelor's degree in finance, she has carved out a successful career by providing top-notch accounting services to various clients. As an unmarried professional, she enjoys the flexibility of her job which allows her to balance work with her personal interests.

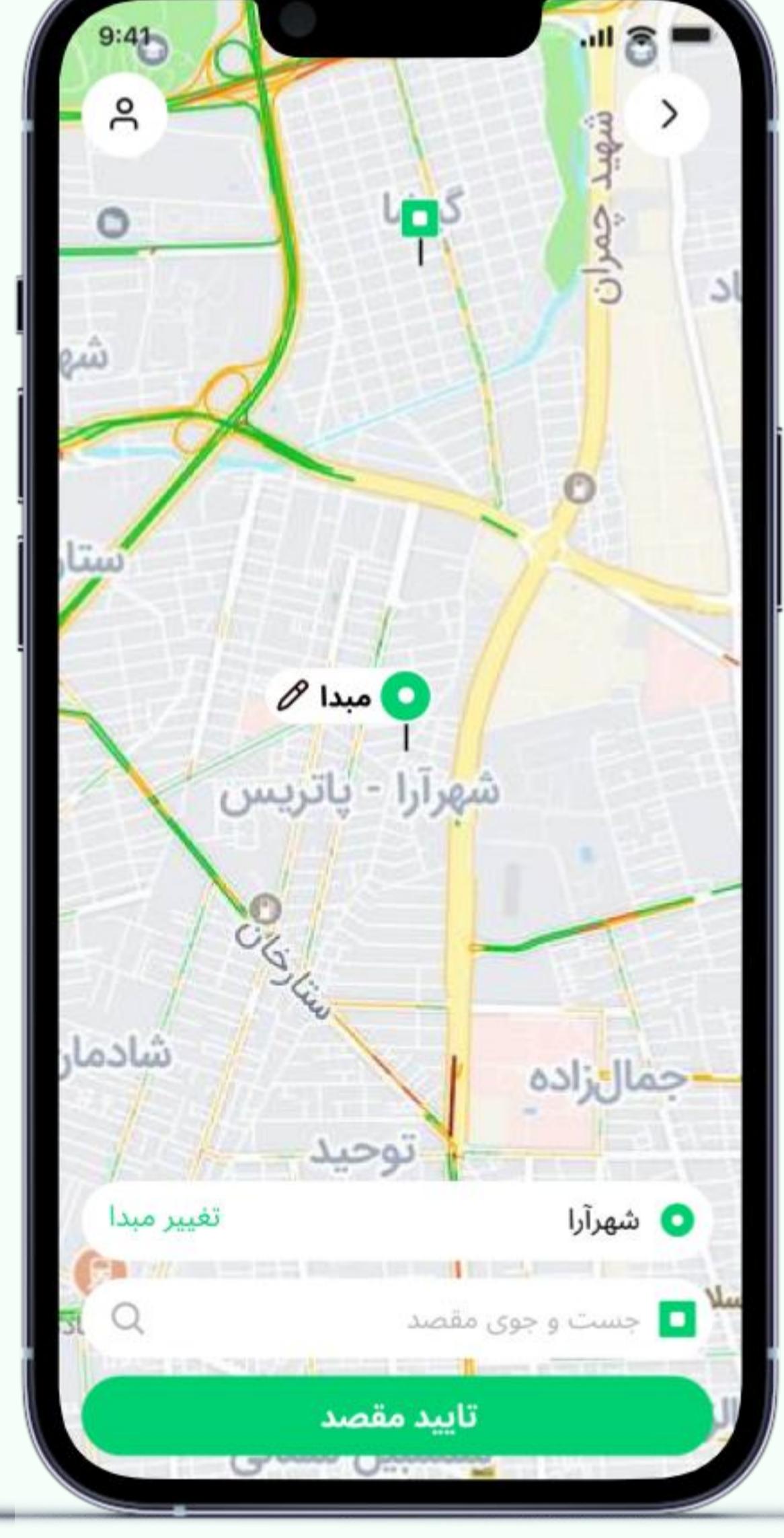
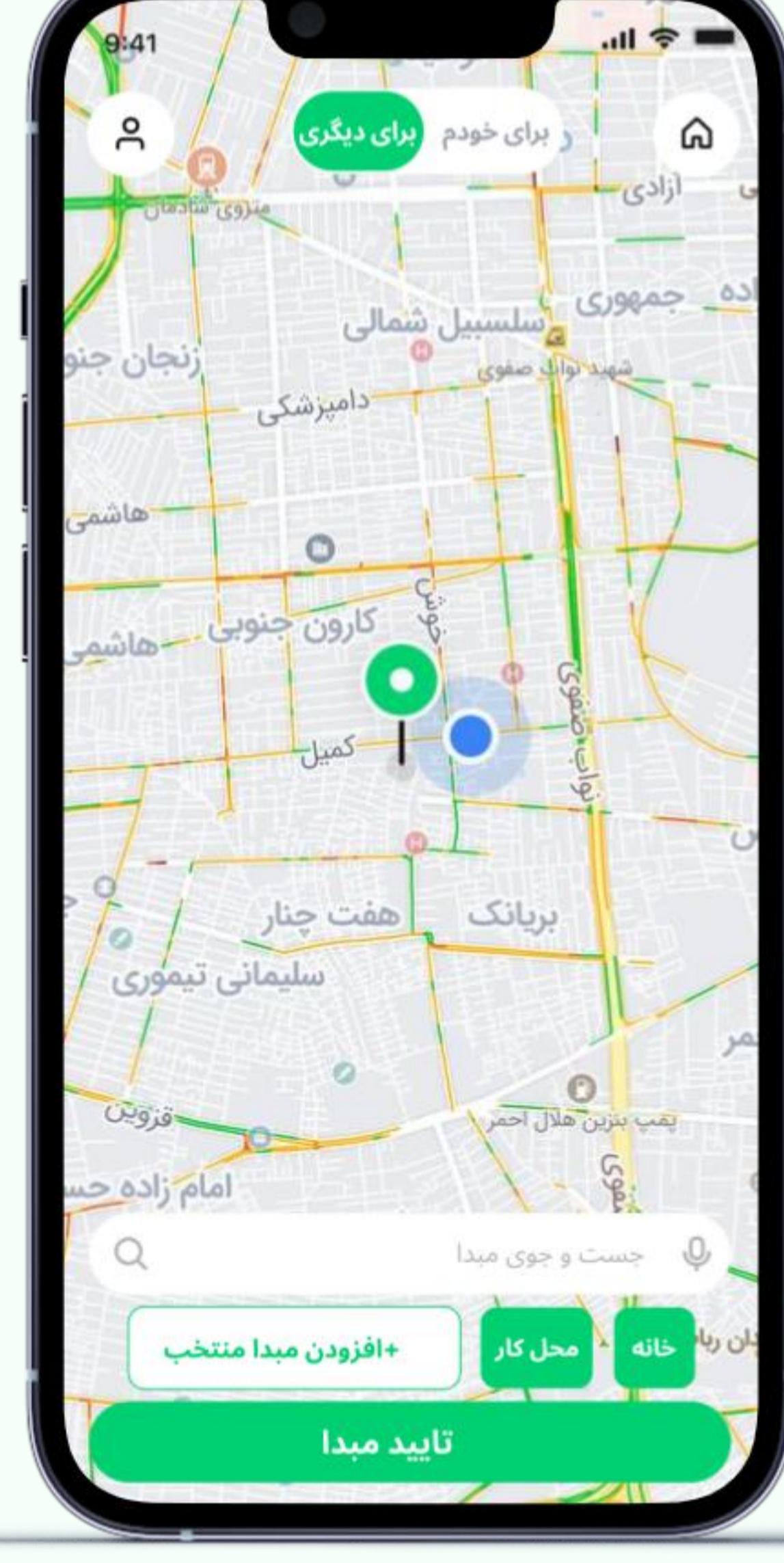
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new UI

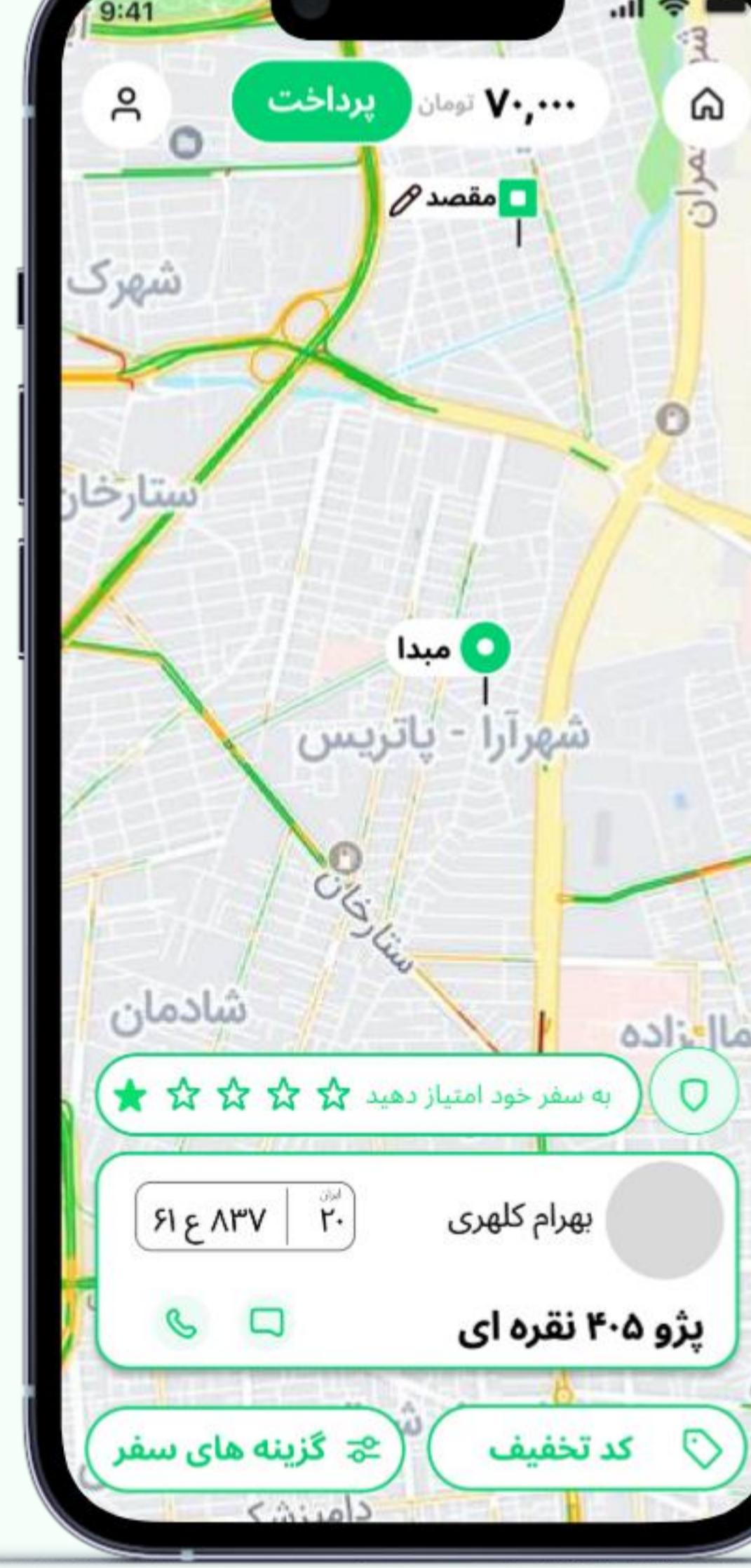


screens

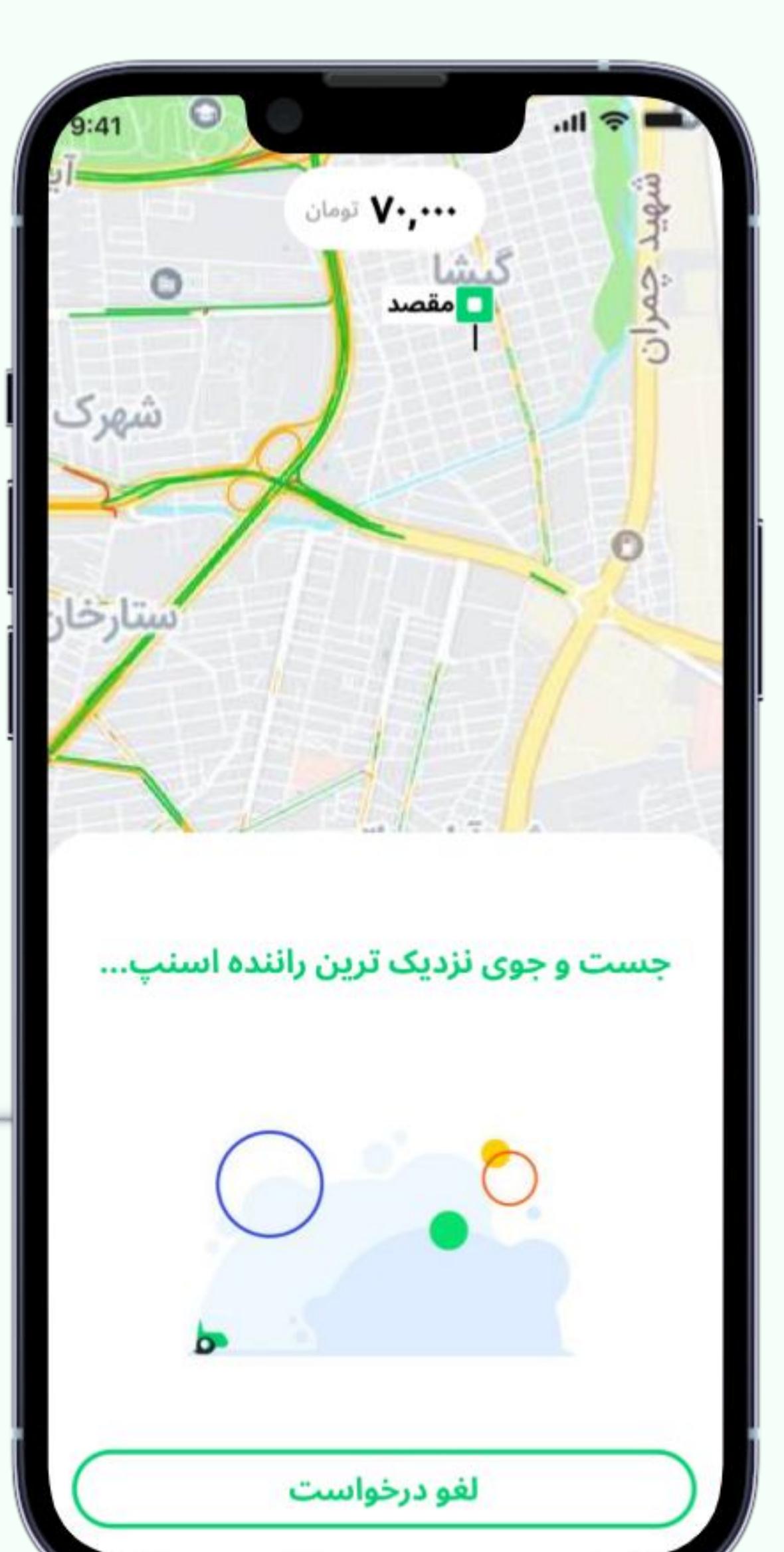
we have a new feature called "selected origin" to prevent users from searching for same locations like home and also to make the ride requesting process faster.



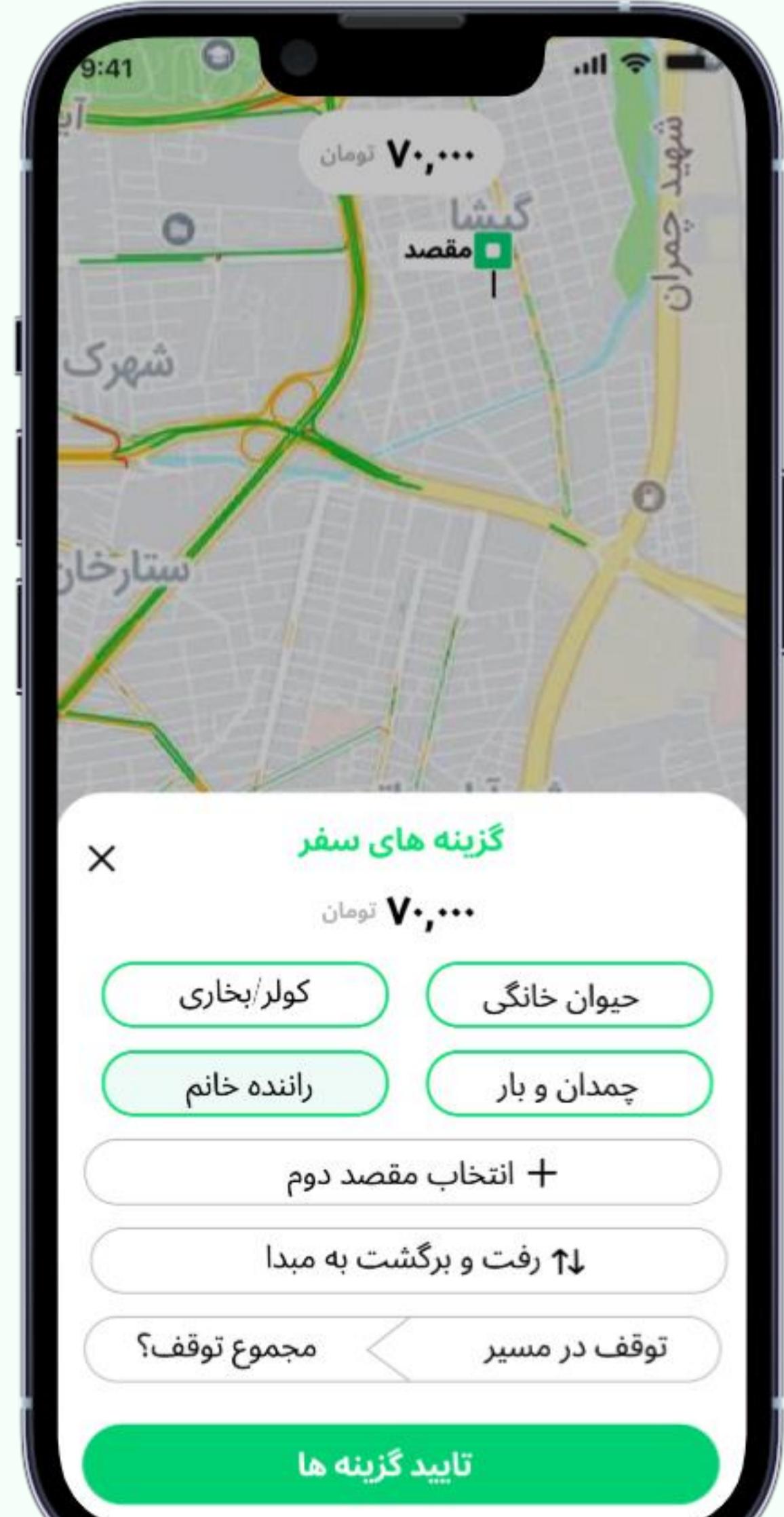
instead of the rating page appearing before the next ride, it has been moved to the on going ride so that the user can rate while experiencing the ride.



waiting page is now a tab that is half the page so the user can still see the origin and destination points and the price.

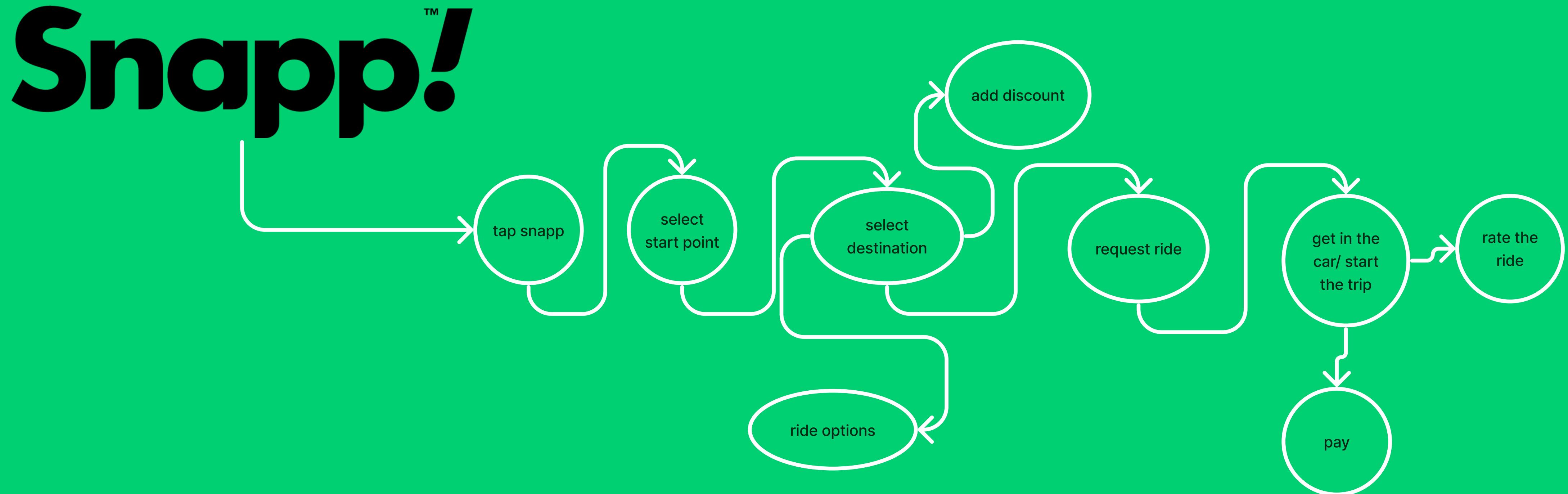


for the ride options, multiple choices were added such as: having a pet, heating or air conditioning, having luggage and woman driver

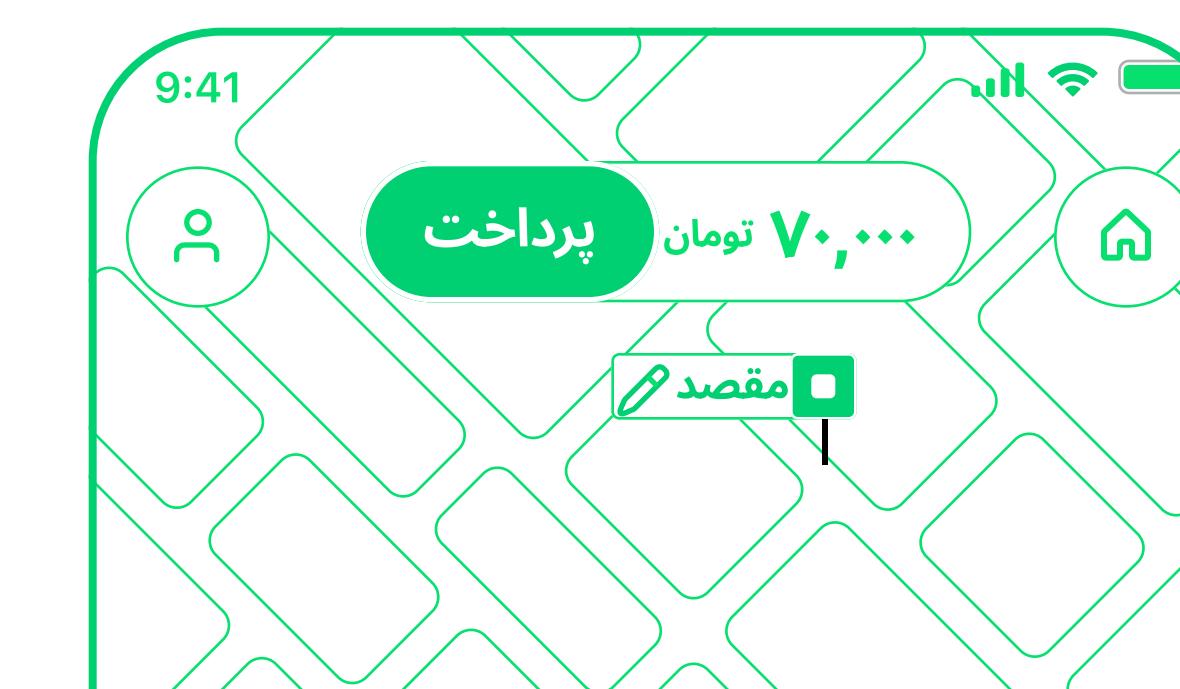
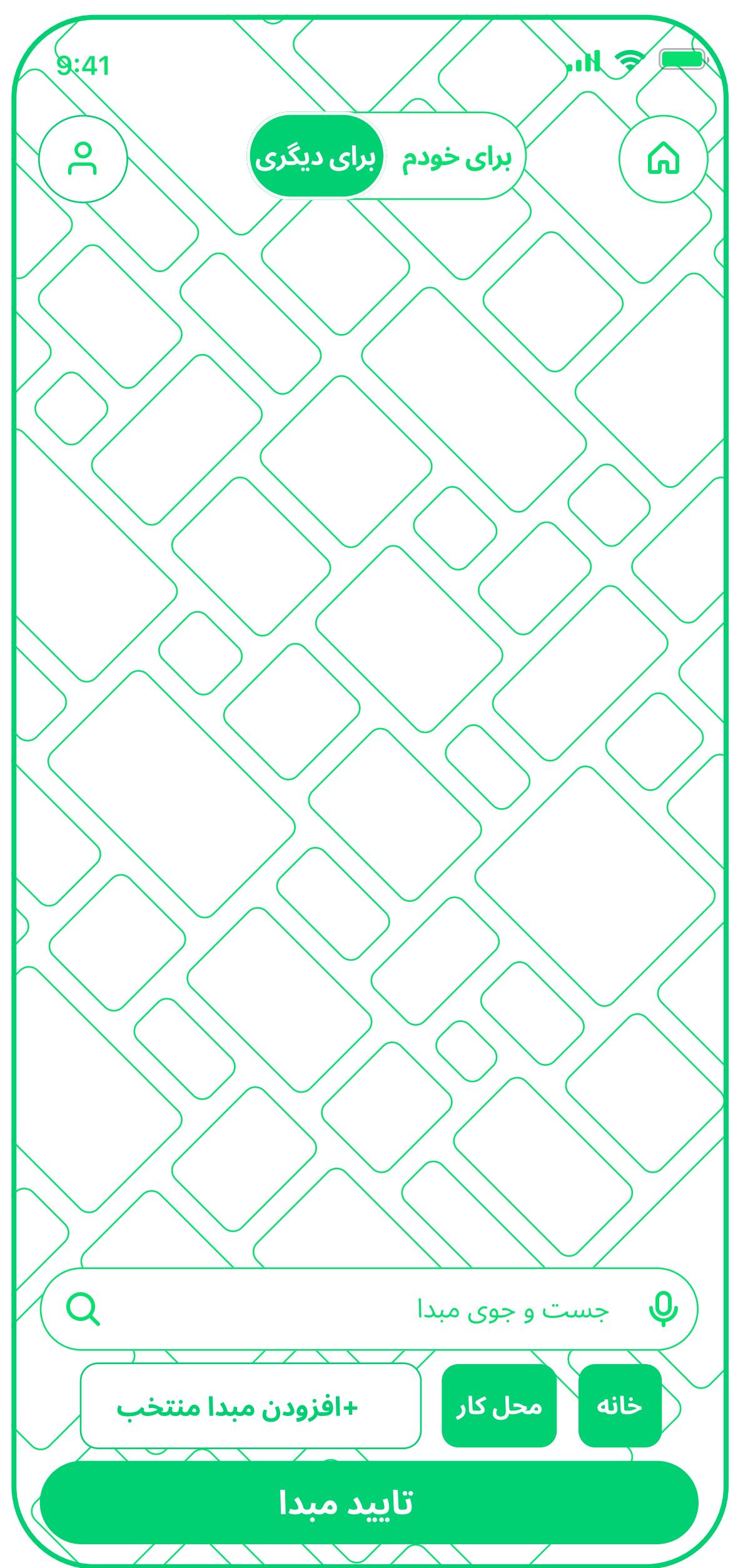
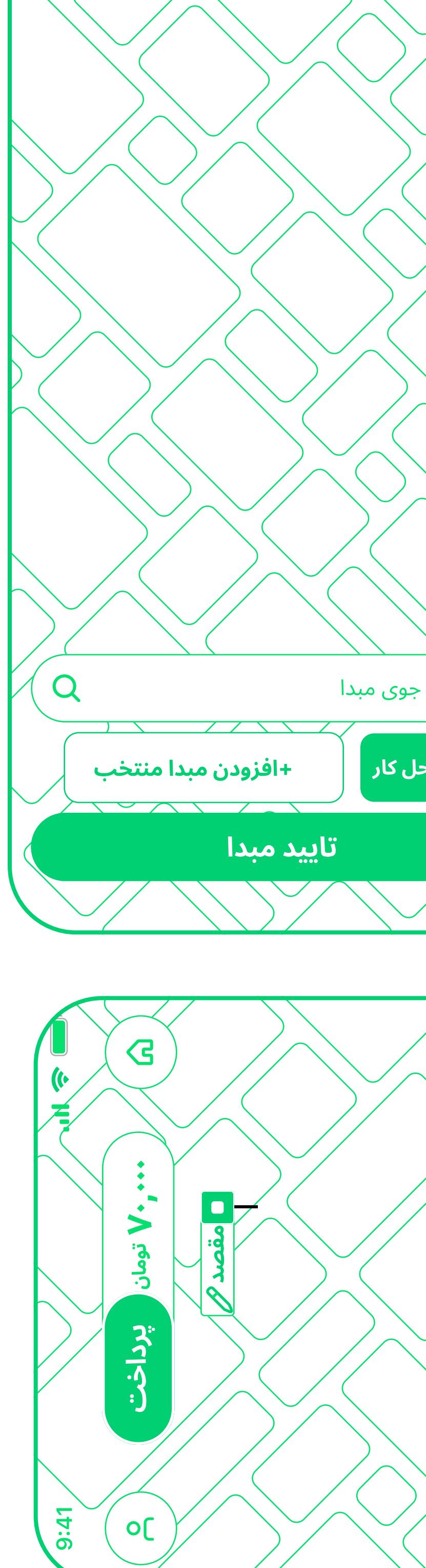
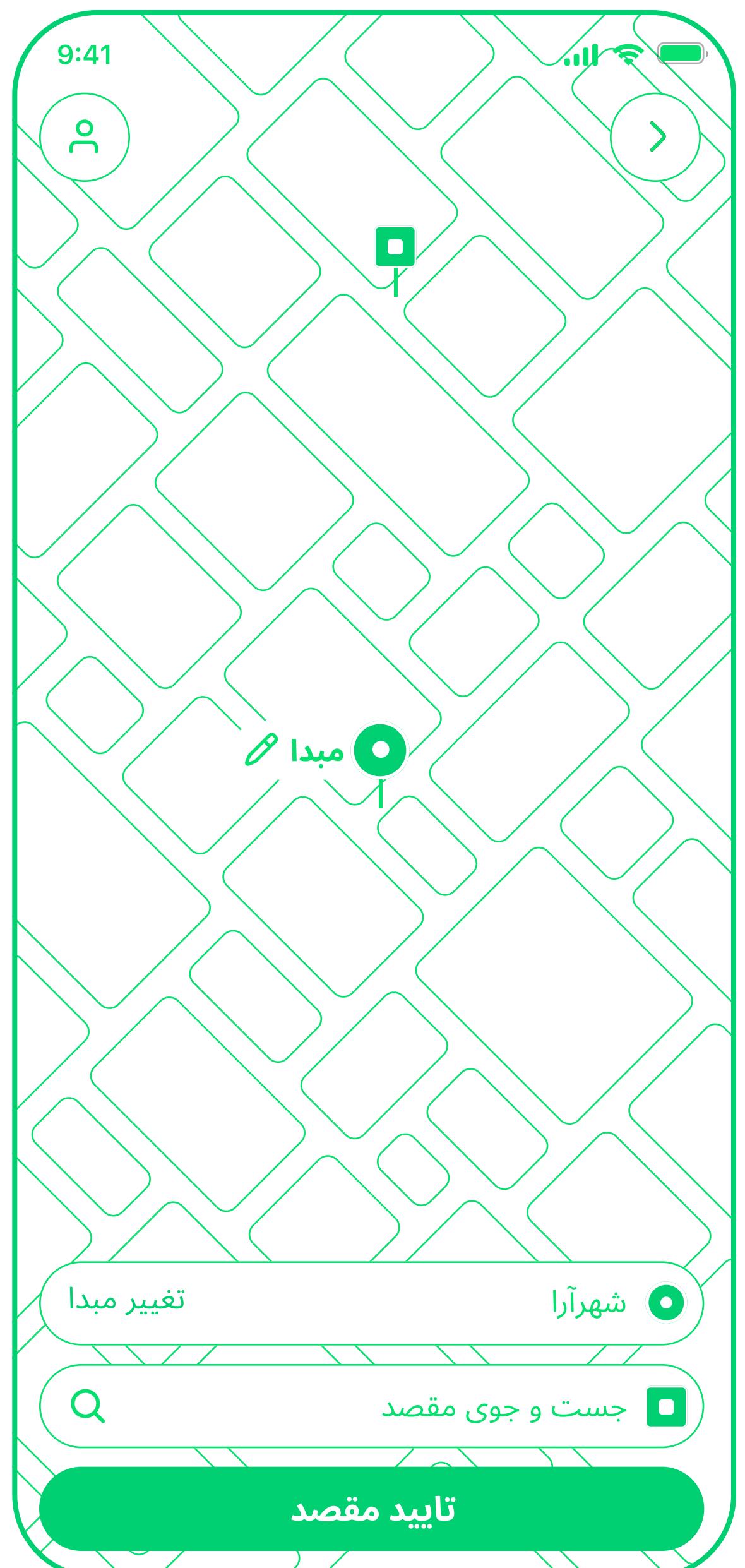
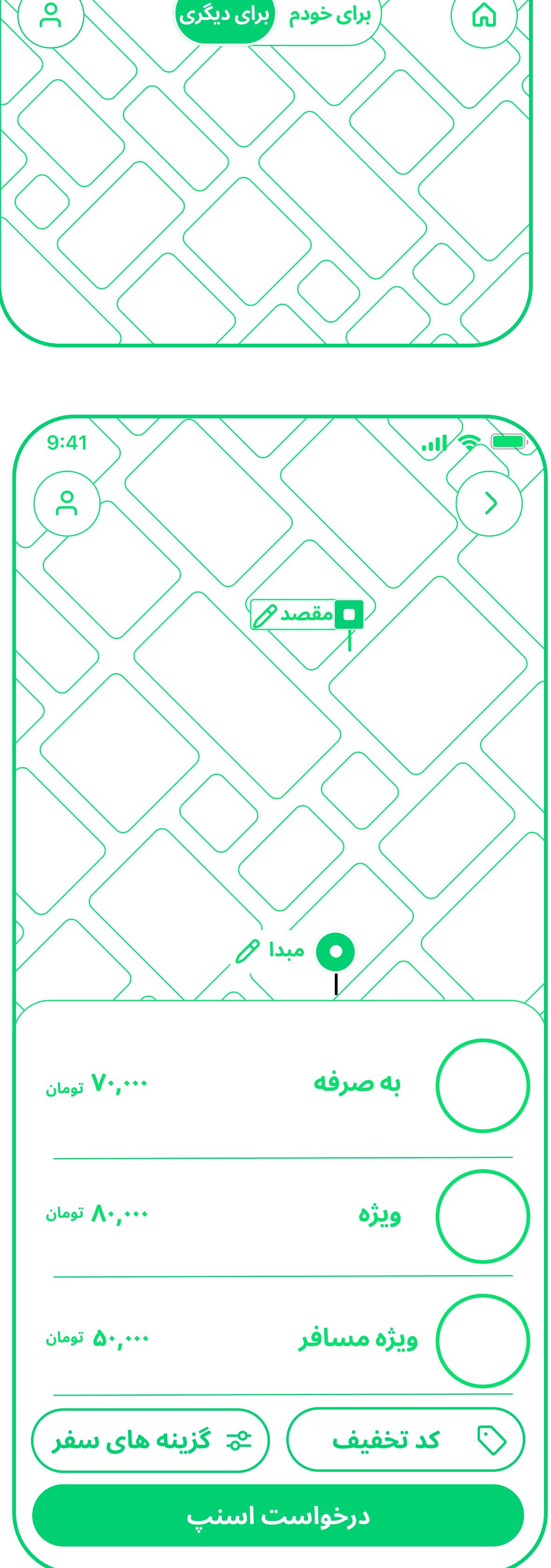
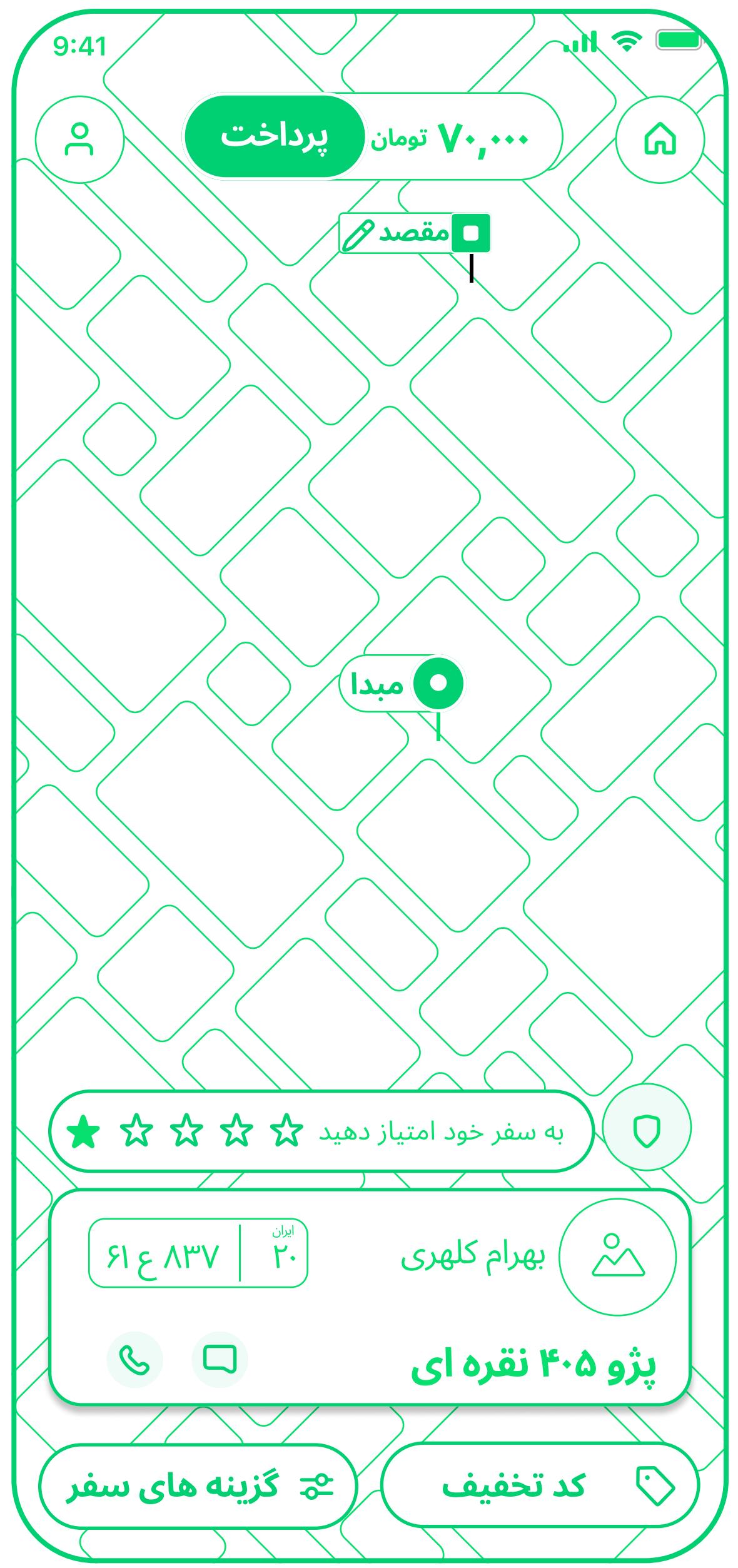


08 user flow

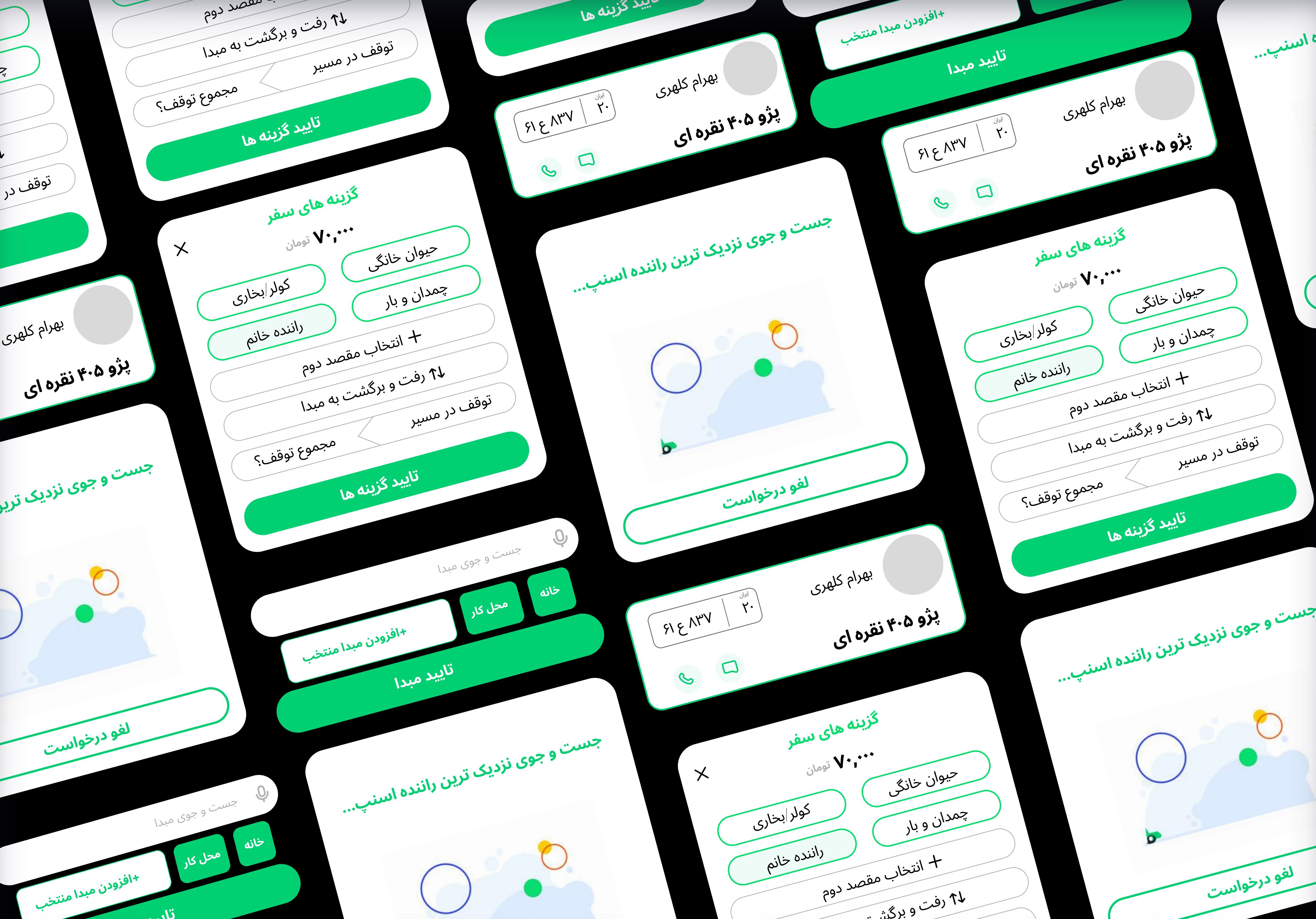
user flow was created to better understand the app structure



09 wireframing



ه اسنپ...



thanks for scrolling :)

see you soon

designed by sara maleknia