

## ASSIGNMENT 2

## OVERVIEW

- Always practice transparency; customers appreciate it when a product they use is clear to them. If it is transparent, it fosters user trust. Displaying the approximate cost of the ride was a much-needed change
- In the event that a product does not work, it needs to be redesigned. Trying to redesign something to see if it works is a viable option
- Having users who are not open to new UX will make it difficult for companies to redesign to ensure safety.
- In the process of redesigning your product, user testing plays an important role, we can run a successful business even with a simple logic coupled with a good UX UI
- It can take more than few attempts to get the product right, to learn what users want, so never be afraid to redesign it. It is impossible for a small design team of five to six people within a company to determine what the users want. The number of users versus the number employees in a team using the product is probably much higher. It is always better to take feedback from users and to keep redesigning until the goal is achieved.
- Never be afraid to redesign the product at any given time, it can probably take more than few tries to get it right, to get to know what the users want. A design team of 5-6 people in a company cannot come to a conclusion of what the users want or would like to use. The ratio of employees in a team to the number of users that use the product is probably a lot more, it's always better to take feedback from users and keep redesigning until the goal is reached
- When it comes to UI, using bright primary colors is always a smart option.
- At this digital age safety is of primary importance, so the app displays only the important information like license plate, car, and name of the driver.



	REASONS FOR REDESIGN	SOLUTIONS FOR THE ISSUES FACED
LACK OF TRANSPARENCY	Users weren't able to determine the cost of the ride to make an informed choice	Lyft upgraded the application from providing user an approximate cost for the ride to providing them the exact cost for the ride in 2022 to make a decision
UNAPPEALING COLORS	The colors used in the application didn't attract customers since it made the application look like it was poorly designed	Used pink color as the primary color and purple as the secondary color which made the application look engaging
SOMBER REPRESENTATION FOR DRIVER DETAILS	Previous design displayed only the image of the driver and name which wasn't enough information to give the user.	UI for the display of driver details looks well designed with appropriate and relevant information
UNINFORMED USERS	Making users aware of the direction in which the car is moving helps them make a decision on which of the side of the lane to wait for the driver and letting the user know when to get ready and be waiting for the car	Lyft added a feature which shows the direction of the approaching driver to the pick-up location letting the users wait at the correct side of the lane
INDISTINCTIVE REQUEST LYFT	There was no option to select your desired car based on the number of people travelling.	Improved the app by providing options to choose car based on the number of people taking the ride, for example if the user requires a Sedan, SUV or Luxury car.
HAPAZARD PLACEMENT OF PANELS	The app had actions at both top and bottom of the screen, made it difficult for the users to navigate	Ergonomics enhances the user experience significantly.

## MY KEY TAKEAWAY

- The company's value in business is directly in proportion to user experience.
- User testing provides a clear picture of whether the business is on the right track.
- Quantitative data must be analyzed. As a result, qualitative data is useful, and that is what Lyft is emphasizing on more now.
- Keeping up with the times and redesigning the application as needed.
- Continue to innovate the existing product to stay relevant.

## IMPROVEMENTS

- Add a bell icon to raise an alert to emergency contacts when the driver is taking a different route other than the route suggested by maps
- Adding an additional feature to pick up food from a restaurant and deliver it if it is on the way to pick up a customer for the ride
- Offer discounted price to loyal or regular customers
- Splitting the price for the number of stops added from the pickup point to destination

