Project Charter (Yellow Cab)

From day one, our vision with the project's main concept was to recreate the branding experience that is currently connoted with Yellow Cab – or any other taxi service for that matter. When researching competing services such as Lyft, Zip Car, and Ridejoy, we found that their competitive advantages did not really have to do with better pricing. Rather, branding tactics drew in consumers by offering a more friendly and warm-welcoming experience overall, which in turn resulted in easy marketing simply by satisfied customers' word of mouth. Because of this, we drew inspiration from some of these researched services in order to provide a similar and hopefully better experience.

Supplementary to branding was each respective application's convenience, which we tried to highlight in our design as well. One such example includes the idea of the address book in which the user can add frequently visited addresses under a more concise name to avoid the hassle of re-typing (eg. "Home" as opposed to "4313 4th Ave NE"). Another – again in an attempt of capturing the *friendly* branding experience – was the ability to have favorite contacts. We decided to go with this feature because it lends itself to aiding the user continue their good experience with the service by allowing them to easily share rides with people they've previously enjoyed riding with. This was loosely inspired by Lyft's rating system between the driver and client and is supported by their own success with this approach. While these features may be seen as minute, we believe that the care for the smallest of design details in turn benefits the overall flourishing of the experience with the application and will thus keep customers interested in the service.

In efforts to emphasize convenience, there where a few specific design choices respective to each of the stakeholders:

- The business traveler has the ability to schedule a pick up ahead of time without the need of having to go through the hassle of manually hailing a taxi. This naturally came with the expected case of having to be able to manage, edit, and cancel scheduled rides should the user have a change of heart. These abilities are both accounted for and included in our design under the "Pending Rides" tab on the bottom navigation bar in favor of allowing the user to easily identify and recover from potential error.

- The reveler has the option to share a ride if he or she wishes in order to lower their cost of the ride. Supplementary to this, we did not want the user to have to do most of the work when calculating which potentially sharable ride would yield the lowest cost, trip duration, etc. Instead, the user is presented with the single most optimal ride as to reduce the cognitive load, but we give them the option to manually search other rides should they wish for whatever reason (eg. Maybe the suggested ride includes not very well rated passenger). All the while during this process, we also included a quick way to bail out of sharing a ride altogether and

jump straight into a solo ride. For price reference, there is a reminder at the top of the screen as to how much a solo ride would cost and a button to quickly switch to a solo ride. This was rationalized by the good practice of the user control/freedom and the system flexibility heuristics.

- The tourist has the ability to anticipate the price of the ride before committing to any sort of transaction. We wanted to give the user full control of their experience as opposed to just the illusion of control. As a result, we wanted to display the system's status before the user makes any decision that would probably be influenced by that information. For example, after the pick up and drop off addresses are inputted, the system immediately prompts the user with an estimated cost, which can in turn influence their decision of whether they would like to share the ride or not. Likewise, it also became necessary to use language in labeling that speaks to how the user views the system, not how the service views the system.

Usability Testing

When usability testing with our stakeholders, our approach was to be as hands off as possible to so as to get the highest fidelity user experience as possible. We gave our testers a specific scenario they would put themselves in that matched to each particular use case we were trying to simulate, and the findings can be found bellow.

Scenario	*Use Case*	*Results*
You plan to arrive at the airport tomorrow at noon and would like to have a cab waiting for you so you may quickly get to the hotel.	Scheduling a pick up in advance for a single rider. Similar to business traveler stakeholder.	Tester suggests that an address should be addable to the address book straight from the search. Was able to successfully schedule a ride as well as identify where the ride could be edited/cancelled if desired.
You are inebriated at a party but know that your friend is at the bar close by. It's late and you would like to get home via cab because you're a responsible human being.	Sharing a ride with a friend for a current pick up. Similar to the reveler stakeholder.	Tester had some confusion regarding searching "favorites only" vs. "everyone" but was able to make the distinction once we explained what the favorites represent.
You are visiting San Francisco and are unfamiliar with the area. You would like to visit Fisherman's Wharf but price is keeping you from being sure of the best way to get there.	Taking a solo ride and using the search/map view to find the desired location.	Tester suggests the pick up location to default to the current location. Slight confusion between "Hail Now" vs. scheduling a pick up for the current time – something we did not account for.