

Freelance Project

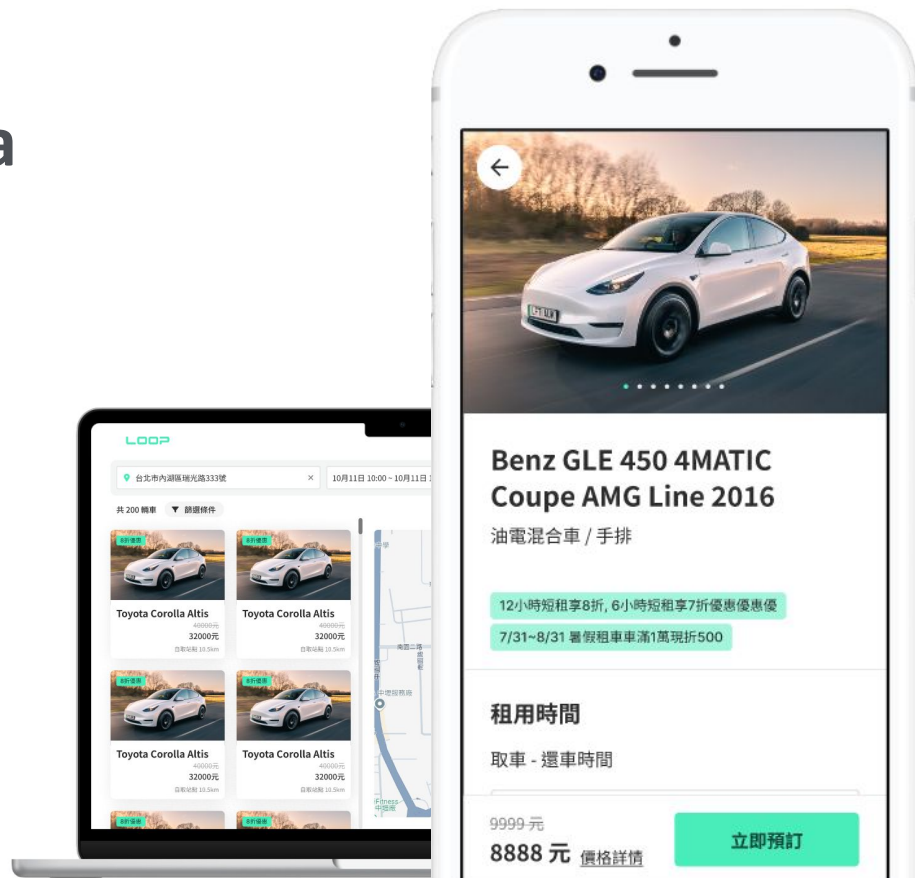
End-to-End Design of a Car-Sharing Platform

*Ongoing Project (Shared with Permission)

#0to1Design #UserAdminDesign

#WebMobile #WebDesktop

#SoloDesigner #RemoteWork



Before UI/UX: Defining the Visual Style

Rough Logo from Founder/PM

Align on Expected Brand Impression & Visual Style

Visual mockup

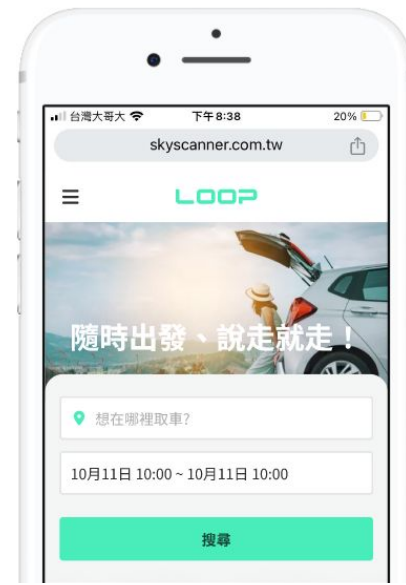


To clarify expectations,
ask **stakeholders** to provide defining keywords and
images :

Visual Style Concise, Clear

Brand Impression Approachable, Happy,
Sustainable, Trustworthy,
Warm

Defined primary and secondary
colors, as well as typography



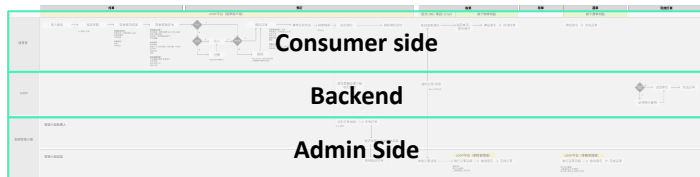
UX Process Design

Clarify Overall Service Blueprint with PM

Receive project requirements



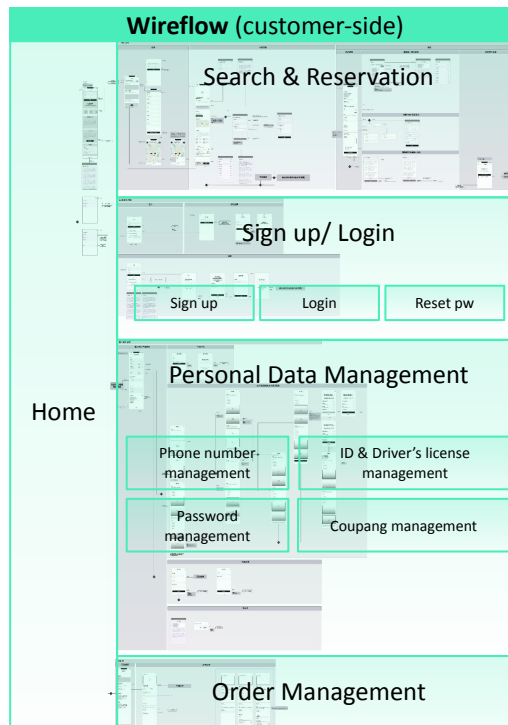
Visualize the service process
to align and confirm mutual understanding



Confirm timelines for each process

Consumer side > Admin side > Backend

Create Wireflow to Align UX Flow with PM/Engineer



Designer
provide UX flow on
Figma

PM/Designer/Engineer
collaborate by **leaving**
comments on Figma or
holding **online meetings** to
discuss feedback and
updates.

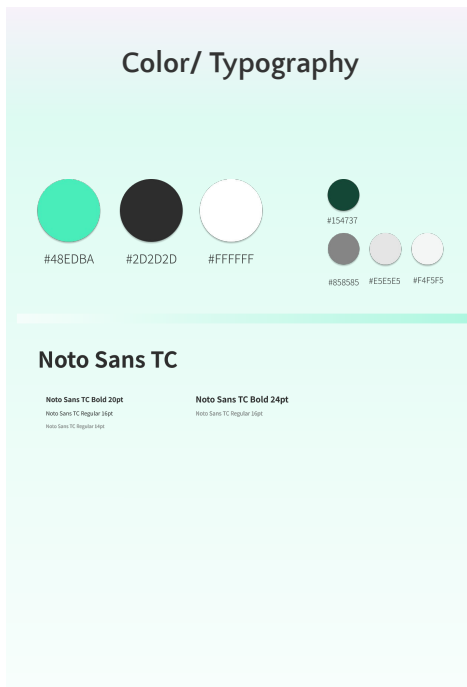
Designer
revise on Figma

UI Design

Components, Color, Typography

To save dev resources & meet design standards, many designs are based on **Google Material components**.

Example:



Custom design based
on Google Material

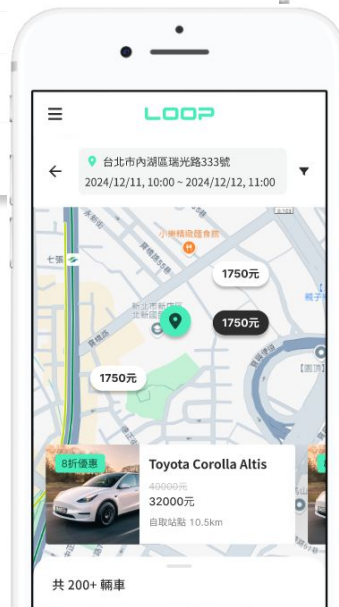
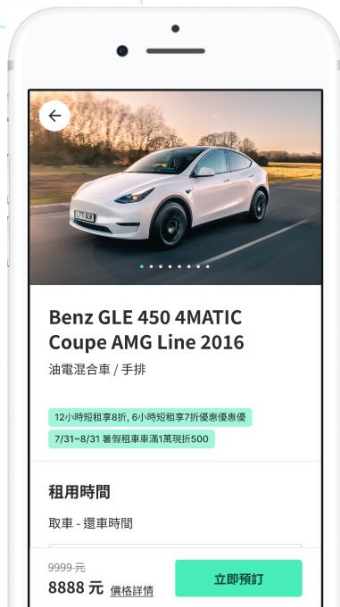
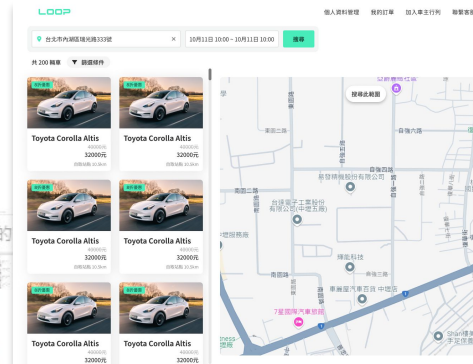
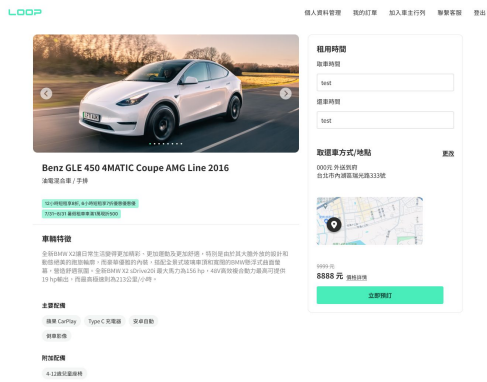


UI Design

Mobile

Desktop

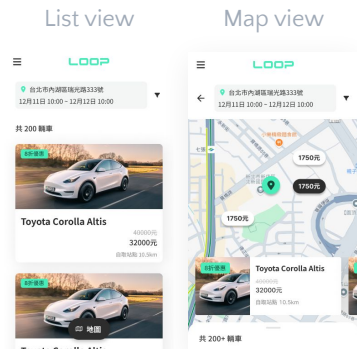
UI



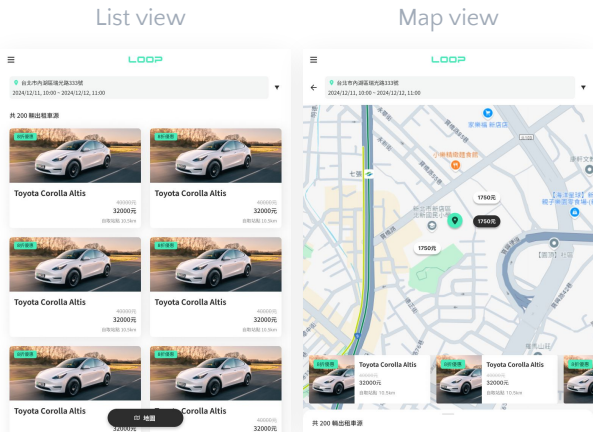
UI Design

Adaptive Design

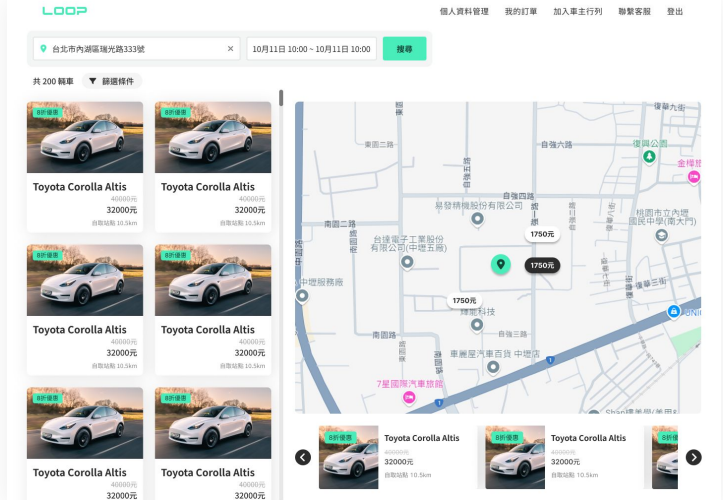
mobile phone



Tablet



Desktop



List View & Map View

Swipe Interaction

Split View

Click Interaction

UI Design Decisions

- **Example 1:**
Refining UI Information Architecture for Enhanced Usability with PM
- **Example 2:**
Adapting UI Designs to Technical Constraints with Engineers/ PM
- **Example 3:**
Building Flexibility into UI Design for Future Enhancements with PM

Design Decision Example 1:

Refining Information Architecture for Enhanced Usability

Wireframe from PM

Clarify User Flow & Main Tasks (Admin-side)

UI Design

訂單列表

進行中訂單

5

待確認訂單

4

費用待處理訂單

6

進行中訂單

(訂單狀態)

(預計下個狀態時間)

(車牌號碼)

(廠牌+型號)

等候交車

2024/09/11 10:00

RAB-1234

Ford Focus

等候還車

2024/09/11 10:00

RAB-1234

Ford Focus

待確認訂單

(車牌號碼)

(訂單開始時間)

(廠牌+型號)

(訂單結束時間)

RAB-1234

2024/09/11 10:00

Ford Focus

RAB-1235

2024/09/11 20:00

BMW X2

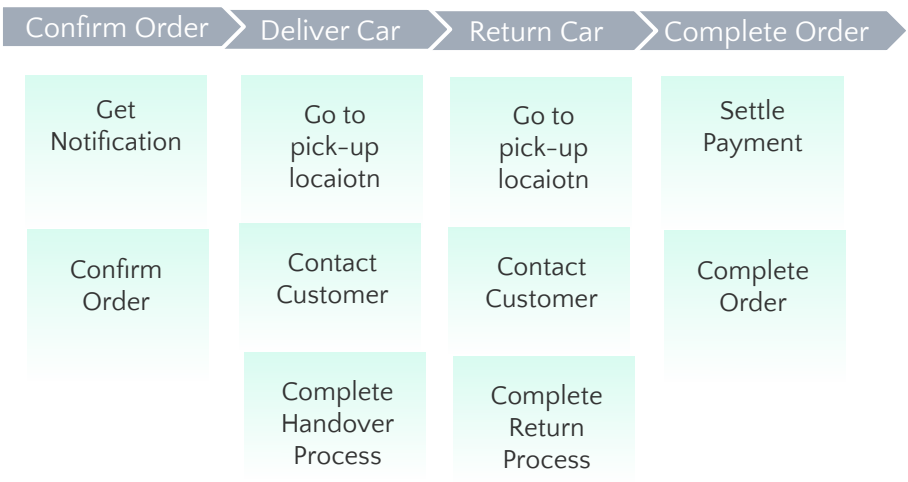
2024/09/13 20:00

費用待處理訂單

(車牌號碼)

(訂單實際還車時間)

(廠牌+型號)



- Reorganize IA
- Add missing features



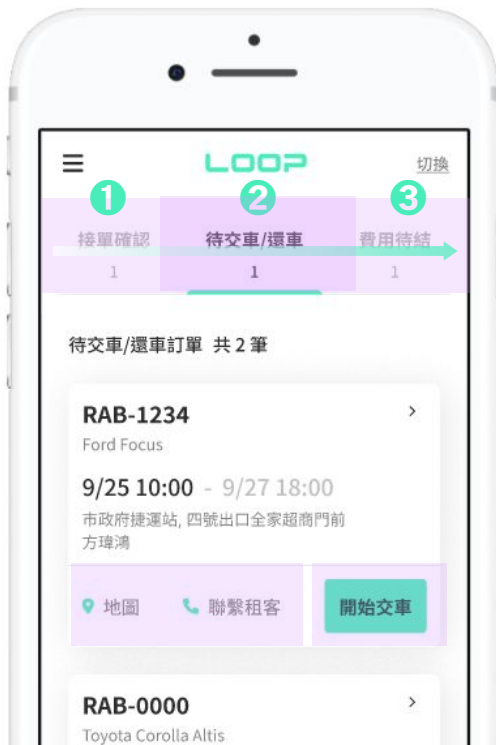
Design Decision Example 1:

Refining UI Information Architecture for Enhanced Usability

Wireframe from PM

1st page

2nd page



Reorganize IA

Categories are organized to **match the user's workflow**, making it easier to understand and follow.

The most important category is displayed **as the default for quick access.**

CTA is moved to **the first level** for quick access.

Add missing features

Added buttons for **map** and **one-click call** to connect with the customer to align with the user's workflow

Design Decision Example 2:

Adapting UI Designs to Technical Constraints

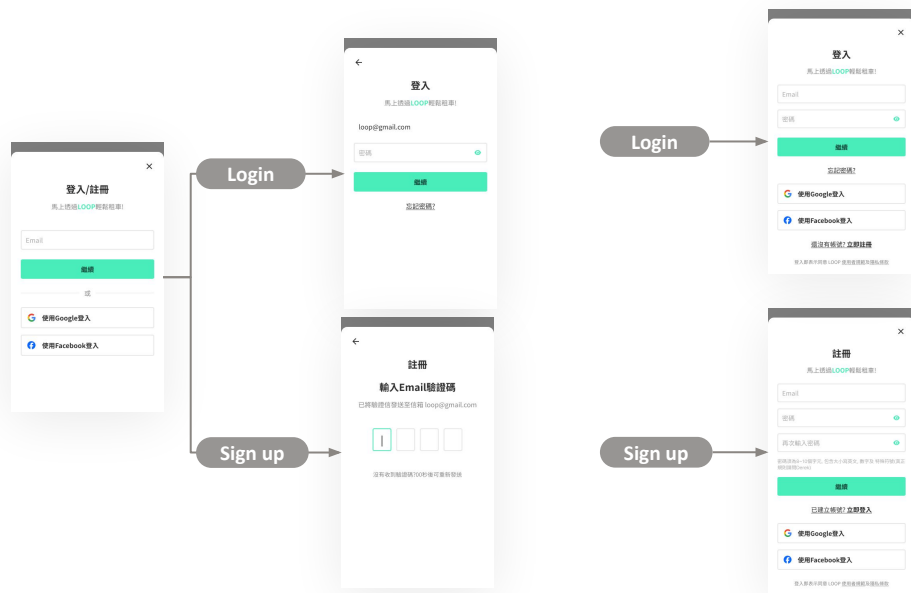
Issue 1

Use Auth0 to save development cost

Login/Sign up Flow

Pre-check Login/Sign up

Self-Selected Login/Sign up



Issue 2

Longer API response times & more checks than expected

Driver's License Verification Flow

Simple snackbar error message

Detailed checklist

Snackbar

for quick, immediate feedback

駕照因違規記點不符有效資格

Checklist

for longer processes with multiple inspection criteria

The checklist is titled "駕駛資格驗證" (Driver's License Verification) with a sub-header "確認! 您的駕照不符資格, 請更換駕照資料" (Confirm! Your license does not meet the qualifications, please replace the license information). It lists several criteria with corresponding status indicators:

- 吊扣/吊銷狀態 (Suspended/Revoked status): 非吊扣/吊銷狀態 (Not suspended/revoked) - Red indicator
- 罰單紀錄 (Penalty record): 未繳罰單小於等於4張 (Unpaid penalties less than or equal to 4) - Green indicator
- 扣點紀錄 (Point record): 近六個月扣點小於等於三點 (Points in the last 6 months less than or equal to 3) - Green indicator
- 酒駕違規紀錄 (DUI record): 無酒駕違規紀錄 (No DUI record) - Green indicator

At the bottom, there is a green button labeled "更換駕照資料" (Replace license information).

Design Decision Example 3:

Building Flexibility into UI Design for Future Enhancements

Potential feature 1

Earning Data

Wireframe from PM

UI Revision

Personal Data

Car Settings



Separate for clarity and future functionality

Car Settings

Personal Data
+ My Earning Data



Potential feature 2

Expansion of Handover Locations

Wireframe from PM

UI Revision

categorize only **by city**

categorize **by city and district**,
allowing for more options to be
displayed in the future

