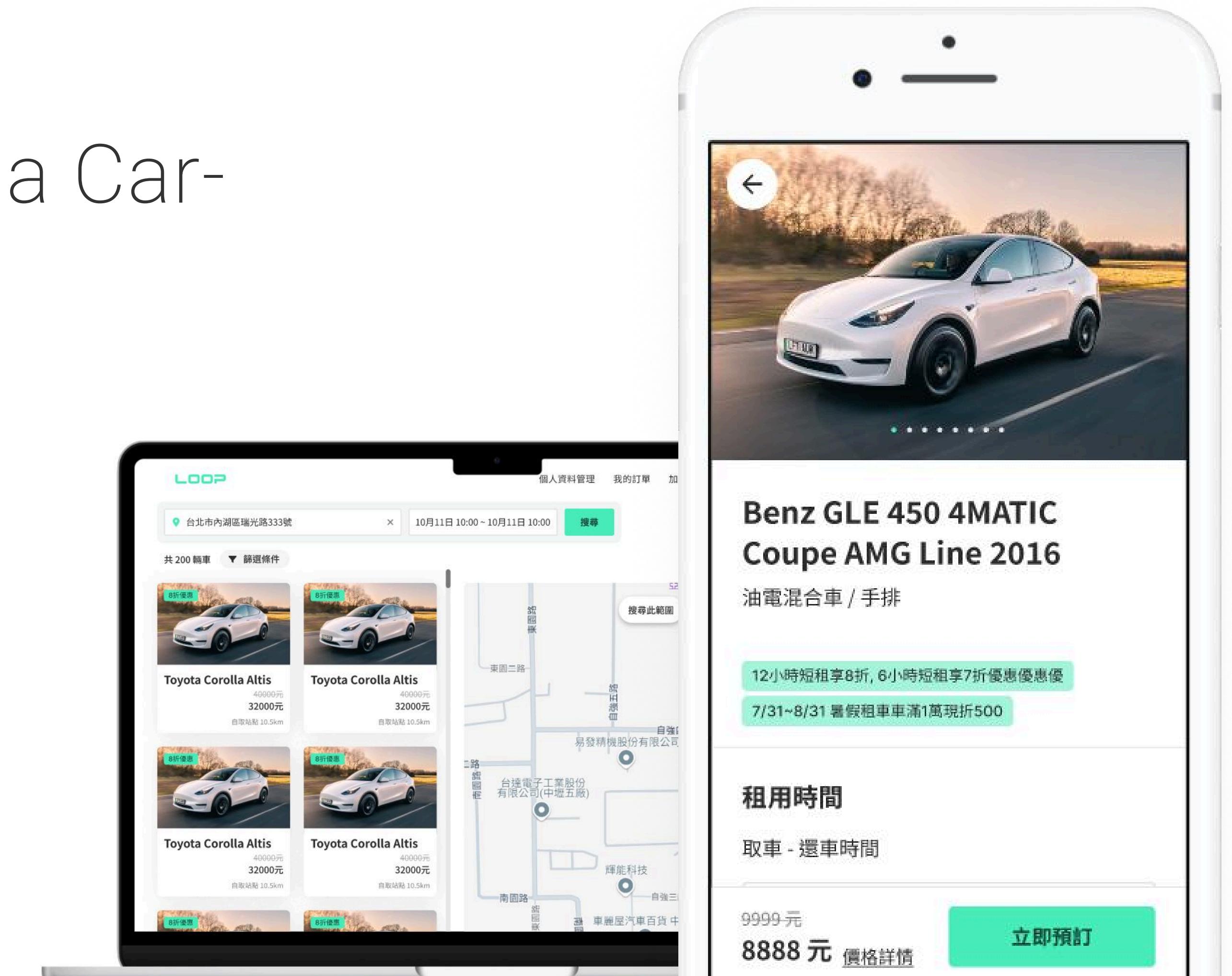


End-to-End Design of a Car-Sharing Platform

#0to1Design #UserAdminDesign
#WebMobile #WebDesktop
#SoloDesigner #RemoteWork



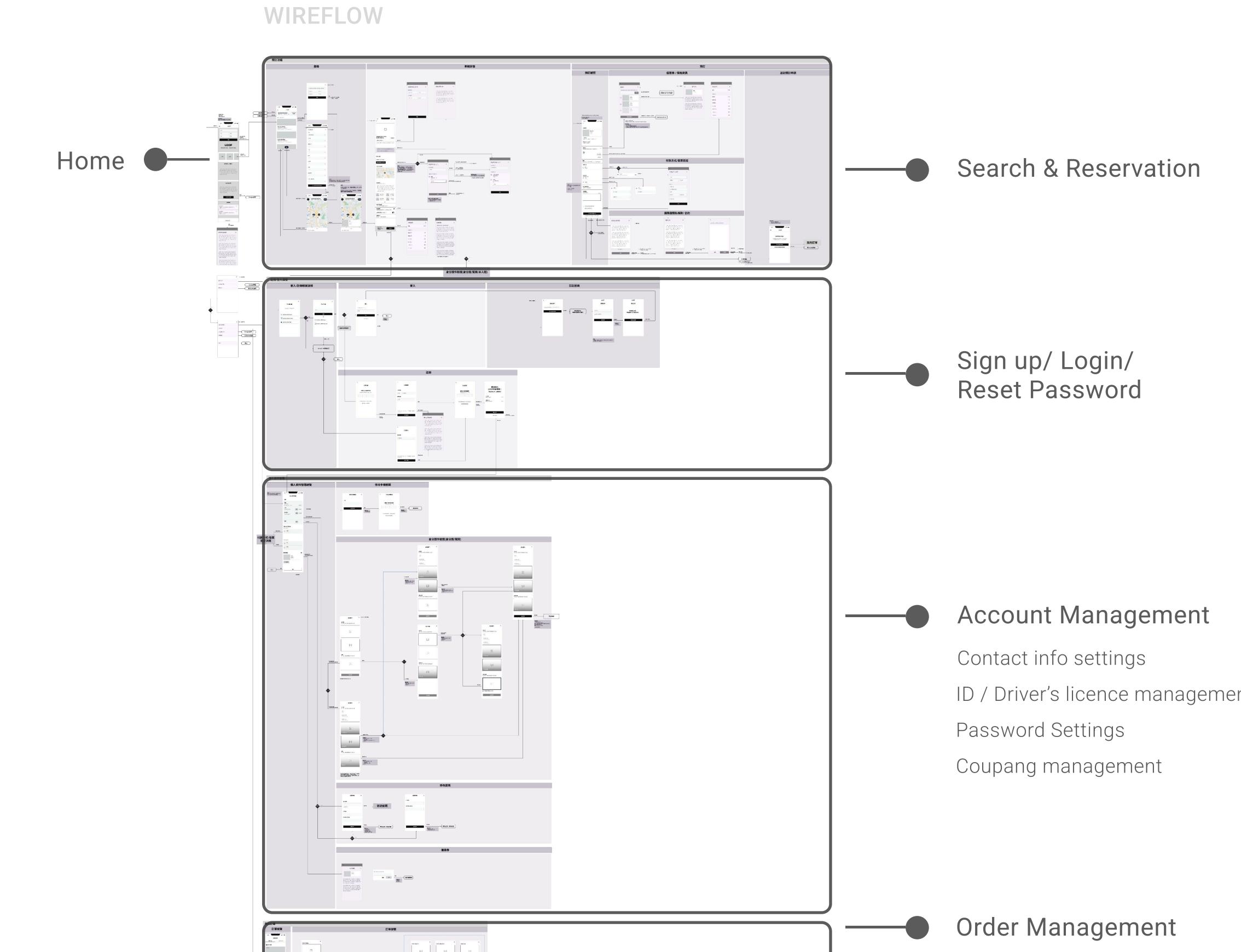
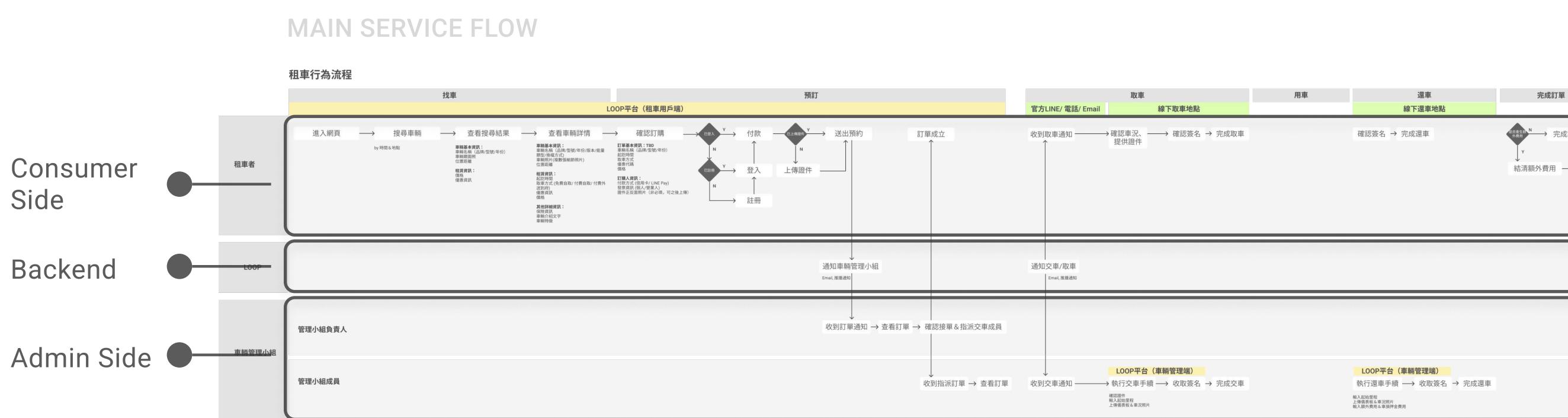
Clarify Goal & UX Flow Design

Clarify Goal & Service Blueprint with PM

Visualize the service flow for alignment, then break it down and confirm timelines

Create Wireflow to Align UX Flow with PM/Engineer

Collaborate via Figma comments or online meetings for feedback and updates



Before UI Design: Defining the Visual Style

Align on Expected Brand Impression & Visual Style

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

Visual Style

Concise

Clear

Brand Impression

Approachable

Happy

Sustainable

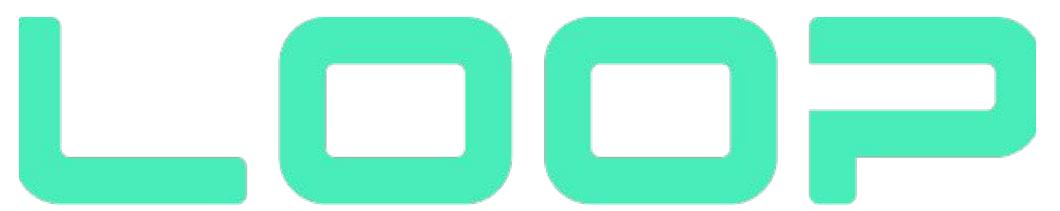
Trustworthy

Warm



(Rough logo from Founder/PM)

Visual mockup



PRIMARY COLORS

● #48EDBA

● #2D2D2D

○ #FFFFFF

SECONDARY COLORS

● #154737

● #858585

○ #E5E5E5

○ #F4F5F5

TYPOGRAPHY

Noto Sans TC Bold 24pt

Noto Sans TC Bold 20pt

Noto Sans TC Regular 16pt

Noto Sans TC Regular 14pt

APP LOGO STYLE



Web UI Design

PRIMARY COLORS

● #48EDBA ● #2D2D2D ○ #FFFFFF

TYPOGRAPHY

Noto Sans TC Bold 24pt

Noto Sans TC Bold 20pt

Noto Sans TC Regular 16pt

Noto Sans TC Regular 14pt

SECONDARY COLORS

● #154737 ● #858585 ○ #E5E5E5 ○ #F4F5F5

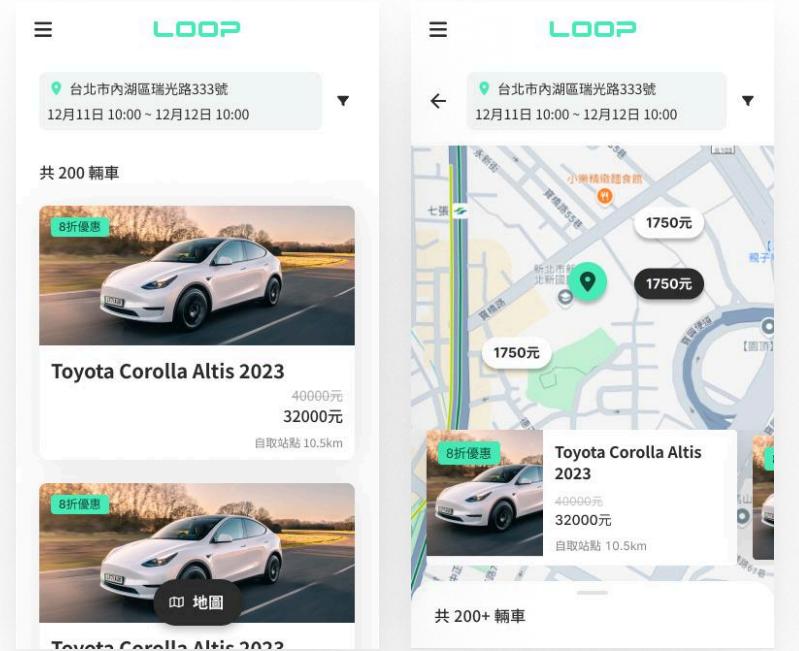
The image displays a grid of six screenshots from a car rental application named 'LOOP'. The screenshots illustrate the following features:

- Search Results:** Shows a list of available cars, including a white Toyota Corolla Altis 2023 at 40000元 and 32000元.
- Map View:** Shows a map of Taipei with several green location markers indicating car availability. A specific car listing for a Toyota Corolla Altis 2023 is shown with a 1750元 price tag.
- Vehicle Details:** Shows a white Benz GLE 450 4MATIC Coupe AMG Line 2016 with a 12小時短租享8折, 6小時短租享7折優惠优惠.
- Booking Confirmation:** Shows a summary of a booking for a Toyota Corolla Altis, including取車時間 (Pickup Time) 2024/12/31 10:00 ~ 2024/12/31 10:00, 訂單資訊 (Order Information), and a large green '送出預訂申請並付款' (Submit Booking Application and Pay) button.
- My Bookings:** Shows a list of bookings, including a未取車 (Not Picked Up) entry for a Toyota Corolla Altis with 車牌號碼 RAB-123.

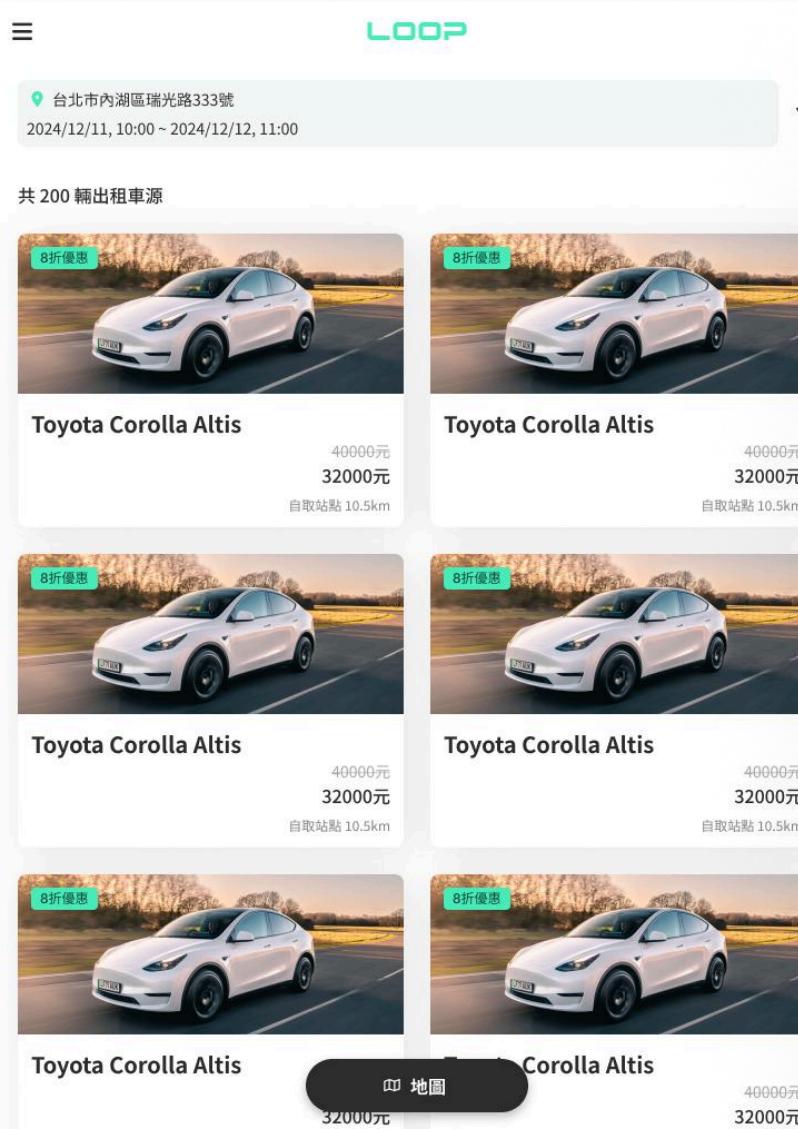
Adaptive Design

EXAMPLE

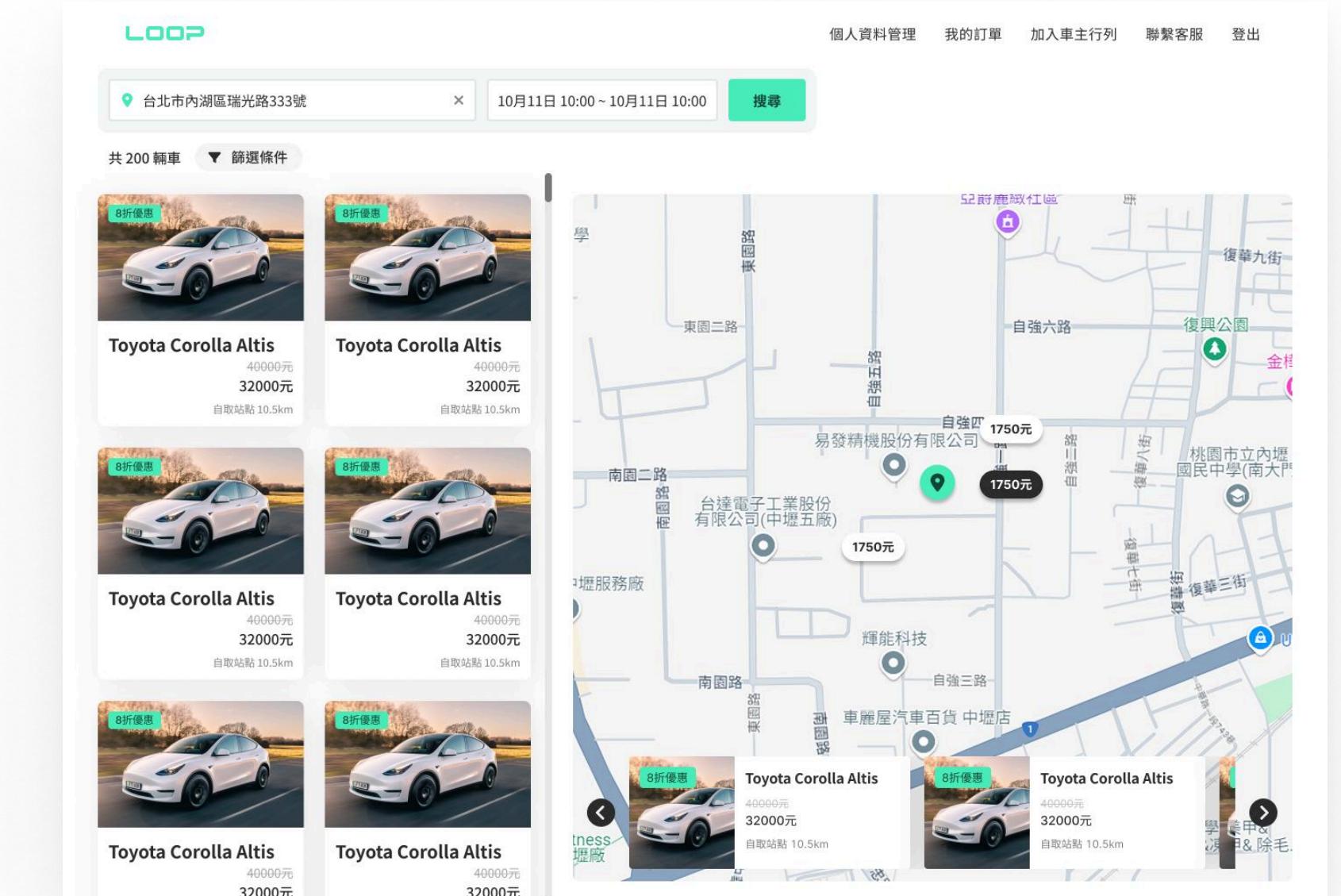
mobile



laptop



desktop



List View / Map View

Swipe Interaction

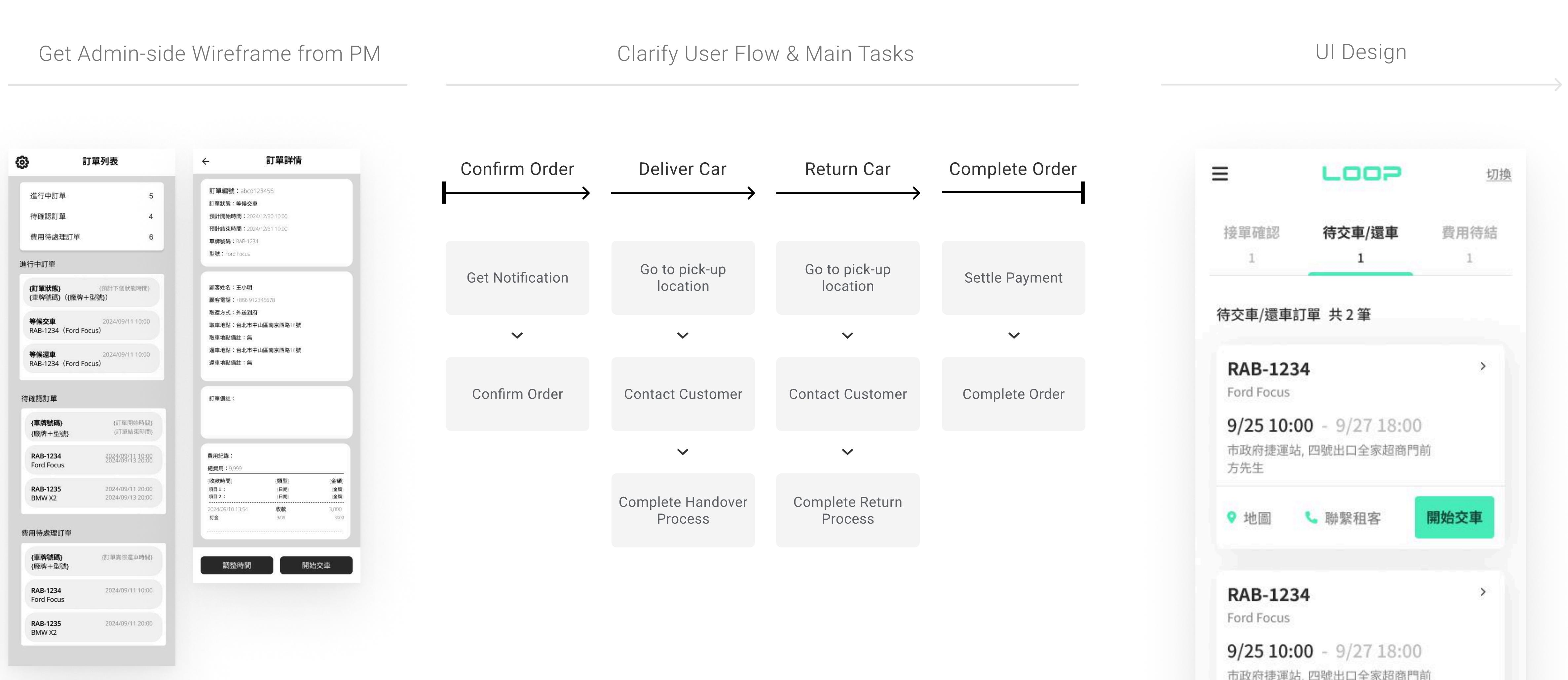
Split View

Click Interaction

Design Decisions

EXAMPLE 1

Refining UI Information Architecture for Enhanced Usability



Design Decisions

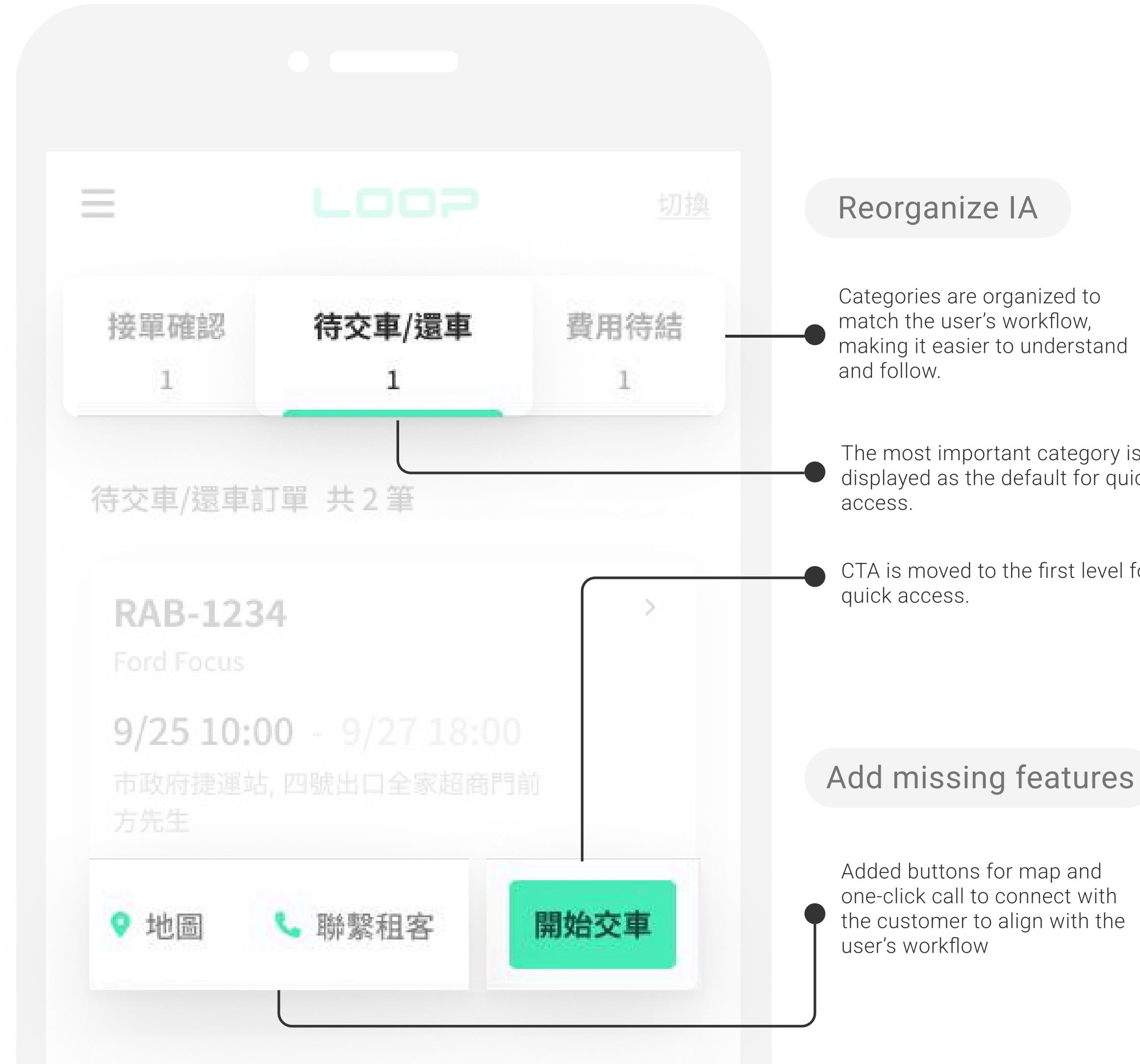
EXAMPLE 1

Refining UI Information Architecture for Enhanced Usability



Wireframe
from PM

UI
Design



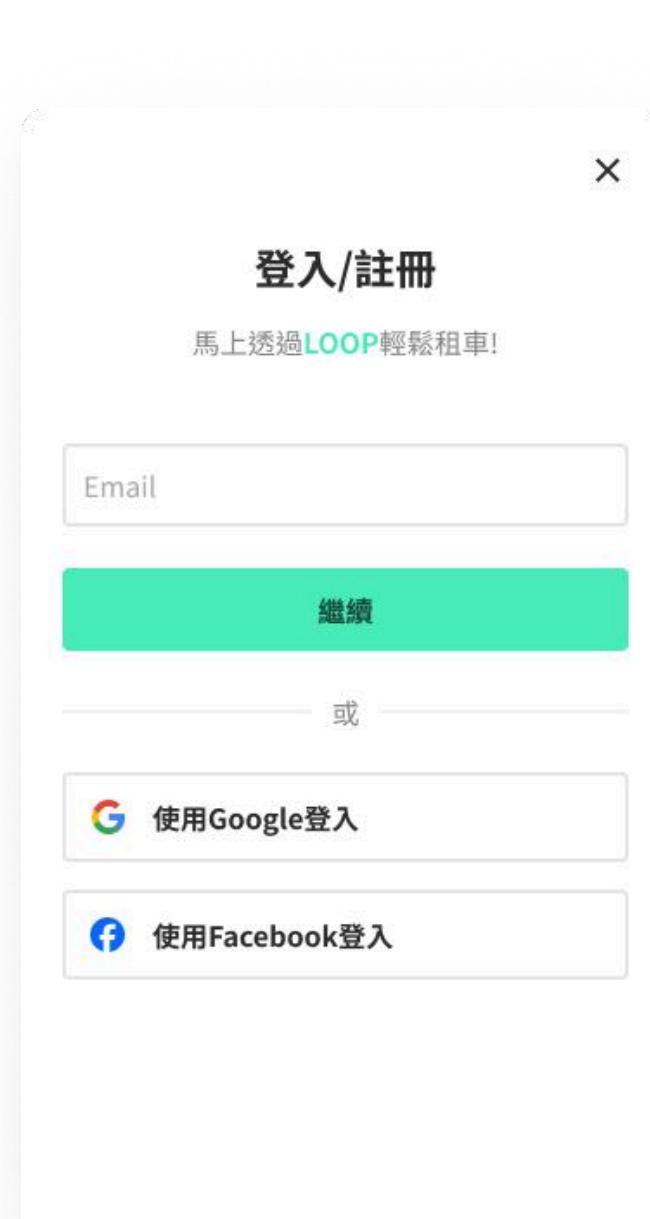
Design Decisions

EXAMPLE 2

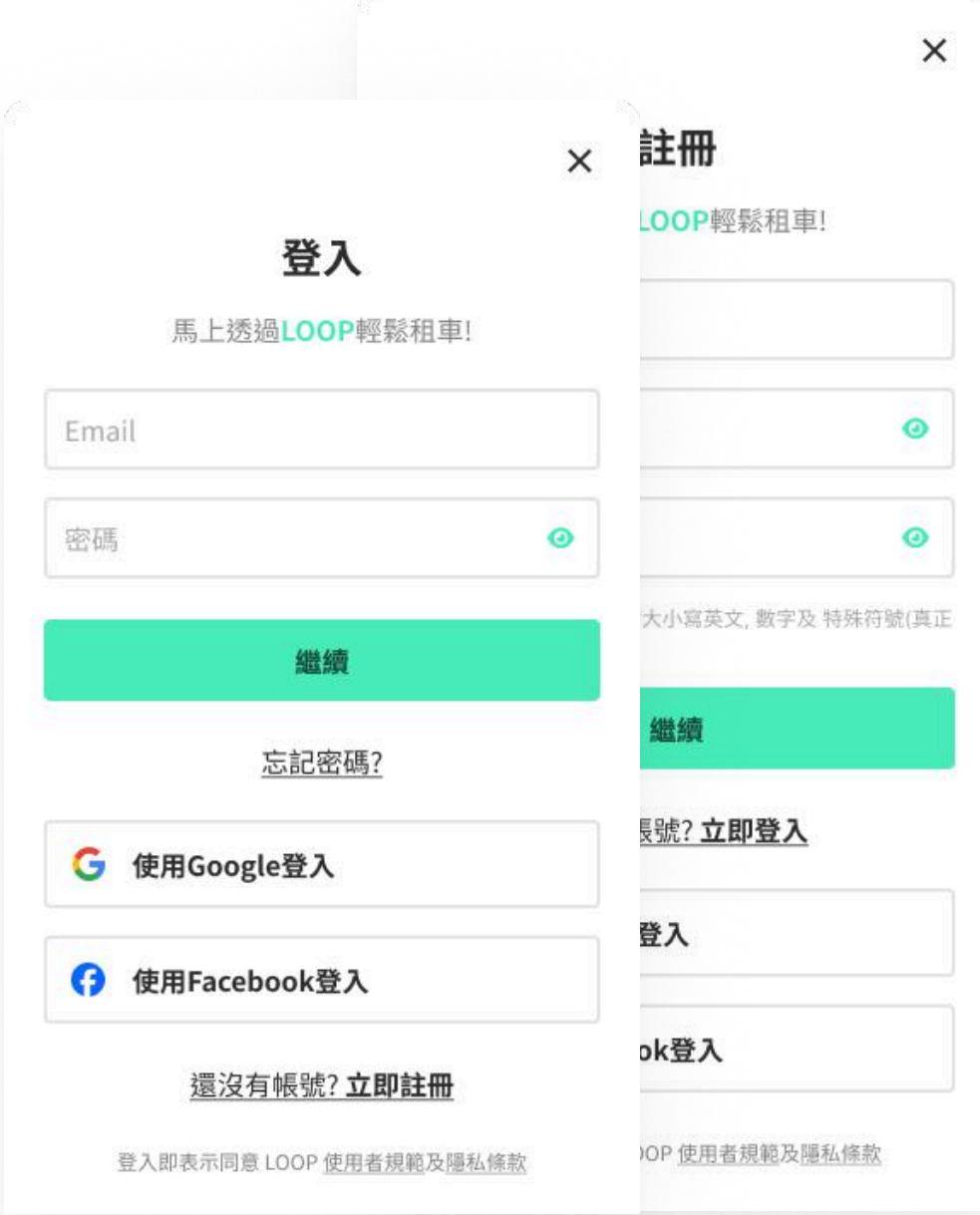
Adapting UI Designs to Technical Constraints

ISSUE 1. Adopt Auth0 for login/signup to save costs

BEFORE



AFTER



Pre-check Login/Sign up

Prevent unnecessary actions

ISSUE 2. Slow API response & extra checks in license verification

BEFORE



AFTER



Snackbar

For quick, immediate feedback

Checklist

For longer processes with multiple inspection criteria

Design Decisions

EXAMPLE 3

Building Flexibility into UI Design for Future Enhancements

POTENTIAL FEATURE 1. Earning Data, coming in a future update

WIREFRAME FROM PM

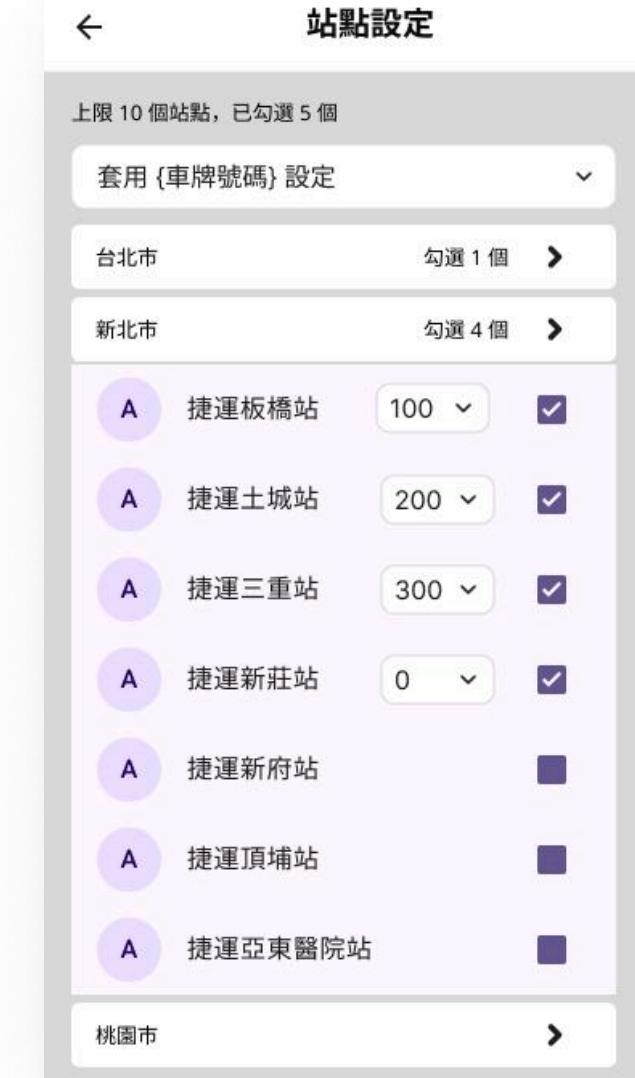


UI DESIGN



POTENTIAL FEATURE 2. Expansion of Handover Locations

WIREFRAME FROM PM



UI DESIGN



All-in-one Dashboard

Lack of clarity and scalability

Split into Personal Data (Earnings) & Car Settings

Separate for clarity and future functionality

Categorize only by city

Lack of scalability

Categorize by city and district

For usability and for more options to be displayed in the future