

Student name

Syed Zaidi

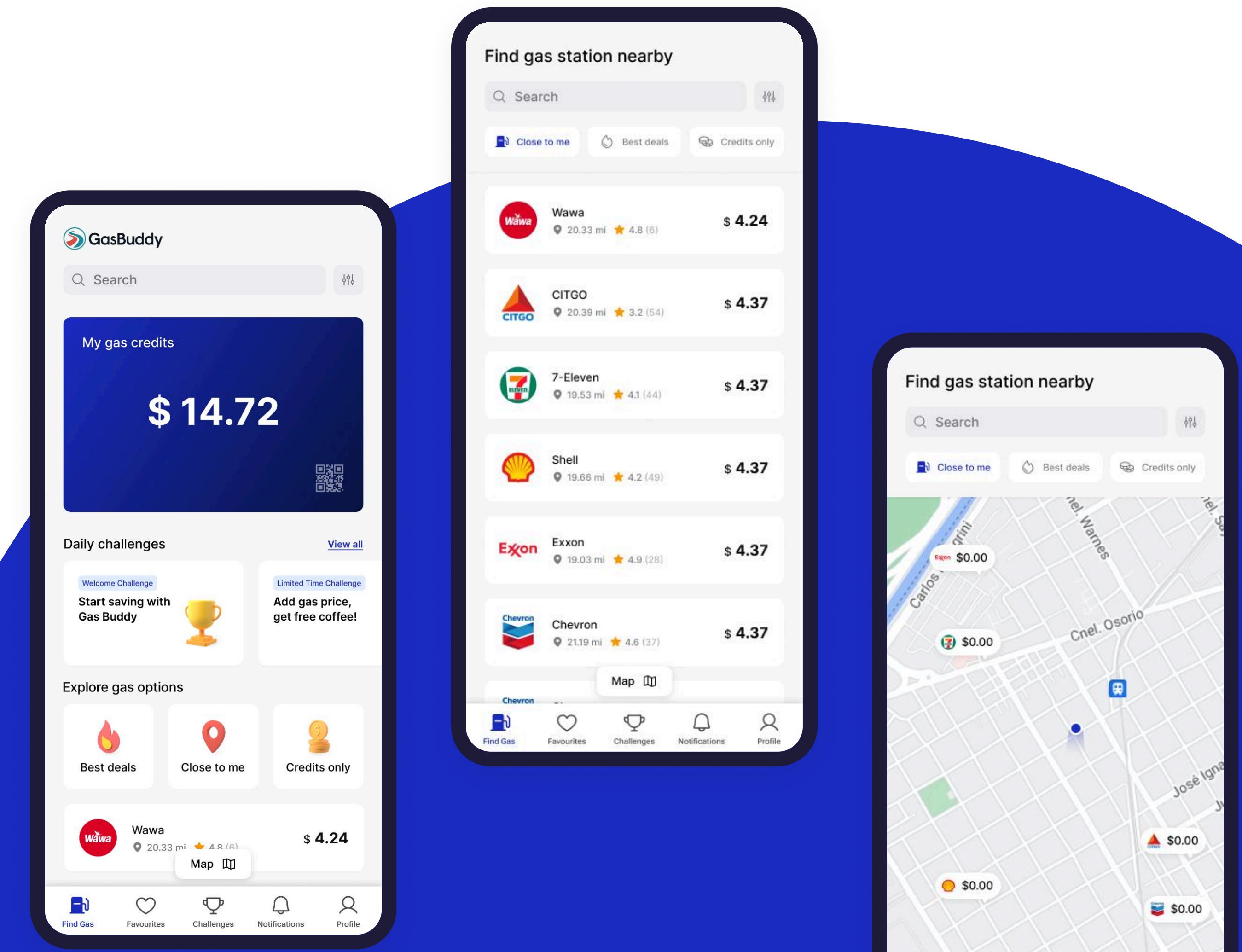
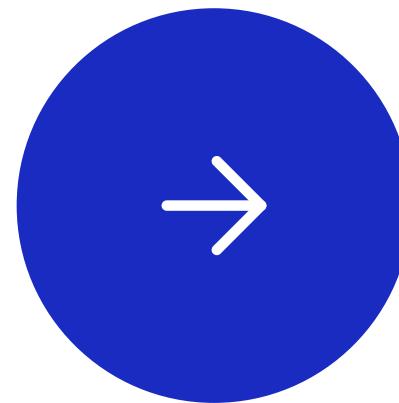
Contact

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Date

04/24/2024

Gas Buddy Redesign



01

Introduction →

02

Low Fidelity →

03

Mid Fidelity →

04

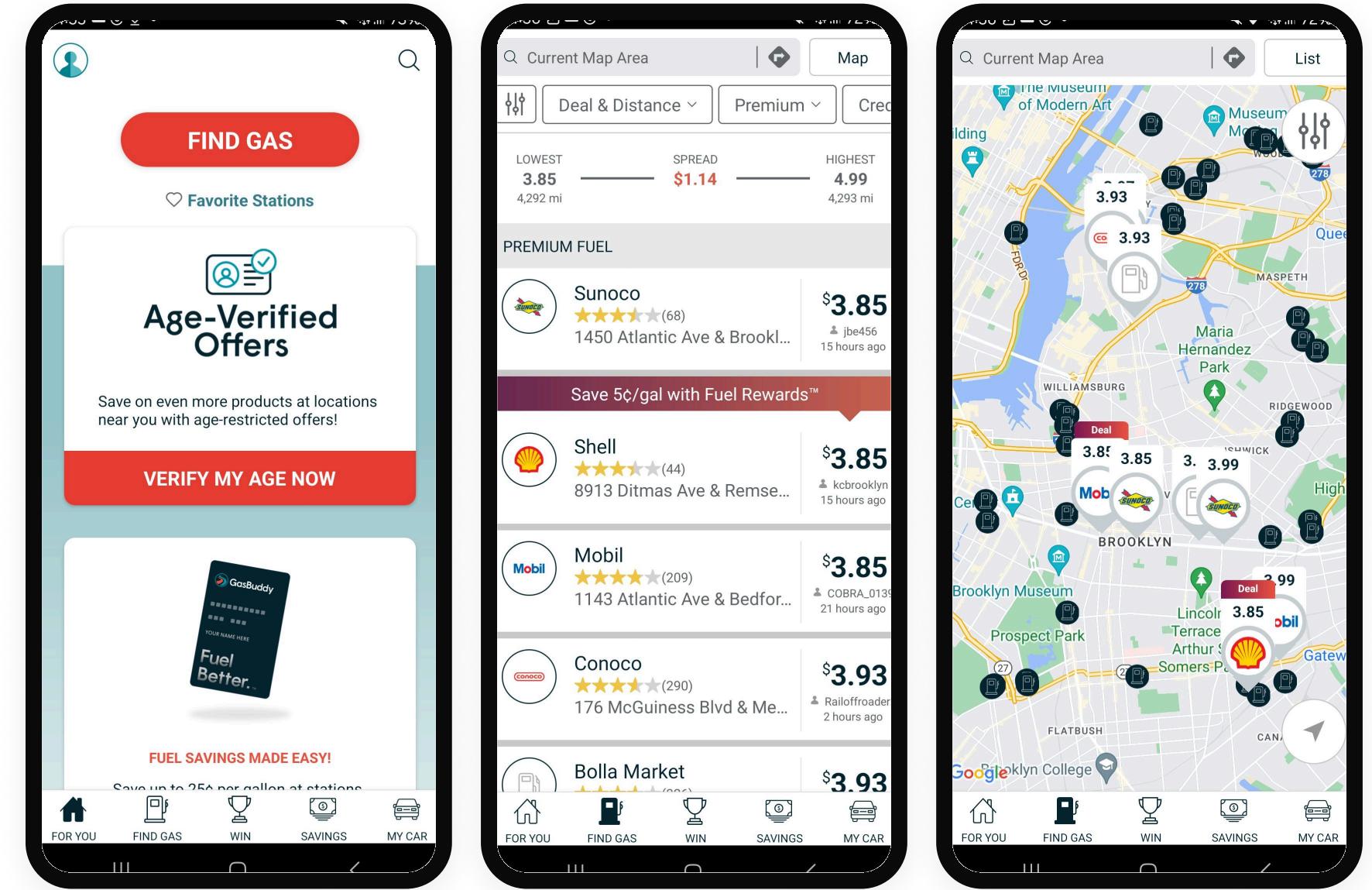
High Fidelity →

05

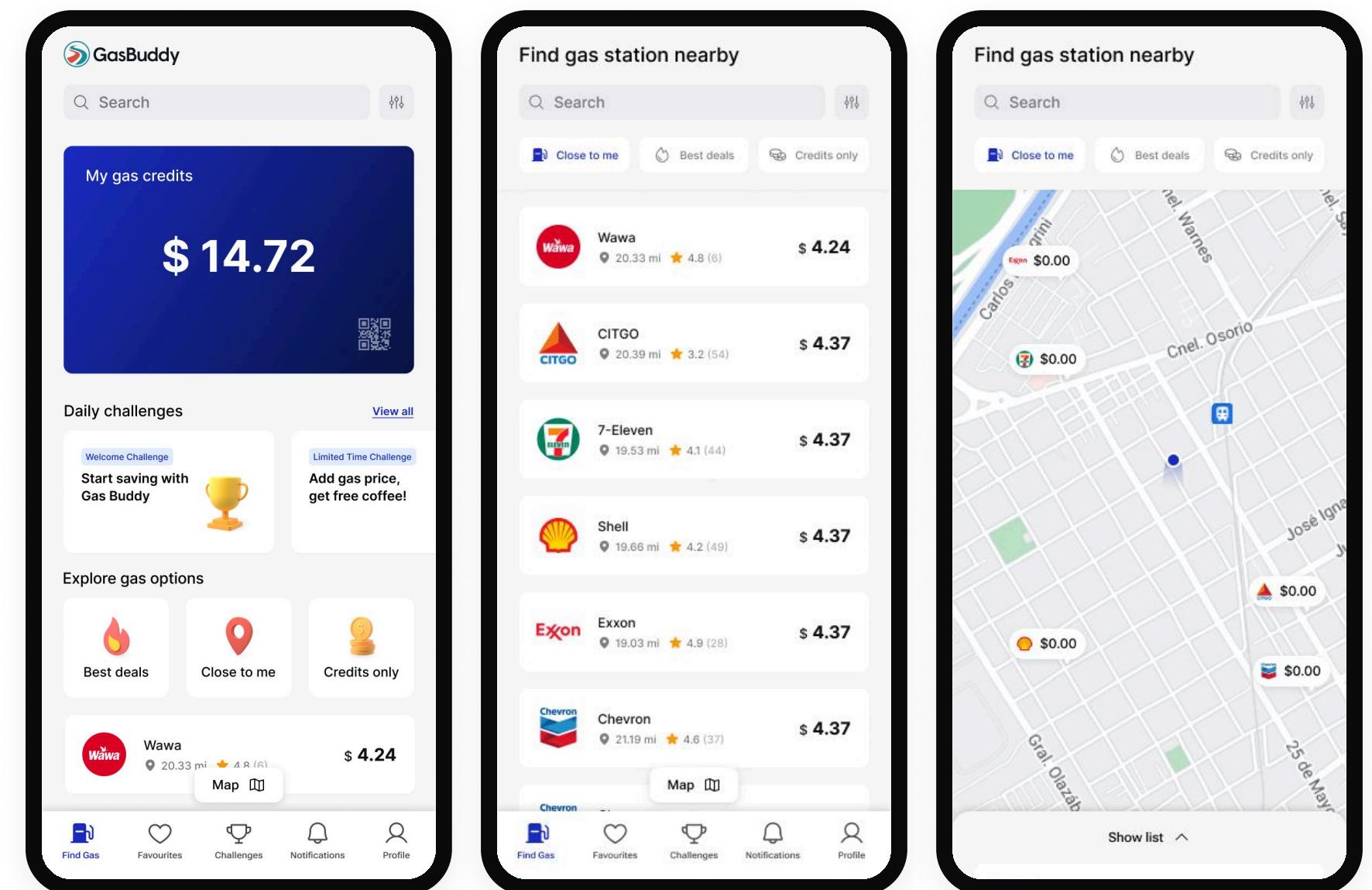
Conclusion →

About project

The GasBuddy app has a great concept. Unfortunately, it's not executed in the best way. I find the app hard to navigate and not very visually pleasing. Upon further research, I realized it's also confusing to use, and I got lost multiple times while using it.



My final solution is a redesign focused on a list view and map view that are easily accessible. This redesign utilizes the home screen more effectively by directly displaying challenges and integrating a list view accompanied by a quick action button that opens the map view.



“Using gas buddy in the past, I find that the app can be difficult to navigate while trying to find the closest and cheapest option”

Gas Buddy User

Comment from the feedback I gathered

From low fidelity to high fidelity



Project timeline



01

February 2024

Discovery & Low Fidelity

I explored the different approaches for redesign

02

March 2024

Moodboard & Mid Fidelity

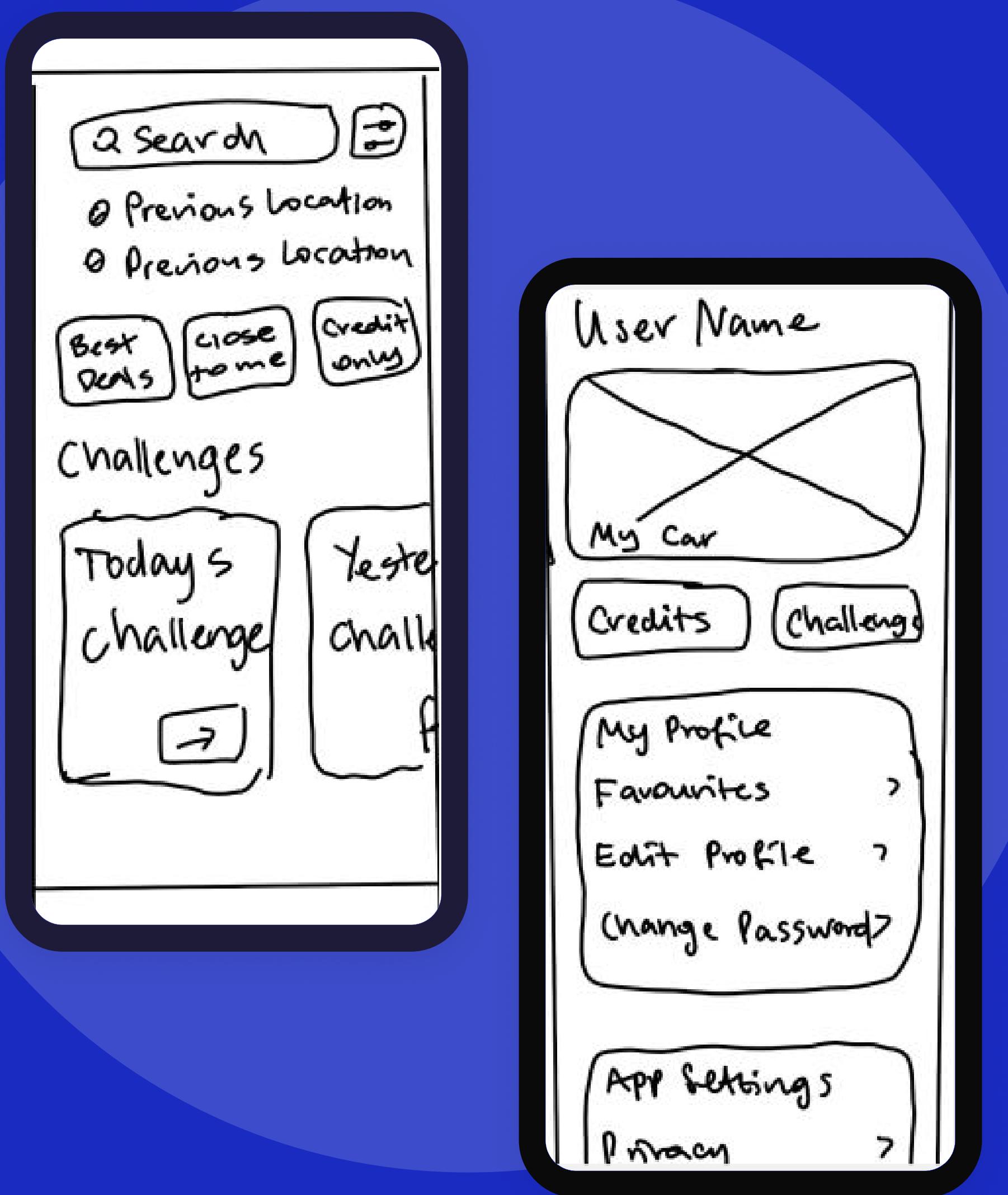
Created more defined idea for redesign and gathered feedback from users

03

April 2024

High Fidelity

Polished final design and created a prototype



Getting started

Discovery & Low Fidelity Design

Objective 1

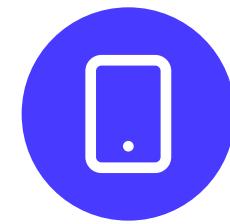
Find areas for improvement

Objective 2

Create mock-ups

Objective 3

Gather user feedback



Remove clutter

Home screen is cluttered and not very intuitive.



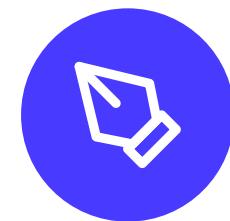
Create new navigation

Put most important sections on the bottom and remove other navigation elements



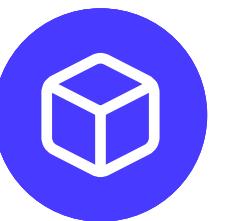
Improve map view

Make map view more scannable by updating scale and design of pins



Improve list view

Create more polished design that will make list view more scannable



User profile

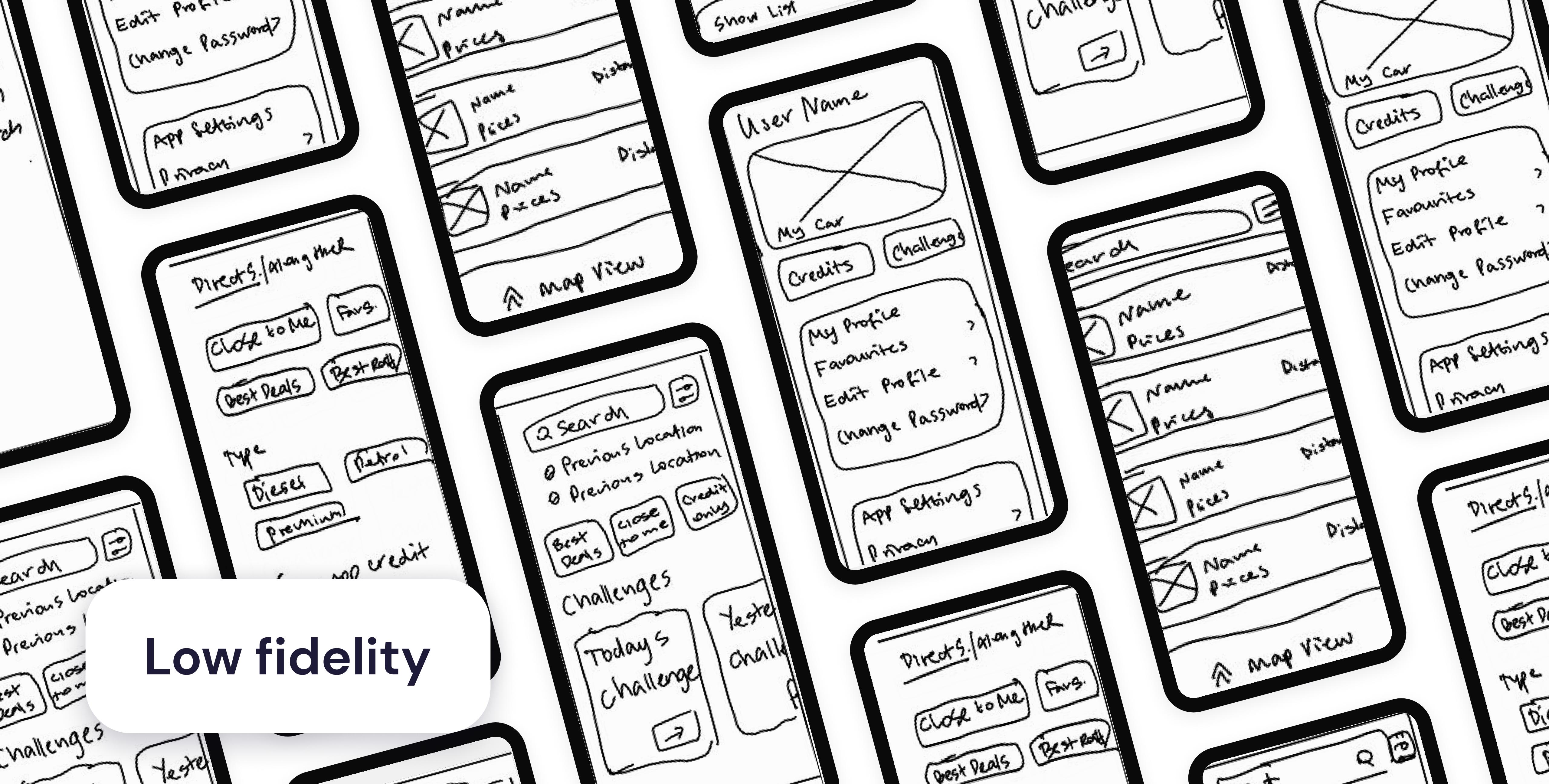
instead of having multiple menus and navigation options, setting now live here



Challenges

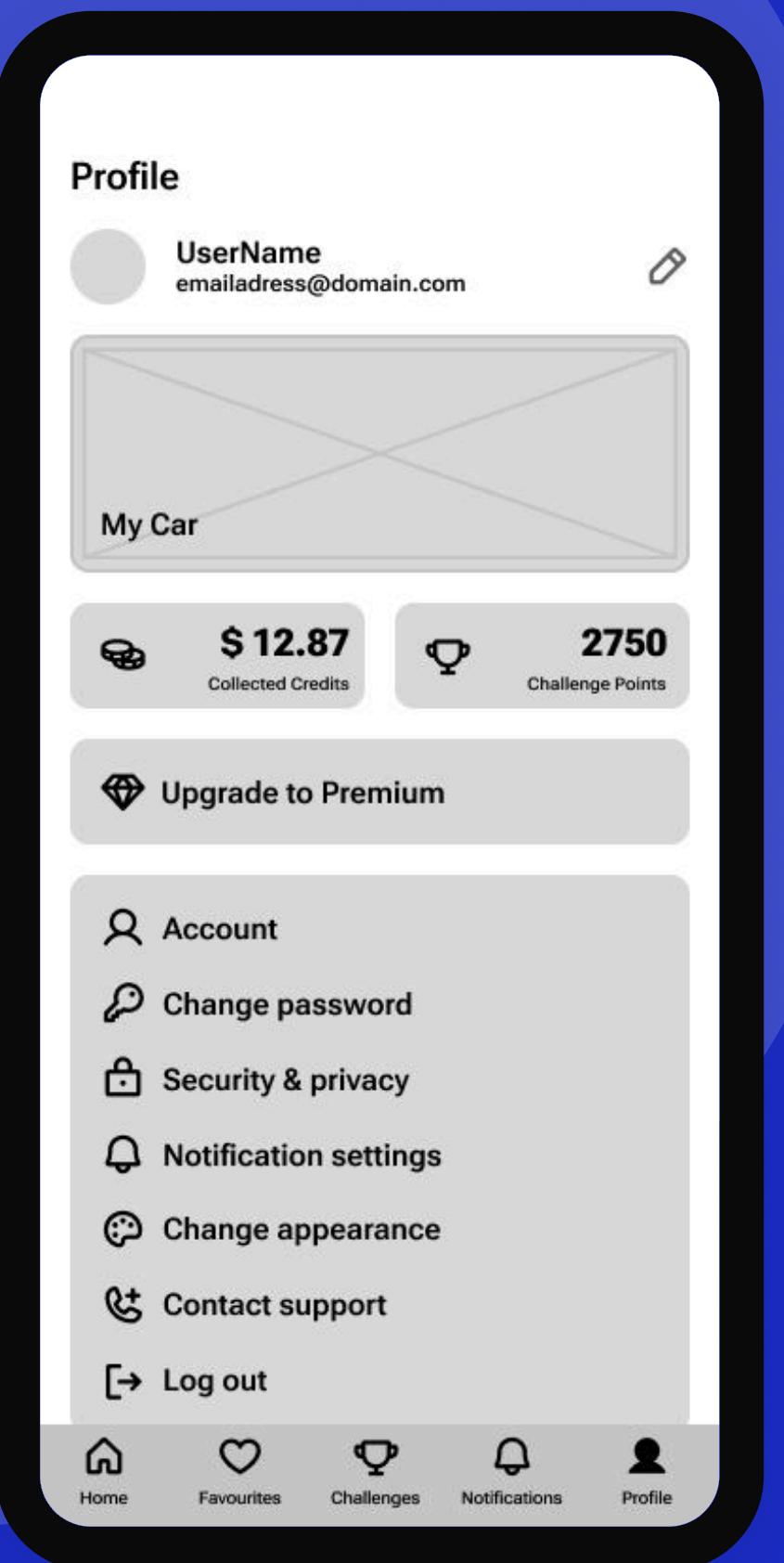
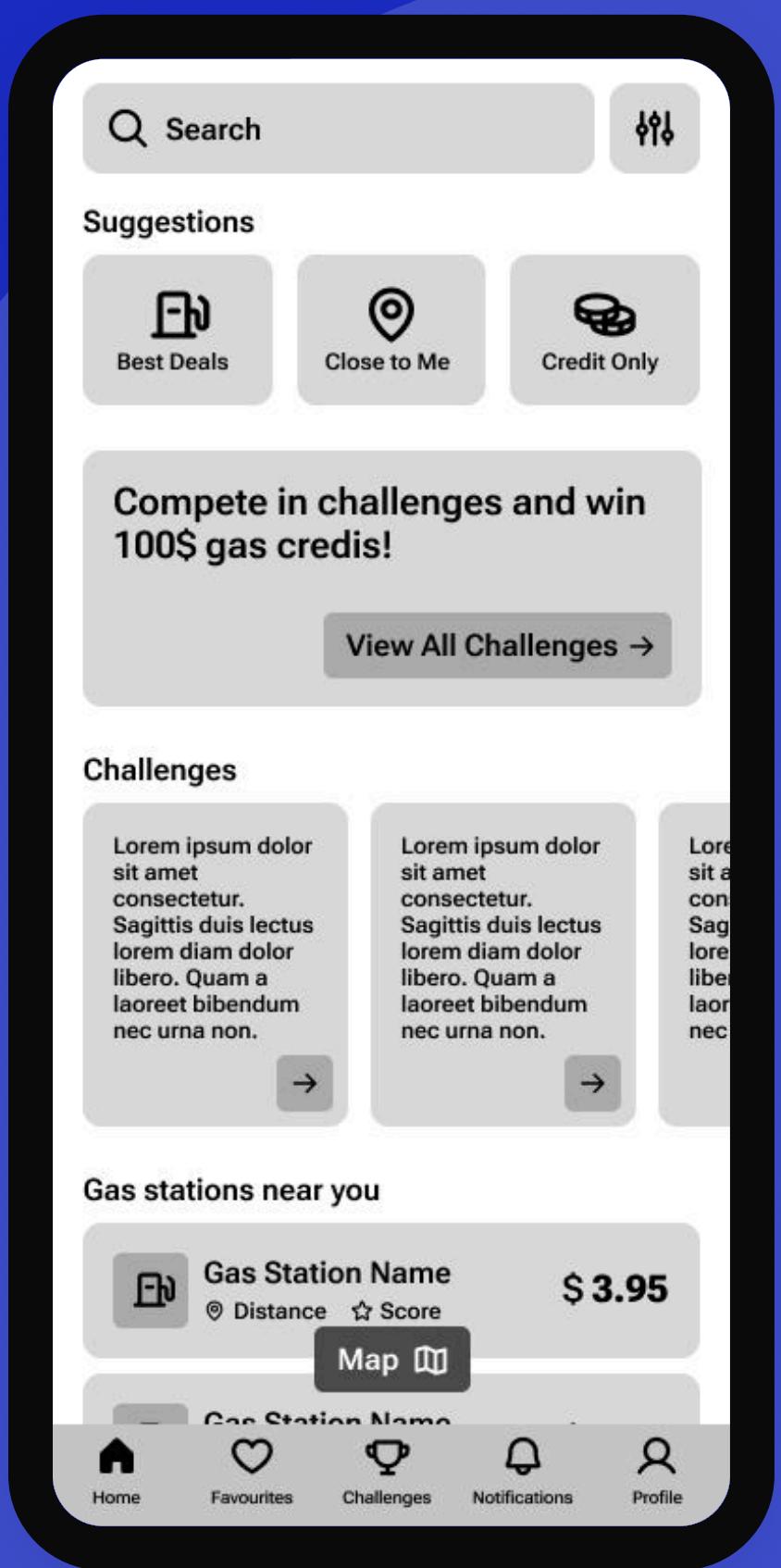
Since app relies on user info, Challenges should be more accessible for the user

Low fidelity



User feedback on Low Fidelity

I think the Low Fidelity Mock up is really cool. It addresses a problem that is very present in everyone's lives including mine. I constantly find myself driving to different gas stations trying to find the best price so it is an app I would definitely download.



Upgrade and improve

Moodboard & Mid Fidelity Design

Objective 1

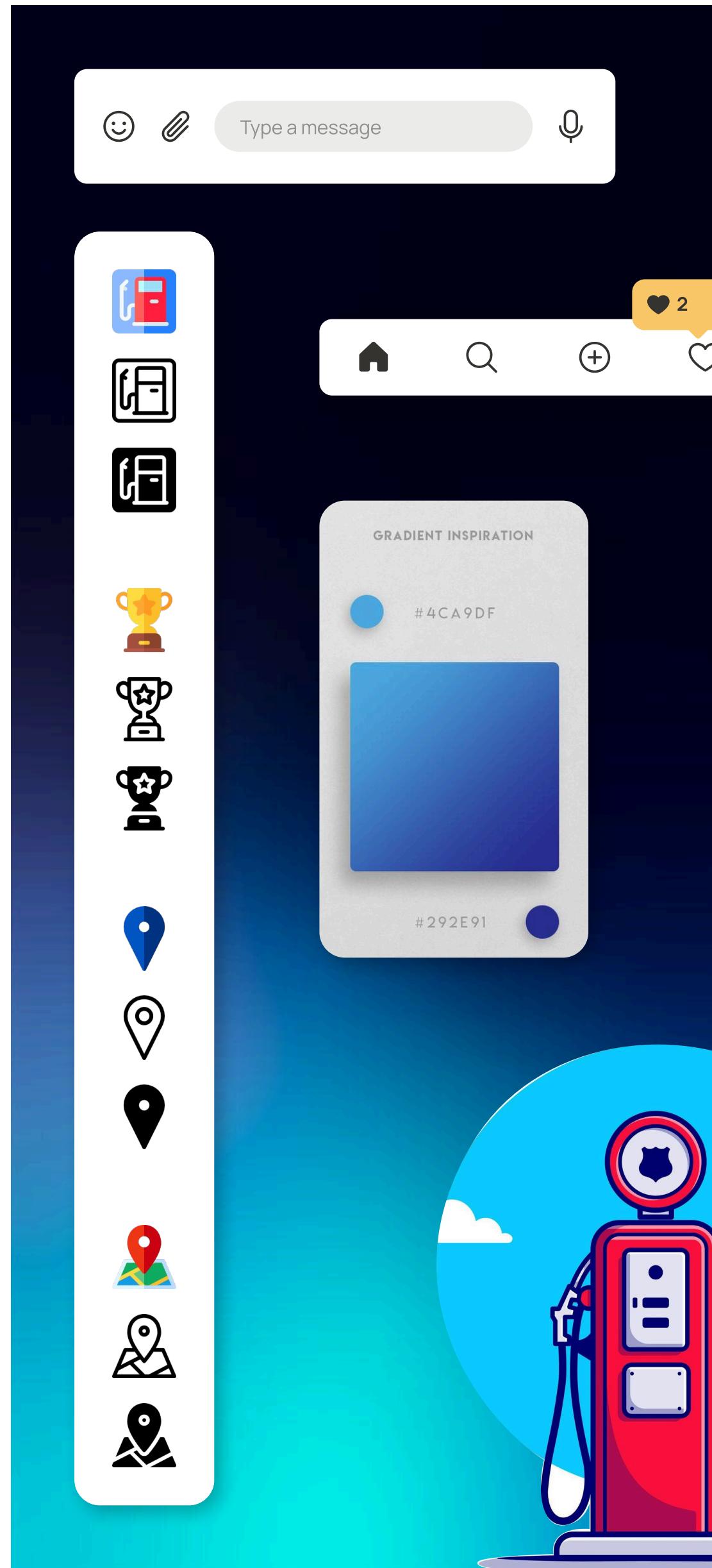
Create moodboard

Objective 2

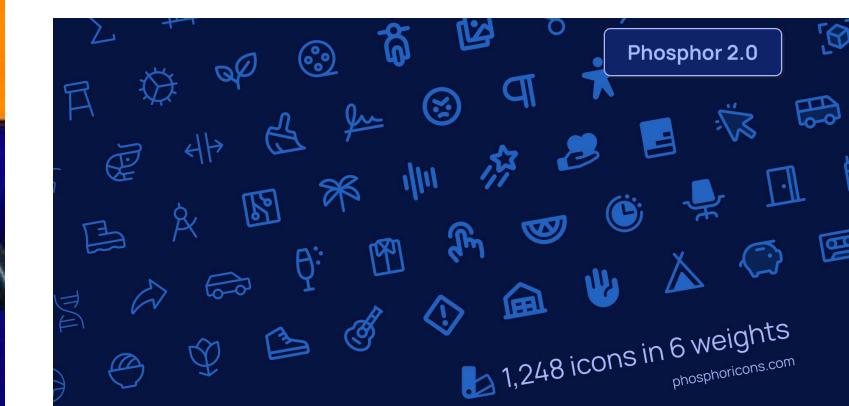
Design new mock-ups

Objective 3

Gather even more feedback



Roboto
SUNGASSES
Self-driving robot ice cream truck
Fudgesicles only 25¢
ICE CREAM
Marshmallows & almonds
#9876543210
Music around the block



091540

EC4E20

FF9505

248232

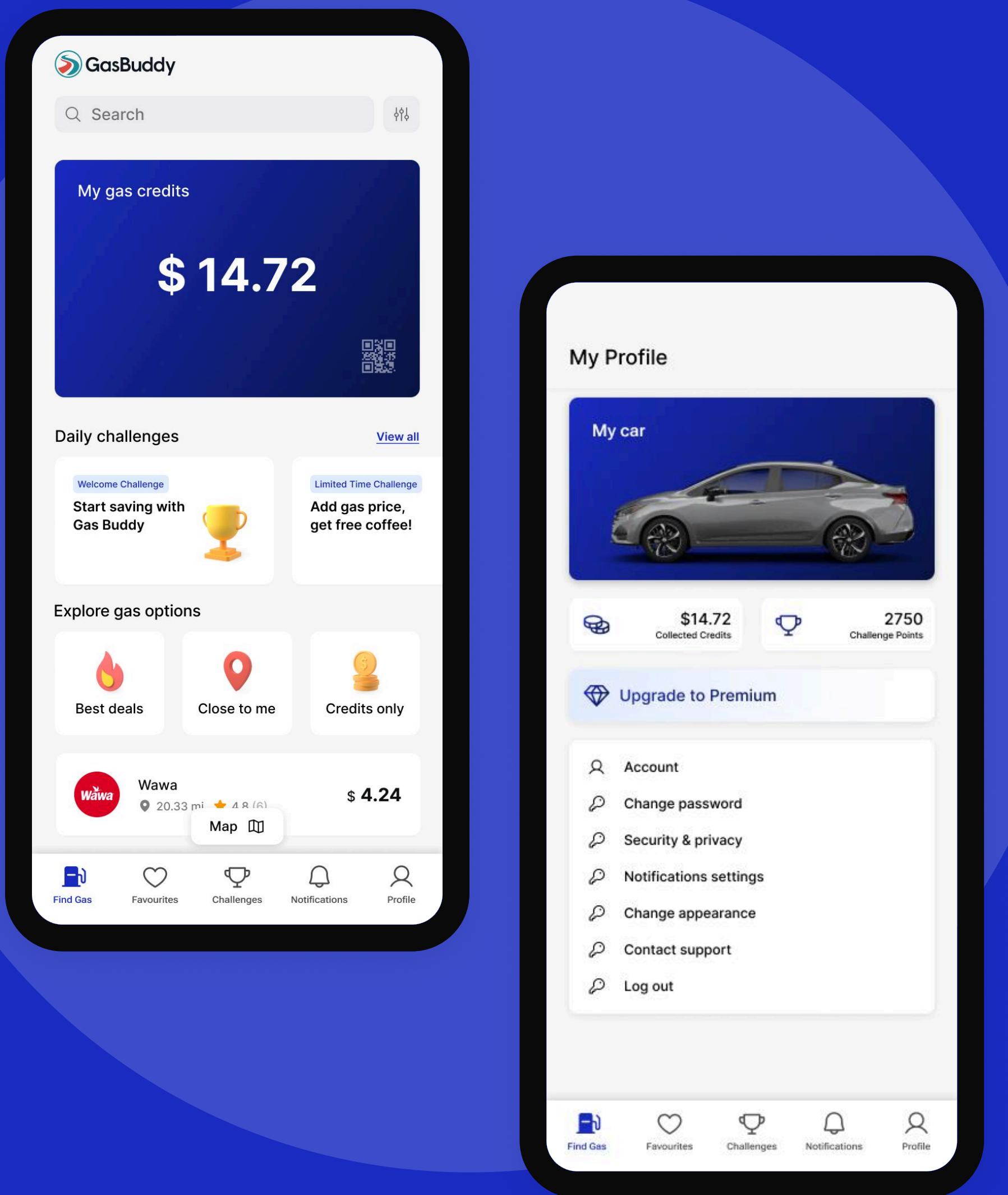
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Mid fidelity

“Not everyone rely's on a visual map when using the app. I personally rely on the list of gas stations and the map is an after thought”

Gas Buddy User

Comment from the feedback I gathered



Wrapping everything together

High Fidelity Design

Objective 1

Analyze gathered feedback

Objective 2

Incorporate the feedback

Objective 3

Create final design



List view is important

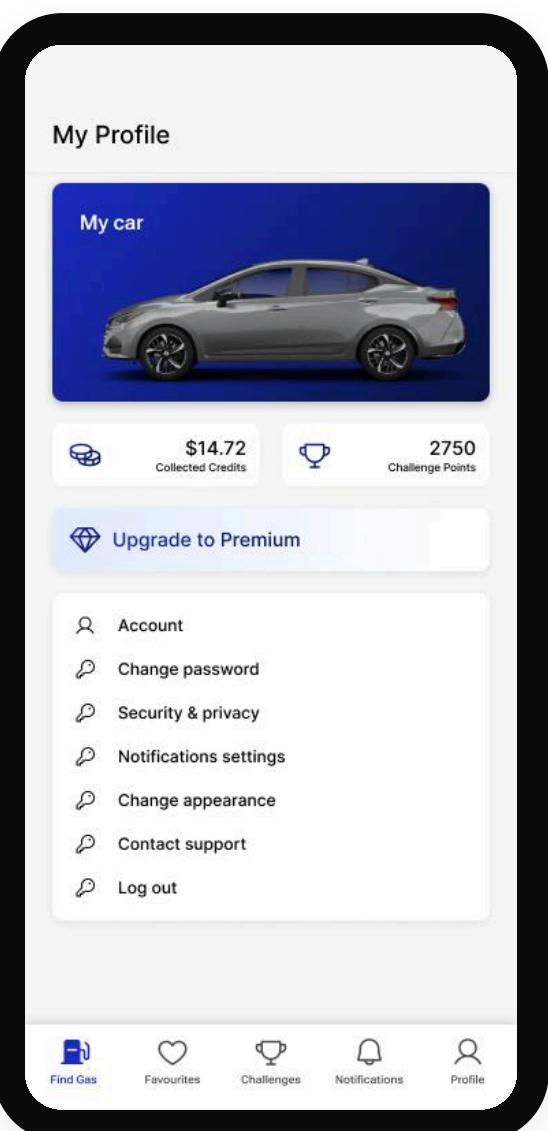
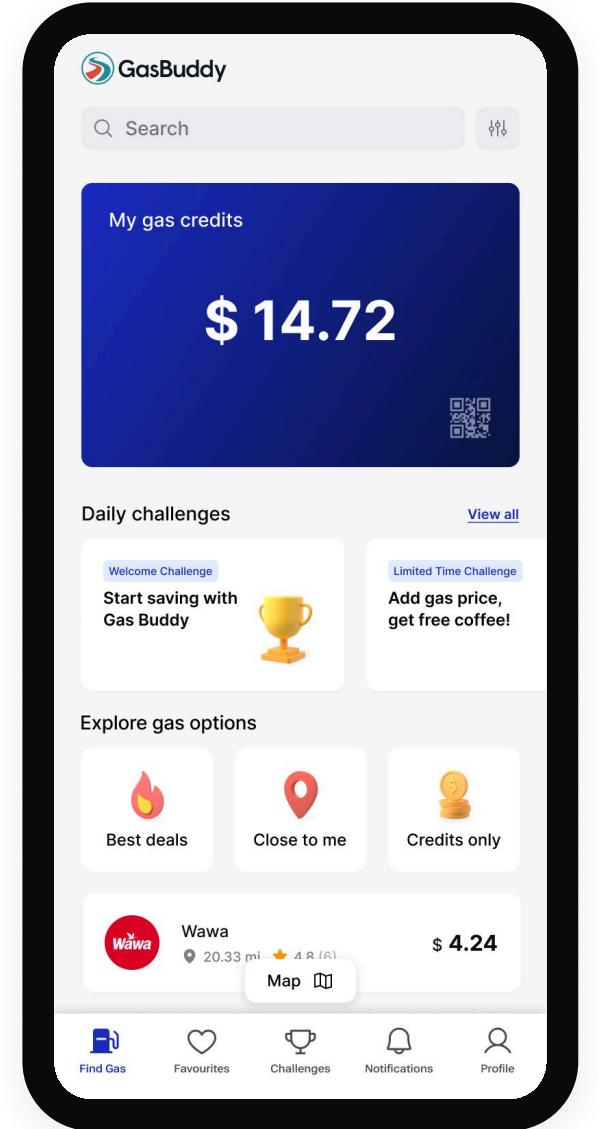
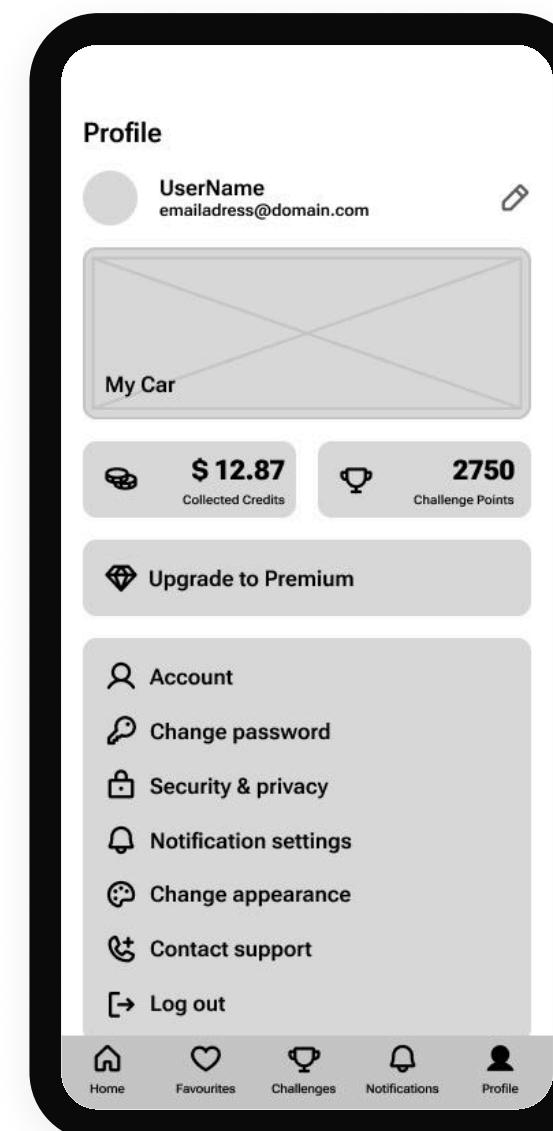
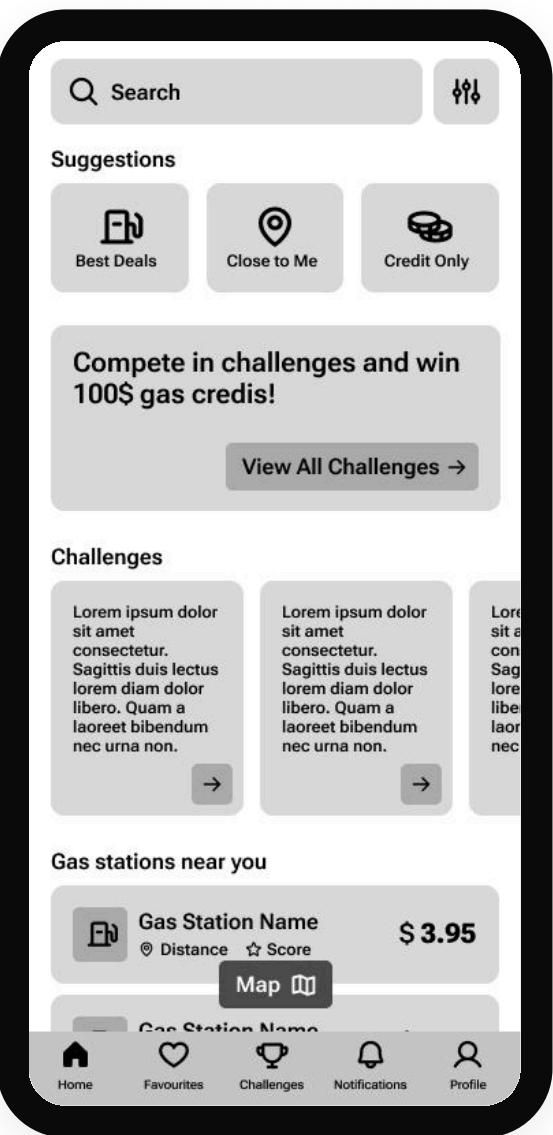
Users prefer list view over the map view



Challenges are complicated

Users said that the challenges are not very intuitive

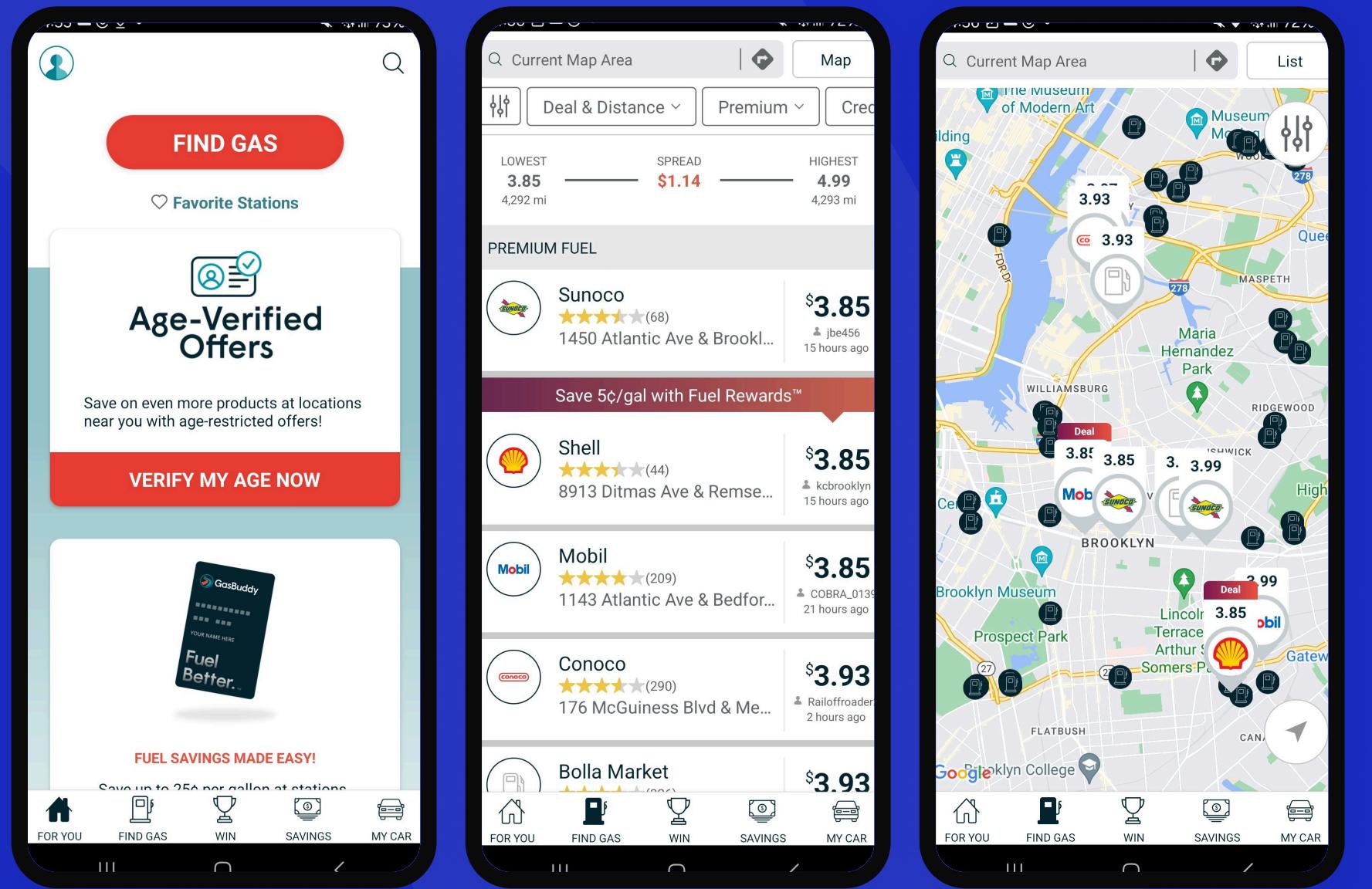
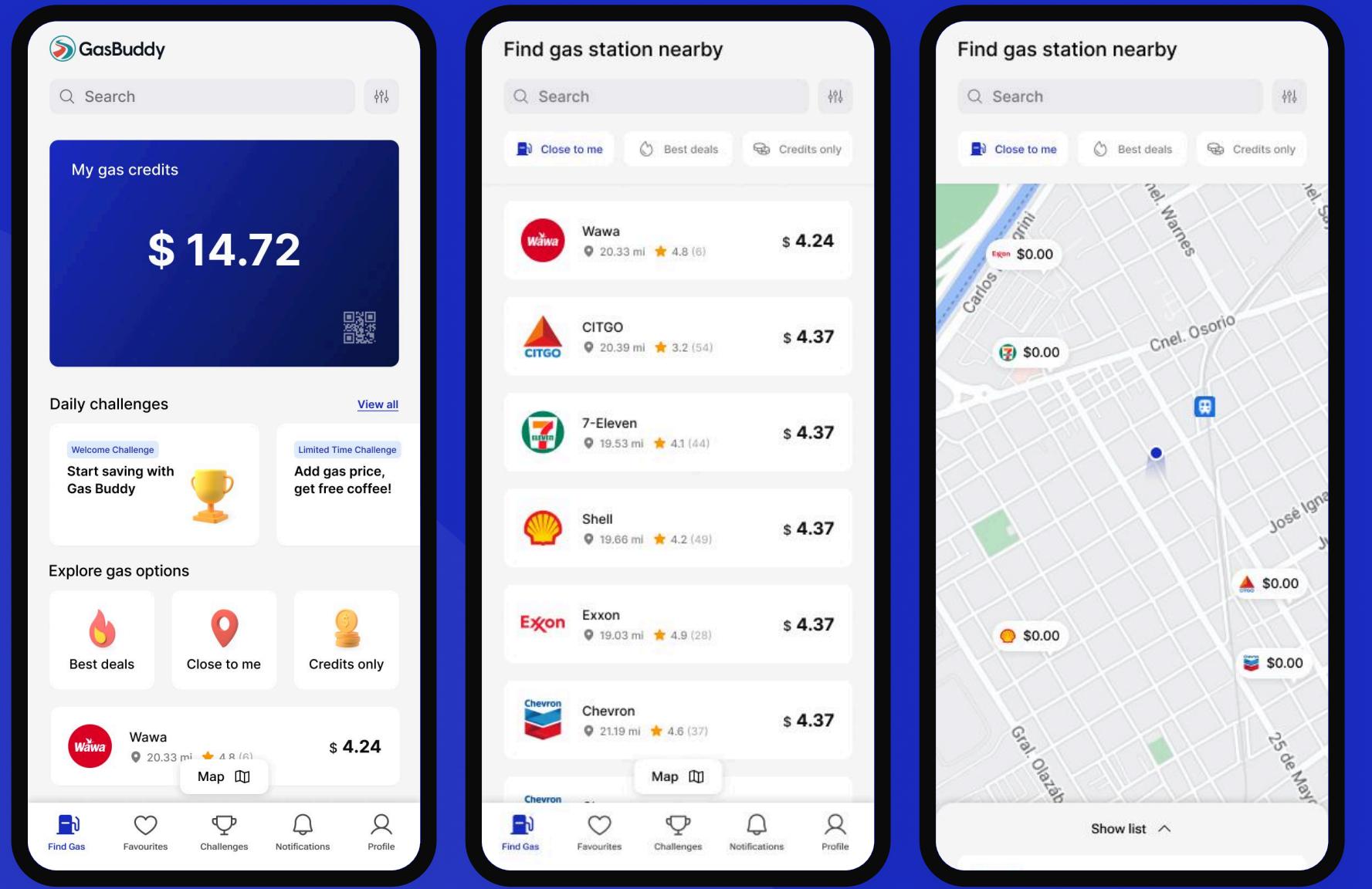
High fidelity



Low Fidelity

Mid Fidelity

High Fidelity



Thank you!

Syed Zaidi

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