

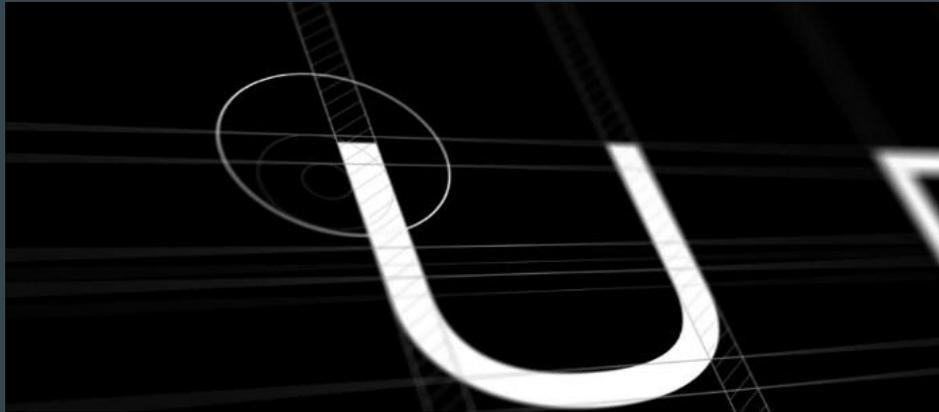


UBER Redesign Prototype



THE USER IS NOT THE DEVELOPER!

One of the most perplexing things about designing software or a mobile app, is that the developer may not be the user! They are merely creating an interface that they believe will be the best for the end user. Focus groups, beta builds, and software testing all attempt to simulate how the app will function in the real world. However, there is no substitute for when the final product is sitting in a customer's hands. The UBER app is not perfect, and we discovered a lot of improvements that could be made by experimenting with the interface and applying what we have learned about human information processing. In this presentation, you will see the modifications we believe make the UBER app more efficient, user-friendly, and functional.



Proposed Improvements - High Level

Points to improve Uber for customers:

1. Decrease the size of the pickup button.
2. Show only one marker on the screen for a person's location.
3. Include a more detailed google maps, like landmarks, street names etc.
4. Provide audio support and feedback like vibration, multilingual support when important events occur.
5. Provide more information about the types of services to address groups having Uncertainty Avoidance.
6. Give more information as to why a surge is happening at a particular time, graphically if possible
7. Provide a mode of operation for the Elderly, Differently Abled and Kids:
 - i. Where one can save a predefined route and car type, like current location to Home, Office, Hospital, School etc.
 - ii. Option to set a trusted driver.
 - iii. Ability to check on current location of the above person by their loved ones.
8. Provide modes of operation for color blind people by asking to choose the mode on startup

Points to improve Uber for Drivers:

1. Ratings for customers as well.
2. Have an emergency re-schedule button to reassign another driver in case he/she can't attend the request.
3. Provide a more detailed map for drivers too.
4. Provide audio and multilingual support for drivers too.

Accessibility Menu

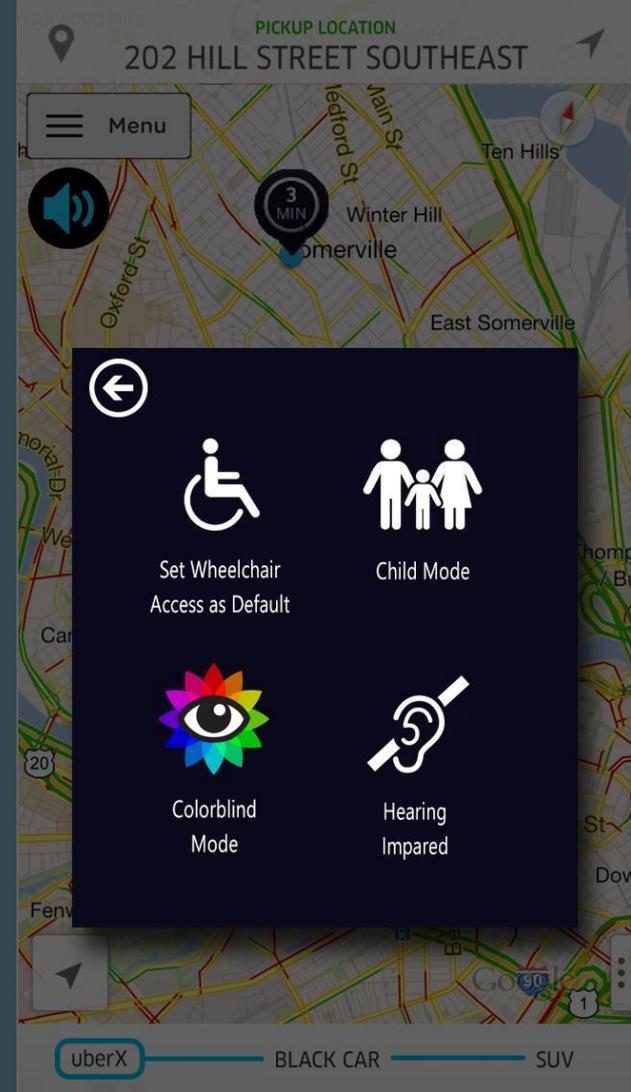
Appears for first time use, can be accessed later from the side menu.

Modes to address disabilities like physical, vision and hearing.

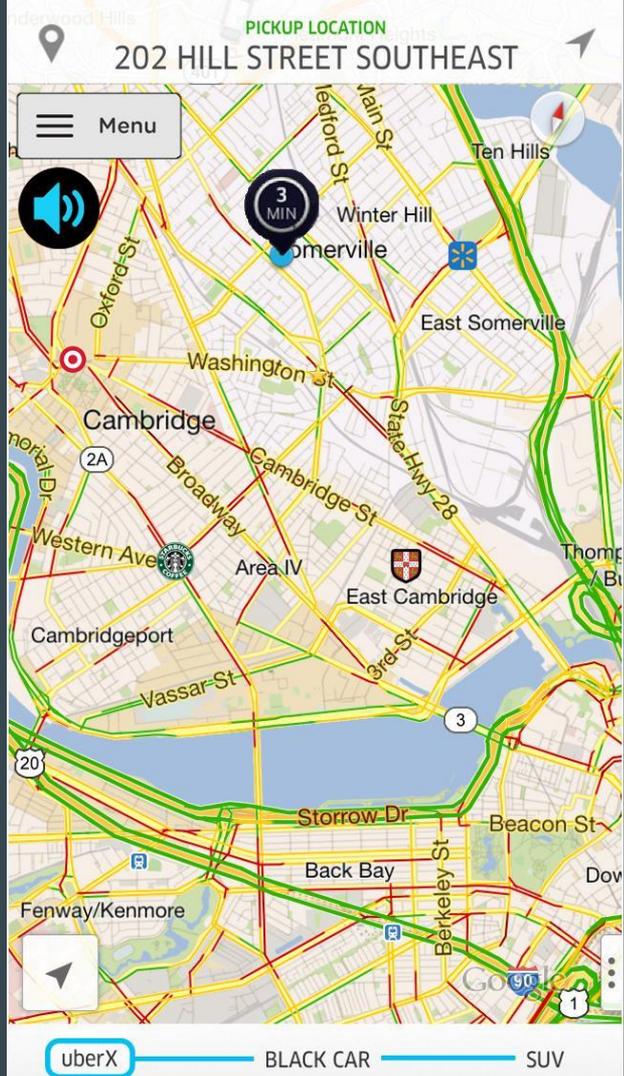
Also a mode for Kids, which parents can use to setup common routes and driver preferences

These are system-related tasks (the system's purpose and process)

These modes are going to improve



Initial Map Screen



Map Screen Analysis

Map is more visible - which is a primary change

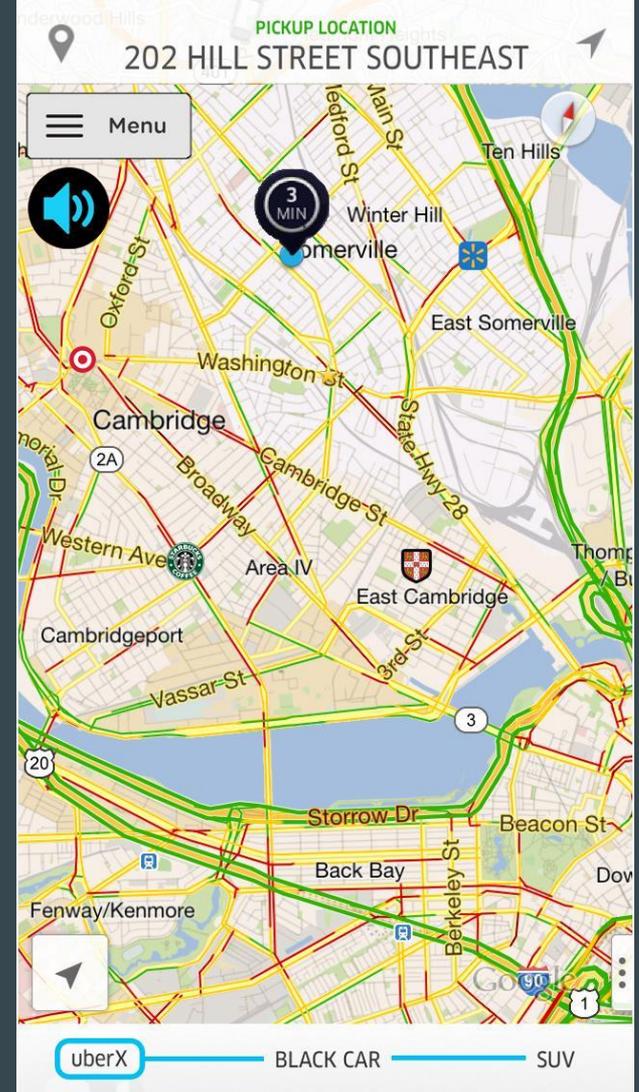
Map has street names - helps decrease memory workload

Smaller Pickup Button with only time. We did not go counter with Fitt's law, just brought it to the right size.

Pickup button combined with location marker - no more redundancy.

Clearly indicated landmarks - helps in instant recognition of locations

Traffic on routes



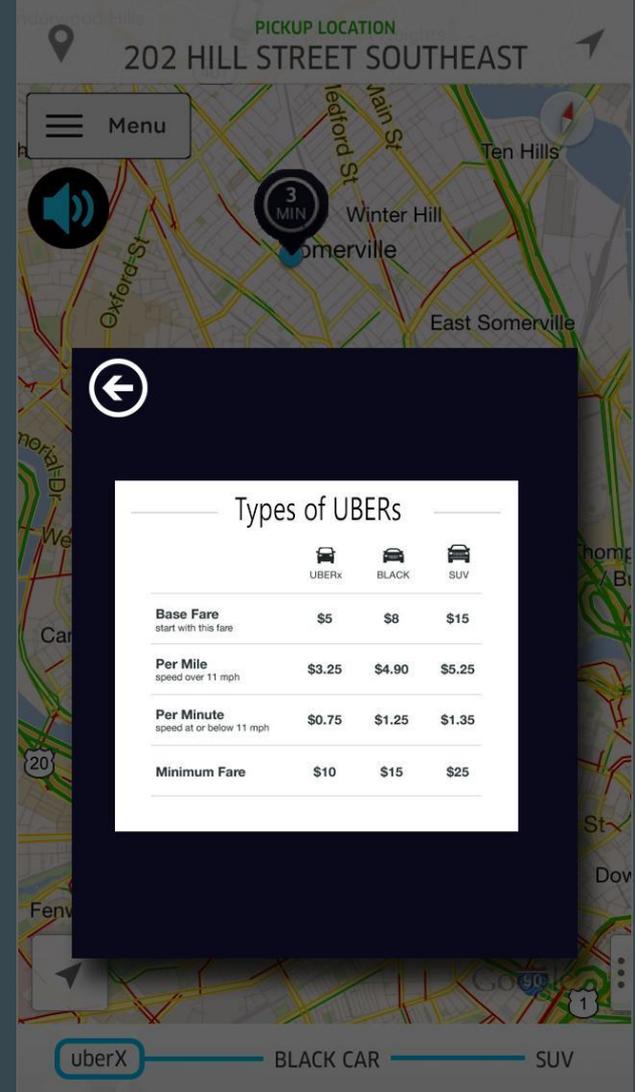
Types of UBER Services

A more comprehensive screen describing more about the car types and comparing them

Details include base fares, per mile fare, per minute fare and minimum fare.

Will help cultures with High PD and UA

Will also help reduce workload and knowledge-based errors



Sidebar Menu



Business Profiles **NEW**

Simplify business travel



 PAYMENT

 HISTORY

 HELP

 FREE RIDES

 PROMOTIONS

 NOTIFICATIONS

 DRIVE WITH UBER

 SETTINGS

About



 PAYMENT

 NOTIFICATIONS

 SETTINGS

 HISTORY

 HELP

 FREE RIDES

 PROMOTIONS

 DRIVE WITH UBER

About

 TURN VIBRATION ON

 ACCESSIBILITY



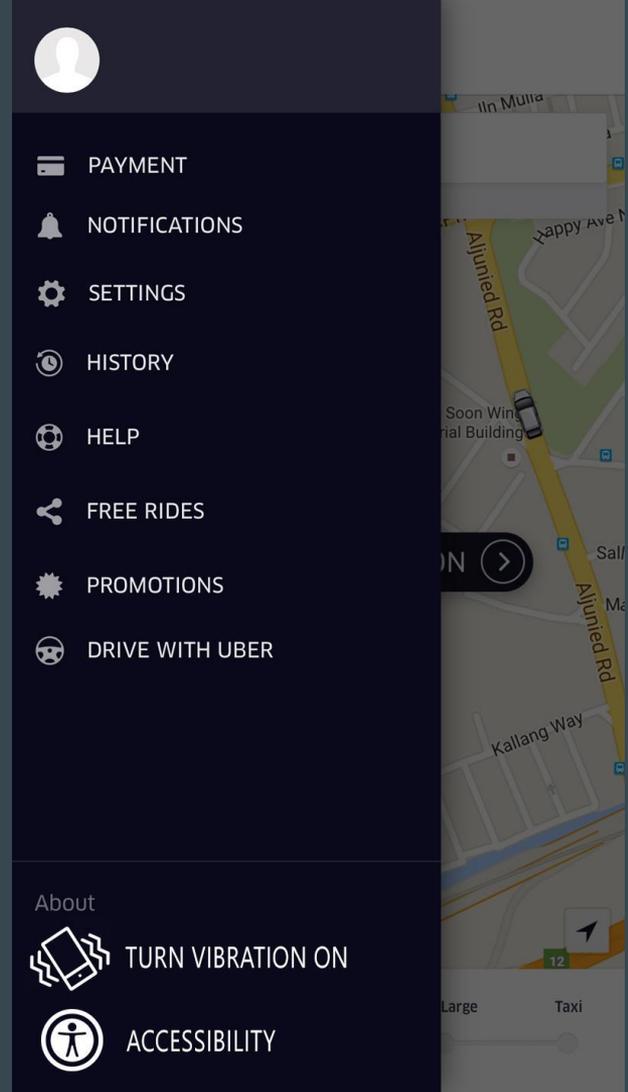
Sidebar Menu Analysis

Reordered options based on priority, important and frequently accessed options on top ensuring Hick's Law

Added accessibility options to bottom

Removed unnecessary advertisement, no culture likes unnecessary ads.

The vibration mode is going to help people go back to the work they were doing, rather than holding up and staring at their screen for updates looking at their phone inefficiently



Driver Profile

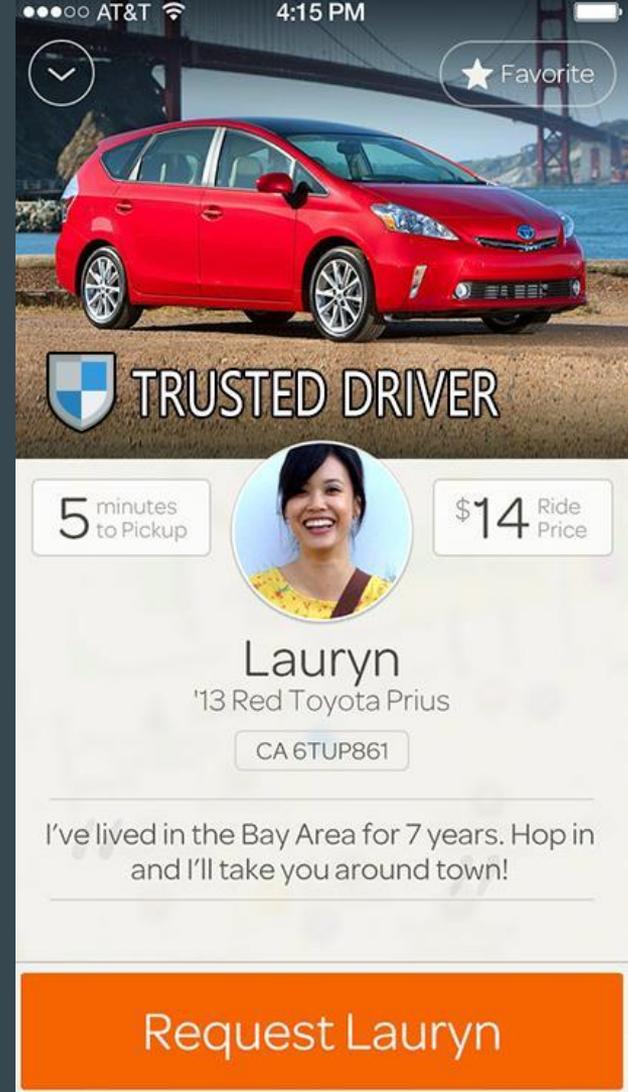
Detailed screen about driver. Trust is a big issue and this will help

Show the type of car driven, number plate, custom price, pickup time and a personal description.

A request button to specifically request the driver.

A button to favorite the driver for future requests.

This screen will also be one of the flow



Surge Pricing Alert

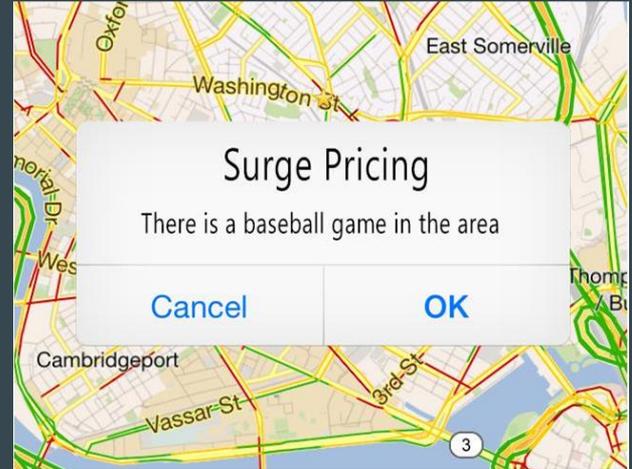
Yet again just displaying surge is not a fair process.

A reason should be provided to the user as to why the surge is happening

This helps build trust and reduce UA

A simple box as shown or a more detailed description can be provided.

The whole point is that something should be there rather than forcing it on the user



THANK YOU!

