CARZONRENT

Android/iOS App Design

'Designing Seamless User Experience for cab booking app 'CARZONRENT' for both Android & iOS Device'

Overview

Created product User Flows, Personas, User Journey, Storyboards, Wireframes, Interactive Prototypes and High Fidelity Design to validate the concept with the stakeholders and design validation from the end users.

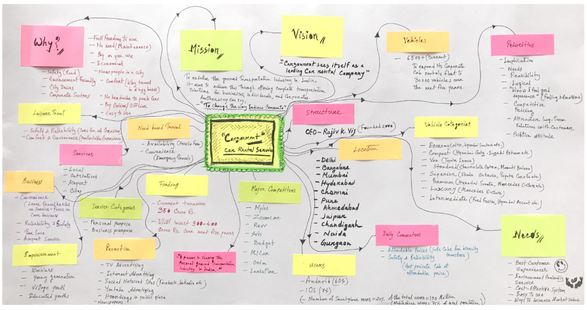
Major challenge of the project was to create seamless and intuitive user experience since it was required to ensure user have access to all the touch points of the concept. The concept provides faster service, economical and rejoicing user experience. To achieve this, user survey and user validation played a pivotal role in achieving the goals of the concept.

Design Process

User Research & Analysis

Design phase starts with the identification of user needs through contextual inquiries, followed by ideation towards possible solutions using affinity diagraming and user story mapping. Empathizing the users to unearth the hidden needs. Interviews and surveys was conducted and the collected data or information was analyzed to understand the users motivation and core needs and other aspect of the business.

Opportunity Mapping



Affinity Mapping

The process was all about understanding the trends, themes and areas of opportunity through in-depth brainstorming and ideating them to get the best solution.

Persona

By adopting different personas the concept was built such a way that it serves the needs of many. By defining the persona, the user flow and the contents shaped up to meet the ultimate goals of the concepts.

Priyanka Bhargav

"I need a system or service which helps me to choose my frequent locations directly."

Deatails

Gender:	Female
Age:	27 Years
Occupation:	Senior Developer(iOS)
Status:	Single
Tier:	Frequent Traveler
Location:	Bangalore, Karanataka

ORGANIZED | PRACTICAL
PROTECTIVE | HARDWORKING

Technology

Internet
Software
Mobile Apps
Social Networks

Bio

Priyanka is a Senior Developer of a reputed IT company in Bangalore. She is single and stays with her friends in an independent house.

As a service based company employee, she often travels to client places. She prefers cab to go to office and to travel to client places.

User Goals

- I should not have to invest time in cab booking since I always have busy schedule at office.
- I should have an option to directly choose my frequently used pickup or drop locations.
- Safety is my concern. So I would like to track my ride and share with my close people.
- Often I need to pay client visit, for which I have to hire autos to meet my professional purposes. I lose my valuable time while dealing with them and sometime I end fighting with them. This has been a big challenge to my daily life. My experiences with the autowalas have been extremely pathetic and unfortunate.

Pain Points

- Consume much time while booking cab. It is a headache when you are held up with work at office.
- I wonder what would be the easiest and fastest way to book a cab.
- Available cab booking services is not of much help as they can be hired for end to end journey but I needed a cab till I achieve my professional commitments. I need to go from one office to another offices for professional reasons.

Soumendra Das

"I think there should be something which will help me to know about the driver's availability and know his routes status."

Deatails

Gender:	Male
Age:	36 Years
Occupation:	Real Estate Agent
Status:	Married
Tier:	Professional
Location:	Bangalore, Karanataka

CLEVER | INCENTIVE
CONVENIENCE | SOCIAL

Technology

Internet
Software
Mobile Apps
Social Networks

Bio

Soumendra is a Real Estate agent who has a hectic life with meeting people. He stays with his family. Even though he is not a tech-savvy. He never hesitates to learn something new. As he has a busy schedule, he always plan his work prior.

User Goals

- I am bad with directions. Many at times autowala charge me different fare as they drive me through different directions. I want something that helps me to keep track of my routes.
- I like to check the information about the cab and driver.
- I wish I have an economical alternative to avoid these problems in meeting my professional commitments.

Pain Points

- I am not a tech savvy and I hate lengthy and confusing booking process.
- For booking cab I have to through negotiations and sometimes disputes on the charges too.

Experience Mapping (Priyanka Bhargav)

Journey	Pre-Booking Cab	Board the cab	En-Route	Reach Destination
User Goals	· Search for a cab service by App · Intuitive Experience while booking	· Find the cab on nearest area and board the cab	· Reach destination as soon as possible	· Pay the fare at destination · Review the cab experience
Expectations	· Find and book cab easily	· Easily board the cab	· Comfortable journey · Cab in good condition · Driver knows the way to destination	· User gets various options to pay · Get detailed breakdown of fare
Process	· Search for service on App or ask a peer · Book via call	· Wait for the cab · Coordinate with the driver · Board the cab, once the cab arrives	· In the cab	· Pay the fare · De-board the cab · Provide any feedback to the driver about the experience
Experience	· Huge time waste in searching for service · Frustrating experience of booking via call	· Difficulty in coordinating and finding the cab on road	· Both +ve/-ve experiences	· Both +ve/-ve experiences
Touch Points	· Web · Friends · App · Calls	· Cab driver	· Cab Experience · Driver	· Paying mechanisms · Driver
Pain Points	· Time consuming search · Bad Apps, websites · Painful call experience · Availability an issue	· Don't know where the driver is currently · Time wastage · Difficulty in coordinating with driver	· Some cabs are not tidy · Driver don't know the route · Driver drives rashly and rude	· No option to pay via credit card or debit card · Driver does not have change · No detailed breakdown · No way to tell about any bad experience to the cab company
Opportunity	· To and Fro Journey · Better Mobile App Experience · Seamless cab experience while booking	· Accurately show driver location	· Trained and professional drivers · Driver with help of GPS · Help in case of Emergency	· Multiple ways to pay · Detailed invoice · Feedback system

Information Architecture

The phases helped to come up with the navigation design and the information hierarchy. This allows the users to find all the required information with out any difficulty thus imparting them to make quick decision.

Card sorting method resolved the information as per the user needs. The category formation was done based on this method which let the end users to find the information conveniently.

Card Sorting
Card Sorting Items

#5 Participants — 56 items

Ride Now	Set Up Location	Mail to Us	**Login**	**On Trip**	**Sign Up**
Completed	Drop Off Date	Customer Support	OTP	Emergency	**Book Ride**
Select Duration Package	Upcoming	My Profile	Drop Off Time	Pay by Cash	**Ride Complete**
About Us	Cancel Ride	Outstation	Corporate/Personal	Call Driver	Book My Ride
Mini/Sedan/ Family/Premium	Call Center	Gender	Airport	Re-Send OTP	Feedback
Verify Phone No	Stop the Trip	**Payment Methods**	Last Name	All Rides	**Ride Later**
Female	Call Us	Trip Details	Email ID	My Ride	Taxi
Pick Up Date	Client Details	Invoice Details	Male	Track Driver	Local
Pick Up Time	**Home**	Transaction Details	Phone Number	Drop Location Details	**Menu**
First Name	Pay by Credit Card				

Card Sorting Results

PARTICIPANT # 1						
Login	**Sign Up**	**Menu**	**Home**	**Ride Now & Ride Later**	**Book Ride**	**Payment Methods**
OTP Re-Send OTP Email ID Verify Phone No.	Phone Number First Name Last Name Gender Male Female	Book My Ride Upcoming Completed All Rides Emergency Call Center About Us Customer Support - Call Us - Mail to Us Feedback My Profile	Set Up Location Corporate/Personal Taxi Airport Local Outstation Mini/Sedan/ Family/Premium	Pick Up Date Pick Up Time Drop Off Date Drop Off Time Select Duration Package Client Details Drop Location Details	My Ride Completed - All Rides Cancel Ride Stop the Trip On Trip	Pay by Cash Pay by Credit Card Transaction Details Invoice Details Trip Details Ride Complete

- Formed 7 categories.
- Combined two Categories (Ride Now & Ride Later).

PARTICIPANT # 2							
Login	**Sign Up**	**Menu**	**Corporate**	**Personal**	**Ride Now**	**Book Ride**	**Ride Details**	**Payment Methods**
Phone Number OTP Email ID	First Name Last Name Gender - Male - Female OTP Re-Send OTP Verify Phone No	Book My Ride Set Up Location Call Us About Us Customer Support Feedback My Profile Mail to Us	Home Set Up Location Cabs **Airport** - Sedan - Premium **Local** - Sedan - Premium	Home Set Up Location **Local** - Mini - Sedan - Family **Outstation** - Mini - Sedan - Family **Taxi** - Mini - Family	Pick Up Date Pick Up Time Drop Off Date Drop Off Time Select Duration Package Client Details/ Client Completion Details Ride Later On Trip	Call Driver Track Driver Emergency Stop the Trip Cancel Ride	My Ride - Upcoming - Completed - All Rides Trip Details Ride Complete	Pay by Cash Pay by Credit Card Invoice Details Transaction Details

- Formed 8 categories.
- Combined two Categories (Personal & Corporate).
- Created a category 'Ride Now'.
- Added options to select 'Airport' & 'Local' under the 'Cabs' group and these groups were added to the 'Corporate' category.
- Added options to select 'Local', 'Outstation' & 'Taxi' under the 'Cabs' group and these groups were added to the 'Personal' category.
- Created a new category 'Ride Details'.
- Moved Client Details/Drop Location Details.

PARTICIPANT # 3						
Login	**Sign Up**	**Menu**	**Corporate/ Personal**	**On Trip**	**BookRide**	**Payment Methods**
OTP Re-Send OTP Email ID	First Name Last Name Male Female Phone Number Verify Phone No.	About Us Customer Support - Call Us - Mail to Us My Profile	Set Up Location **Airport** - Mini - Sedan - Family - Premium **Local** - Mini - Sedan - Family - Premium **Outstation** - Mini - Sedan - Family - Premium **Taxi** - Mini - Sedan - Family - Premium Emergency Ride Now Ride Later	Pick Up Date Pick Up Time Drop Off Date Drop Off Time Call Driver Track Driver Client Details Drop Location Details Select Duration Package	My Ride - Upcoming - Completed - All Rides Feedback Cancel Ride Stop the Trip Call Center	Pay by Cash Pay by Credit Card Trip Details Invoice Details Transaction Details

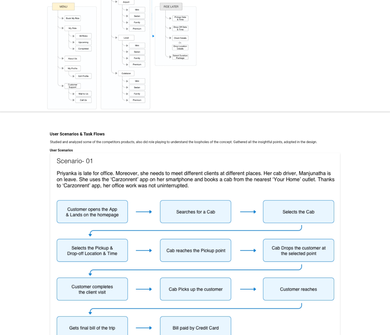
- Formed 7 categories.
- Created a category 'Personal & Corporate'.
- Added 'Book Ride' category.
- The 'Gender' option removed.
- Provided options to select all cabs under the 'Corporate/Personal' category.
- The 'Home' option removed.
- On Trip' option removed.
- 'Ride Complete' option removed.

RESULTS

Based on conducted survey with 'Card Sorting' techniques were defined following categories

Sign Up	**Login**	**Home**	**Ride Now & Ride Later**	**Book Ride**	**Menu**	**On Trip**	**Payment Methods**	**Ride Complete**
First Name Last Name Email ID Gender - Female - Male	Phone Number Verify Phone No - OTP - Re-Send OTP	Set Up Location Corporate/ Personal **Taxi** - Mini - Sedan - Family - Premium **Airport** - Mini - Sedan - Family - Premium **Local** - Mini - Sedan - Family - Premium **Outstation** - Mini - Sedan - Family - Premium	Pick Up Date Pick Up Time Drop Off Date Drop Off Time Client Details Drop Location Details Select Duration Package	Call Driver Track Driver Cancel Ride	Book My Ride My Rides - All Rides - Upcoming - Completed About Us My Profile Customer Support - Mail to Us - Call Us	Emergency Stop the Trip Call Center	Pay by Credit Card Pay by Cash	Feedback Trip Details Invoice Details Transaction Details

Proposed Information Architecture



User Scenarios & Task Flows

Studied and analyzed some of the competitors products, also did role playing to understand the loopholes of the concept. Gathered all the insightful points, adopted in the design.

User Scenarios

Scenario- 01

Priyanka is late for office. Moreover, she needs to meet different clients at different places. Her cab driver, Manjunatha is on leave. She uses the 'Carzoneer' app on her smartphone and books a cab from the nearest 'Your Home' outlet. Thanks to 'Carzoneer' app, her office work was not uninterrupted.

Customer opens the App & Lands on the homepage → Searches for a Cab → Selects the Cab

Selects the Pickup & Drop-off Location & Time → Cab reaches the Pickup point → Cab Drops the customer at the selected point

Customer completes the client visit → Cab Picks up the customer → Customer reaches

Gets final bill of the trip → Bill paid by Credit Card

Scenario- 02

Priyanka is travelling in a 'Carzoneer' cab. Suddenly, her cab broke down. She is worried that she won't make in time to visit her clients. And then she remembers the 'Emergency' feature of the app. She presses the 'Emergency' & voila! all her woes are taken care of.

Customer opens the App & Lands on the homepage → Searches for a Cab → Selects the Cab

Selects the Pickup & Drop-off Location & Time → Cab reaches the Pickup point → Cab is on the way to her destination

Cab broke down → Customer presses the Emergency → Gets the details of the nearest available cab

Customer shifts to another cab → Trip continues

Scenario- 03

Priyanka's friend, Nimisha, is getting married in the next weekend in Mysore. To attend her wedding, Priyanka plans to go along with Aman, Neeraj & Gautam. Additionally, all her friends want to go for sight-seeing. She decides to book a cab from 'Carzoneer' app & they have a wonderful time together.

Customer plans to attend marriage → Opens the App → Selects the Cab

Selects the Pickup & Drop-off Location & Time → Selects 'Later' → Cab Confirmed

Cab reaches on particular Date & Time → Customer boards the cab → Attends the marriage

Returns back to home → Gets the total bill amount → Bill paid by Credit Card

Scenario- 04

Priyanka works for Futuretech Innovation Lab. Next week, Mr. John Richard, the CEO of the company is going to visit the Bangalore office. The HR Dept. asks Priyanka to book a cab for Mr. John Richard to commute from the Airport and office. Priyanka books the trip for the CEO's visit on the 'Carzoneer' app.

Customer opens the App & Lands on the homepage → Searches for a cab → Give details of Pickup & Drop-off deatils

Selects 'Later' → Cab Confirmed → Shows the total bill for the trip

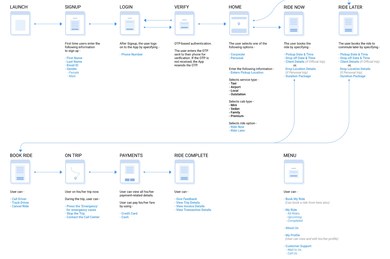
Paid the amount by Credit Card → Cab reaches on the selected Date & Pickup the customer → Drops the customer at the office

Picks the customer at the office → Drops the customer at the airport

Task Flow

Sitemap

Sitemap created from Information Architecture based on User needs, to optimize the users ability to accomplish a task.



Medium Fidelity Design

Medium Fidelity Design created and validated with users which helped me to understand the user needs. Based on the user feedback, it was redesigned and again validated with them, this is how the concept was refined.

Splash

Sign Up

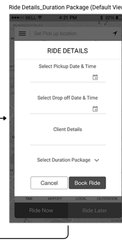
Login

Phone No. verify through OTP

Home

Home (Cab types to choose)

Ride Details_Duration Package (Default View)

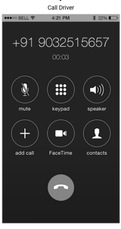


Ride Details_Duration Package (Expand View)

Cab, driver Details

Track Driver

Call Driver



On Trip (In case of any emergency)

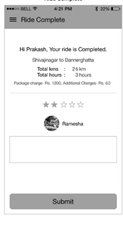
In case of any emergency (Categories Select)

Stop the Trip (Serious Issues)

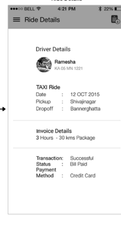
Payment Methods

Details of the Payment

Ride Complete

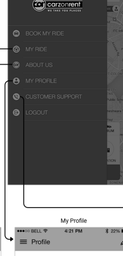


Ride Details



Navigation Menu

Navigation Menu

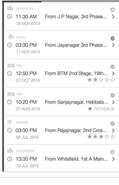


About Us

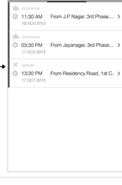
My Profile

Customer Support

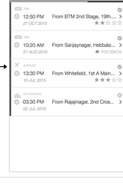
My Ride (All Rides)



My Ride (Upcoming)



My Ride (Completed)

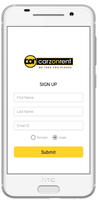


High Fidelity Design

Once the concept was finalized, it's validated with the stakeholders and end users. The High Fidelity Design was done by incorporating the company branding guidelines.

Splash

Sign Up



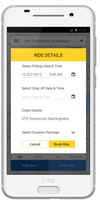
Login

Phone Number verify through OTP

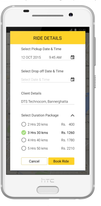
Home

Home (Cab types to choose)

Ride Details (Duration, Package - Default View)



Ride Details (Duration, Package - Expand View)



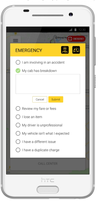
Cab & Driver Details

Track Driver

Call Driver

On the Trip (In case of any emergency)

In case of any emergency (Categories Select)



Stop the Trip (Serious Issues)

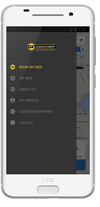
Payment Methods

Details of the Payment

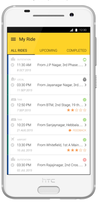
Ride Complete

Ride Details

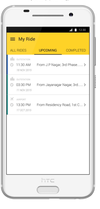
Navigation Menu



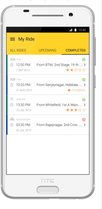
My Ride (All Rides)



My Ride (Upcoming)



My Ride (Completed)



About Us

Profile

Customer Support