

# Zapper App (case study)

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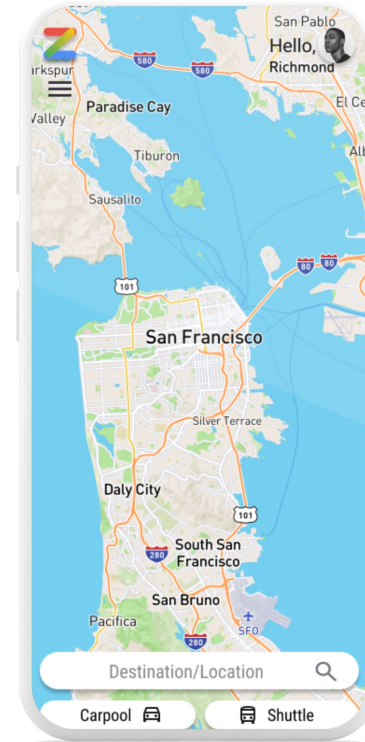
By Usman Shaik

# Project overview



## The product:

The App lets people to view, book tickets for shuttle services, and allows to create & join carpooling services.



# Project overview



## The problem:

For someone in a new city, finding reliable info on the public transport is a little pain, cause there's no true source for that.



## The goal:

This App would help people to find reliable modes of transport in the form of shuttle or carpooling services.

# Project overview



## My role:

UI/UX designer



## Responsibilities:

Being the solo designer on the project had the opportunity to work on each & every level. User research, design sprints, story-boarding, site-maps, problem/goal statements, wireframing, prototyping, usability study, high-fidelity design, final study.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



Going into the research my target was to personally interview the people near my household. To be honest, I personally had no assumptions how they would prefer to travel.

I choose a particular location and I found that people here adapted public, personal transport systems. I found that most people were tired of public transport as it was not reliable, cause time of arrival matters. It becomes even more difficult for students during the times of exams when early arrival matters more than any day.

# User research: pain points

1

## Unreachable

The School/College transport couldn't reach certain places. Reasons like no-demand, budget constraints, over-crowded buses.

2

## Unreliable

The public transport is unreliable, cause the arrival time matters.

3

## non-flexibility

No fixed times, no matter how late or early, A ride should be present.

4

## Expensive

Cheaper mode of transport. Cabs are too expensive for daily commute.

# Persona: Anil

## Problem statement:

Anil is a 19 year old bachelors student who needs a reliable, on-time, pocket friendly transport option. Because he's little tight on budgets and lives a little too far from his college.



**Anil**

**Age:** 19

**Education:** High School

**Hometown:** Mckinney

**Family:** Single

**Occupation:** Student

*"That frustrated citizen :("*

## Goals

- Needs everyday, reliable transport

## Frustrations

- Arrival on time matters more than anything

Gets late to college most of the days, uses public transport and complains of unreliability and non-flexible timings. Says, other public modes of transport are too expensive for daily commute like cabs.



# Persona: Laxmi

## Problem statement:

Laxmi is a mother of a 8 year old who needs a reliable, safety first transport option. Because both the parents are office workers.



**Laxmi**

**Age:** 34  
**Education:** Bachelors  
**Hometown:** Irving  
**Family:** Single  
**Occupation:** Student

*“Careful parent”*

## Goals

- Safety and reliability matters.

## Frustrations

- Flexible timings, no promised safety in public transport.

Has a 8 year old son, studying 2nd standard. Both parents hold jobs and rely on third person for transport.

# User journey map

## Persona: Anil

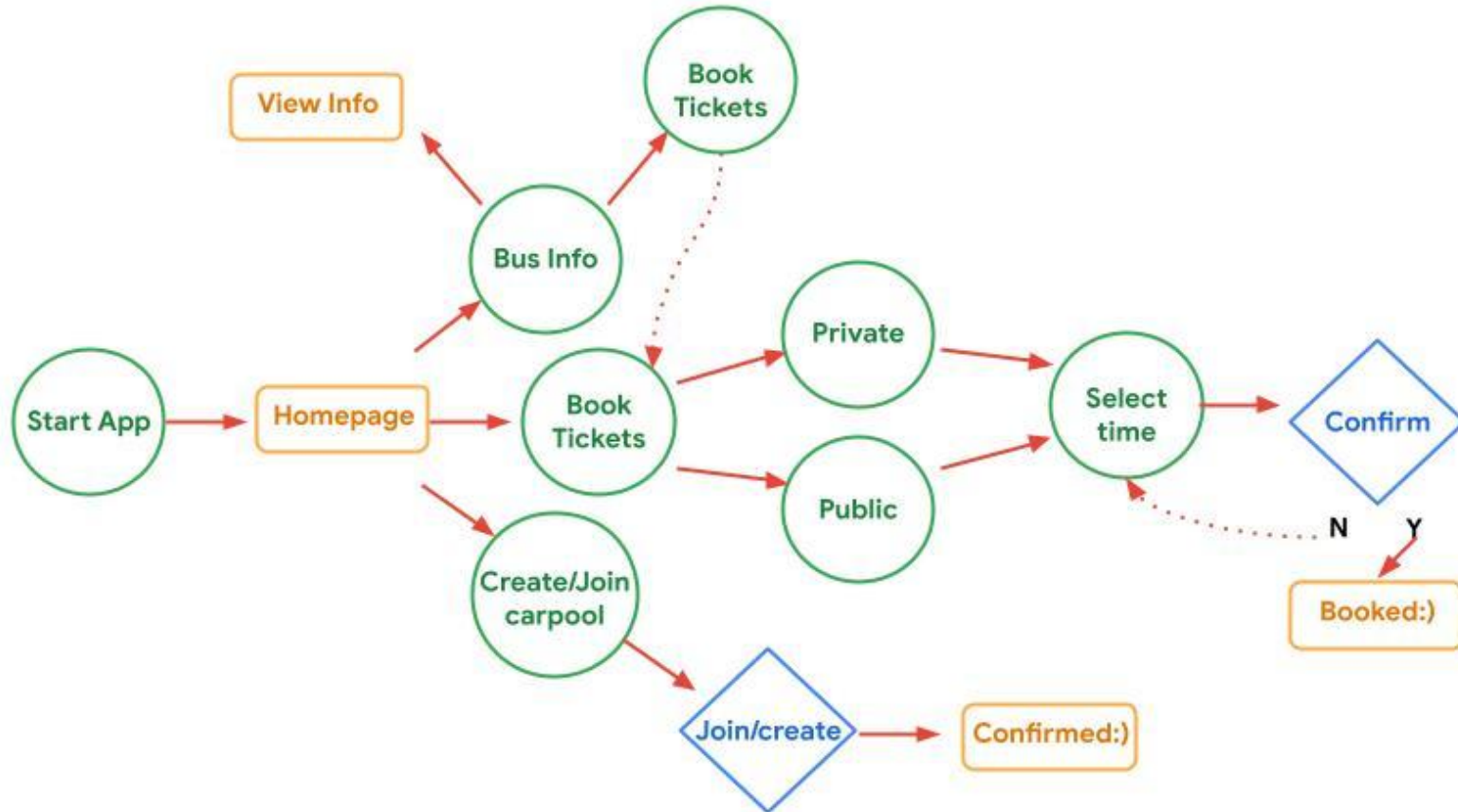
Goal: Reach college in time and back to home, in a pocket friendly package

Long Journey must say//

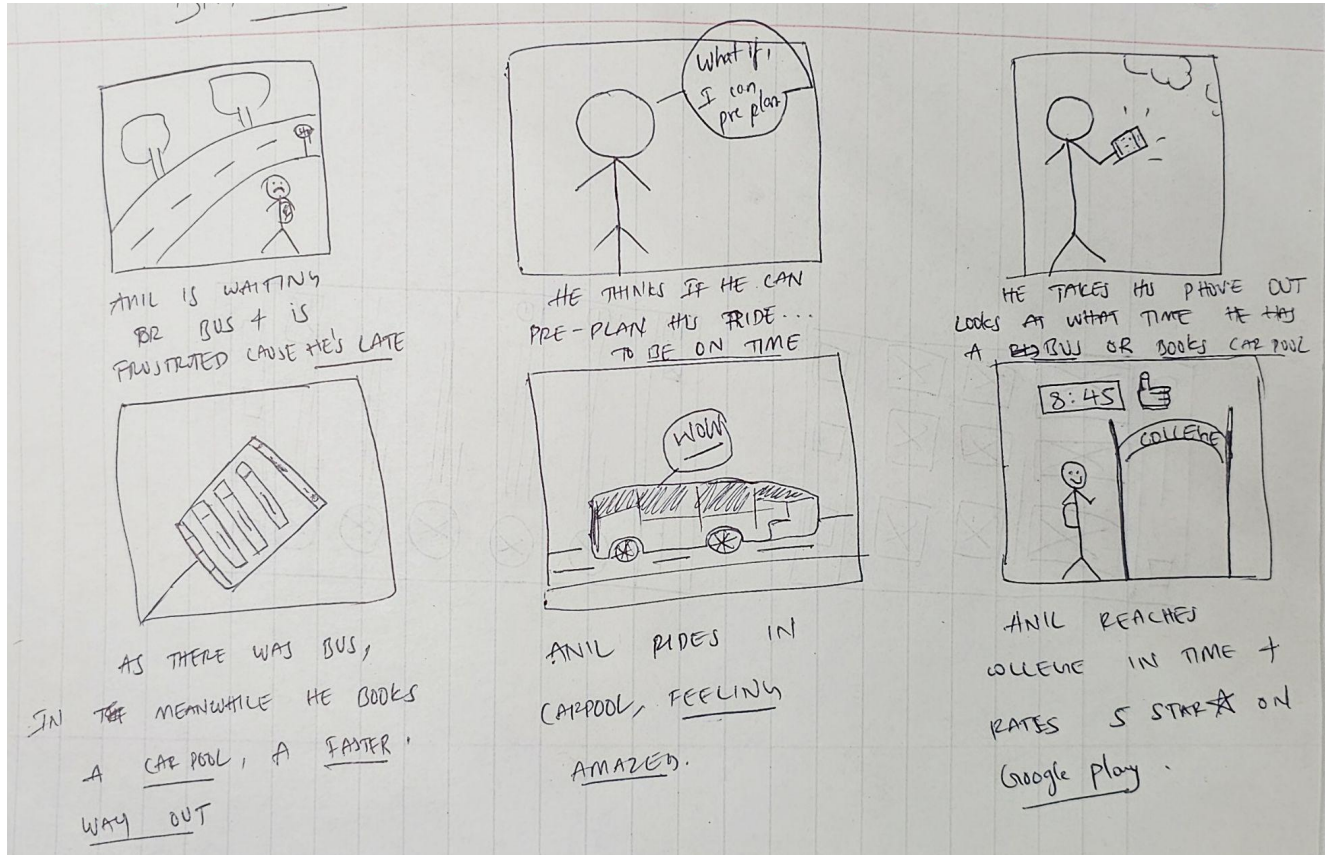
ACTION	Wake up early (6 AM)	Plan to get to college by 8 AM	Board the bus (7 AM)	Deboard the Bus (no relevant time)	Final walk
TASK LIST	Tasks A. Wake up B. follow morning routine C. get ready to college	Tasks A. Have breakfast B. Start from home to the bus stop. C. Make sure to arrive at bus stop in time (7 AM)	Tasks A. Board the bus B. Get tickets C. find seat if there's one or a fine place to stand. D. Watchout for the stop	Tasks A. Watchout for the stop B. Get ready to deboard the bus, by walking close to the footboard C. Deboard carefully	Tasks A. Deboard carefully B. walk to the college C. Get in time
FEELING ADJECTIVE	Lazy Angst (little)	Hurry Walk tiredness	Angst	Little relaxed Angst	Hurry
IMPROVEMENT OPPORTUNITIES	None	Plan for the ride ahead May arrive little early at the stop	Getting ticket and finding a seat can be made easy.	Stop announcement can be helpful.	A-B journey points can be better defined



## Pre-visualized user flow



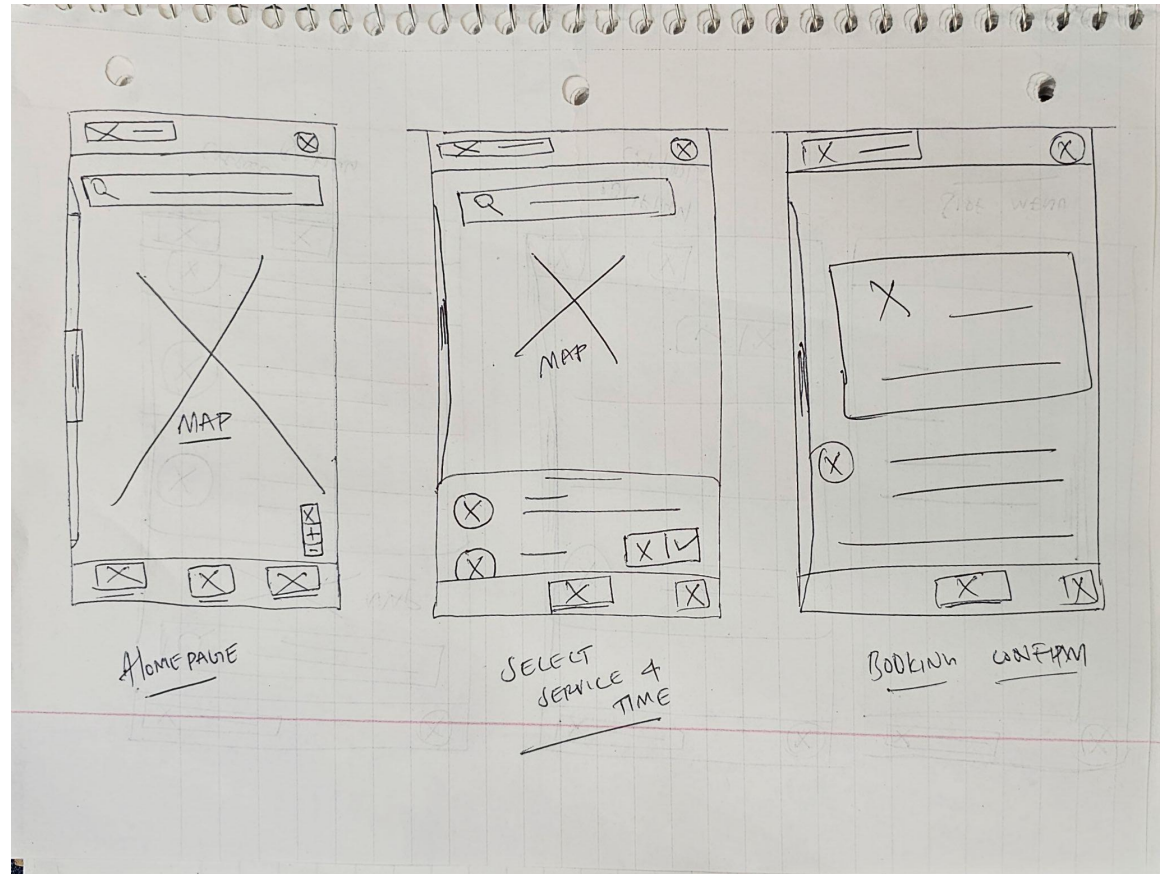
# The Big Picture Storyboard



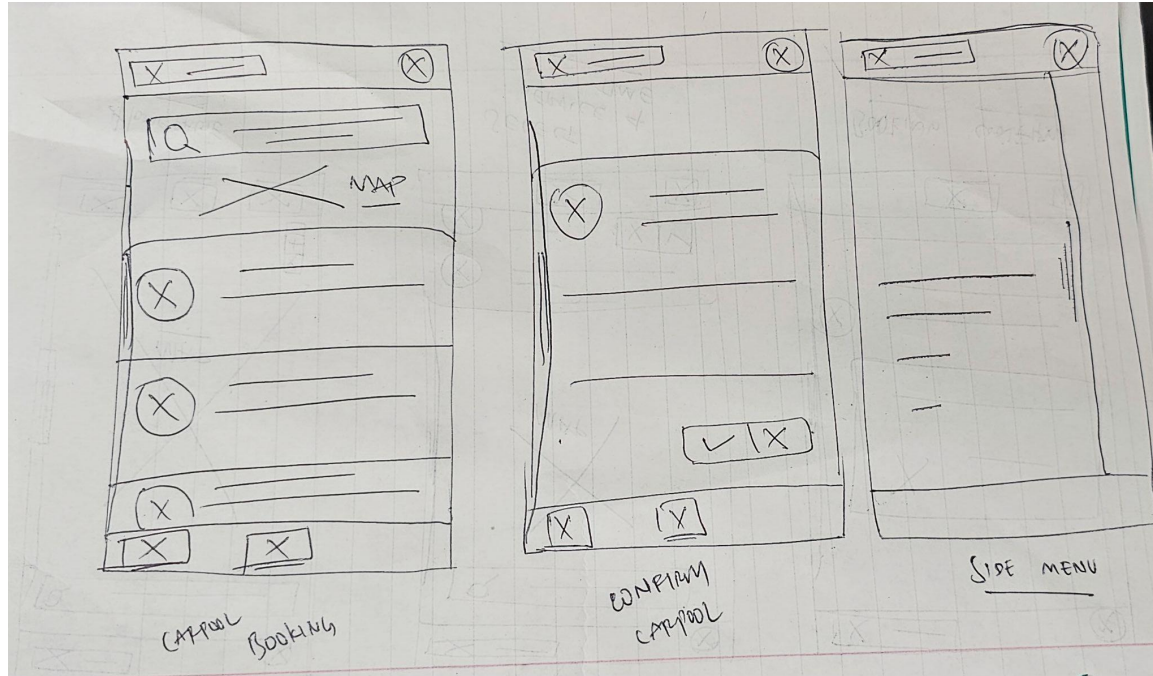
# Paper wireframes

I kept it pretty simple, had few ideas in the mind regarding easing user interaction. One such is making interactions scalable to the user's reach.

The search bar, the slide deck all follow similar idea.

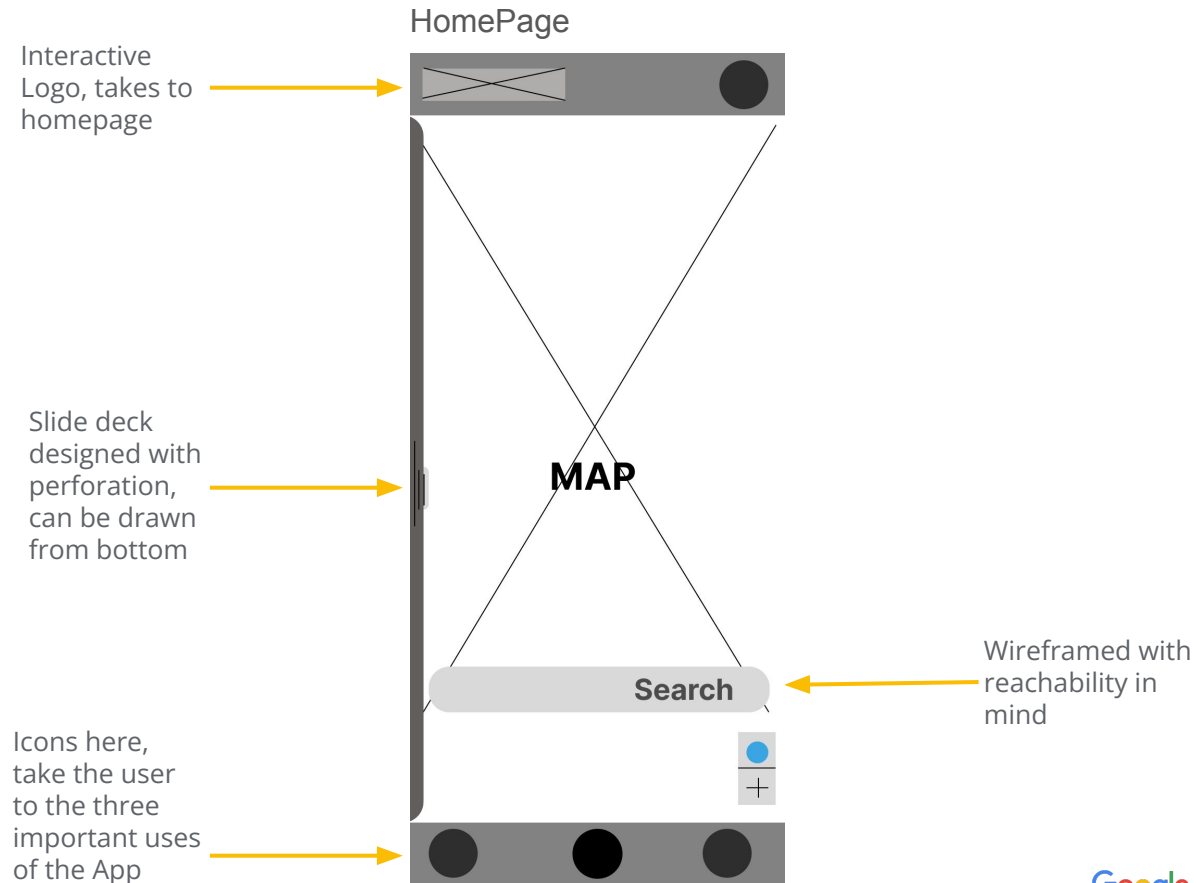


# Paper wireframes -2



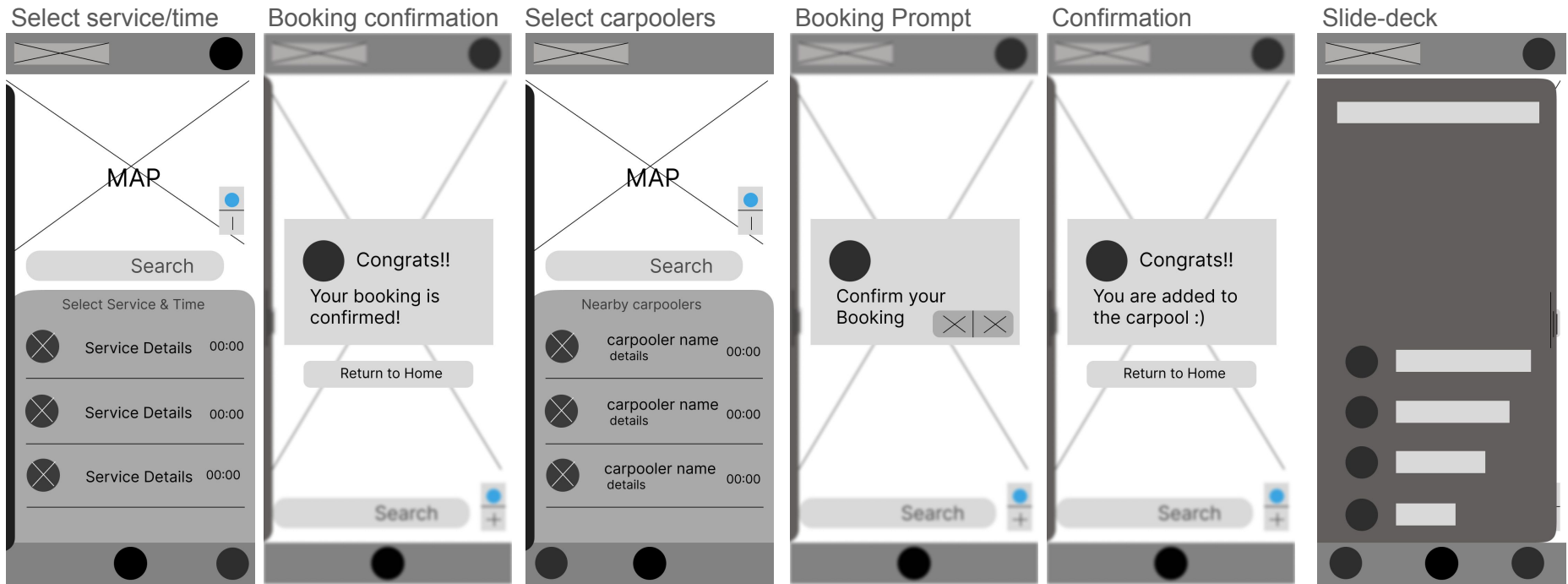
# Digital wireframes

The user pain points and accessibility collected during the research were put forward in the design language





# Digital wireframes

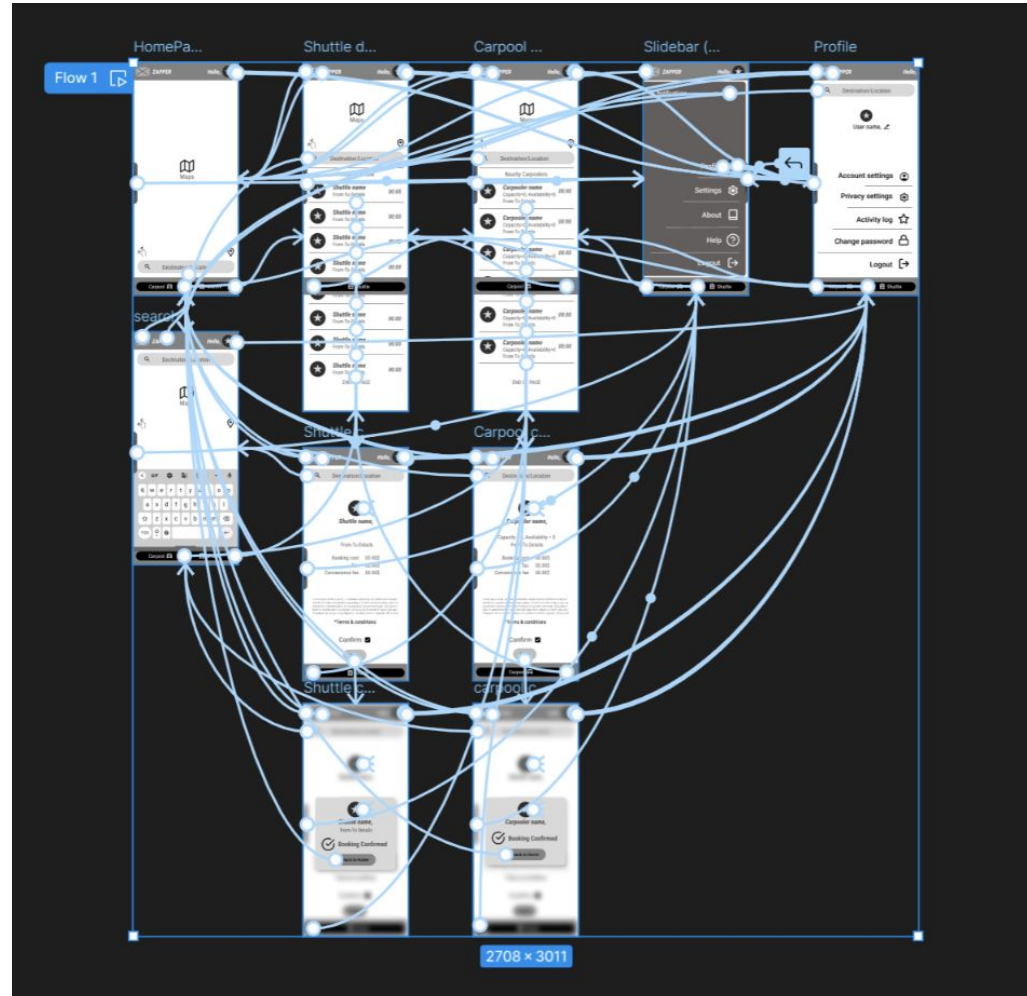


↑ #DesignDecision - Icons move with respect to the page

# Low-fidelity prototype

I have gone for everything on homepage kind of design, should be easy to navigate, search, and look at everything in glance.

[https://www.figma.com/proto/ROI4QnUJw5BlxYcbM3wlsV/Zapper-\(Portfolio\)?page-id=0%3A1&node-id=25-3&node-type=CANVAS&viewport=925%2C412%2C0.23&t=lyFleuOTbNOdXIYK-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=25%3A3](https://www.figma.com/proto/ROI4QnUJw5BlxYcbM3wlsV/Zapper-(Portfolio)?page-id=0%3A1&node-id=25-3&node-type=CANVAS&viewport=925%2C412%2C0.23&t=lyFleuOTbNOdXIYK-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=25%3A3)



# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

- 1 Users want to navigate back from current screen.
- 2 Users can't locate the newly designed side deck.
- 3 Navigation to payment page is missing.

## Round 2 findings

- 1 Insert finding
- 2 Insert finding
- 3 Insert finding

# Refining the design

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- Mockups
- High-fidelity prototype
- Accessibility

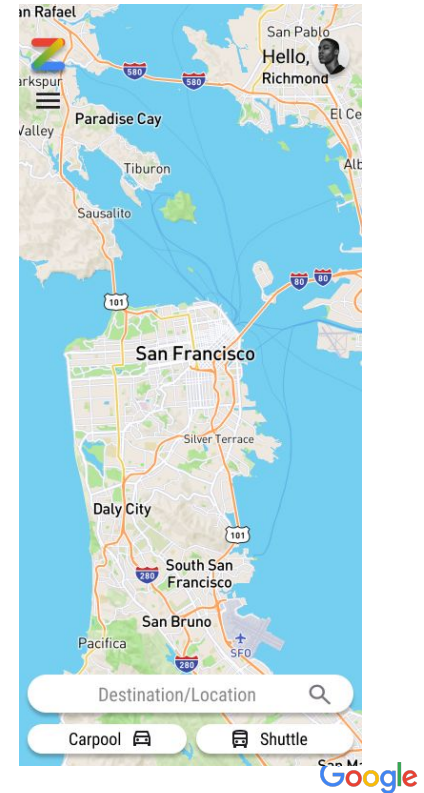
# Mockups

Got rid of the slide navigation panel, as no one was able to recognise that. Modified the navigation on a whole. With design principles in mind.

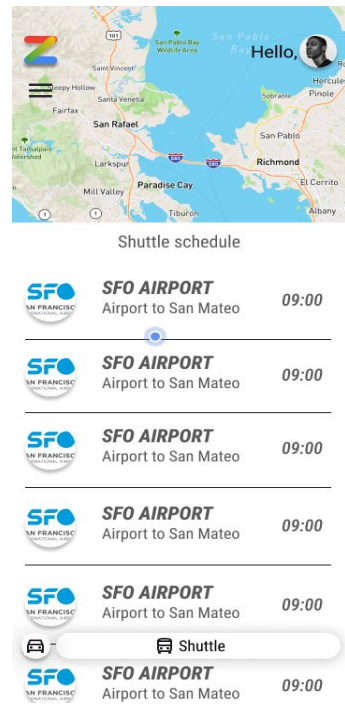
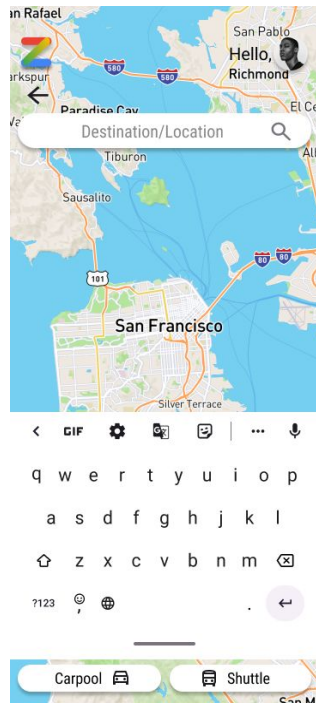
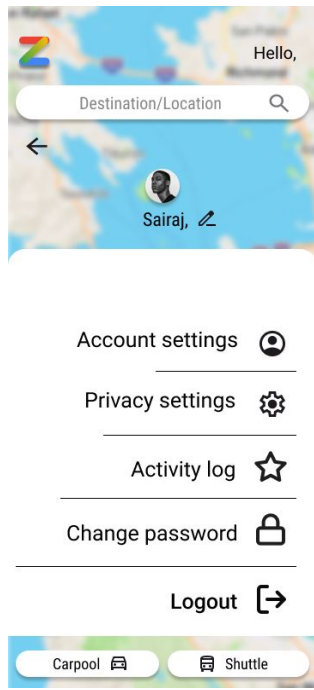
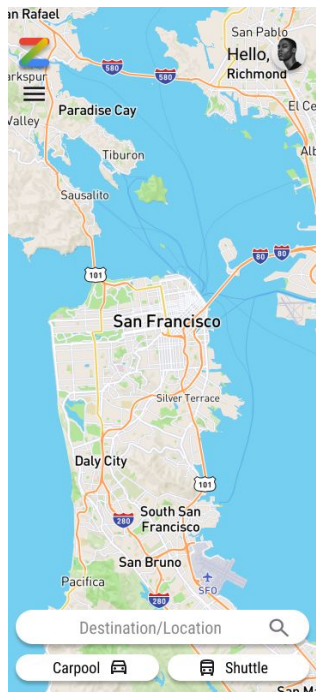
Before usability study



After usability study

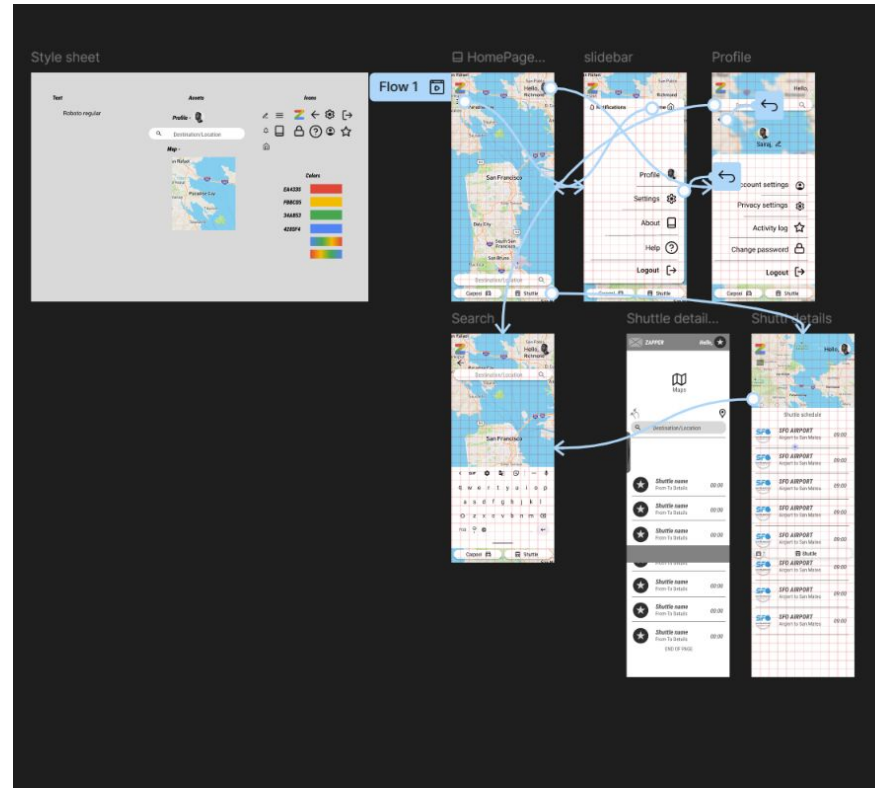


# Mockups



# High-fidelity prototype

[https://www.figma.com/proto/ROI4QnUJw5BlxYcbM3wlsV/Zapper-\(Portfolio\)?page-id=164%3A241&node-id=164-1031&node-type=canvas&viewport=1207%2C346%2C0.68&t=IW6Mch7VNyUY28LH-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=164%3A1031](https://www.figma.com/proto/ROI4QnUJw5BlxYcbM3wlsV/Zapper-(Portfolio)?page-id=164%3A241&node-id=164-1031&node-type=canvas&viewport=1207%2C346%2C0.68&t=IW6Mch7VNyUY28LH-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=164%3A1031)



# Accessibility considerations

1

Polished the hierarchy for better accessibility.  
WCAG 2.0 guidelines

2

Adding visual cues, and using color not only for pleasing eyes but to enhance the overall experience.

3

Following gestalt principles of proximity, similarity and common space .



# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The app provided an opportunity to the people to explore the city owned modes of transport. A study participant noted how easy it was for him get on with the app and how it has a potential to play vital role in the lives.



## What I learned:

Major learnings were from the research, like how I put my thinkings aside and put user front and back of my design.

# Next steps

1

First would be to conduct better usability study with larger participants. Reason for study is would like to see how a general user approaches the app.

2

Next would be to summarize the findings and arriving with possible insights for the betterment of the app.

3

Lastly, handing over to the developer team and being in contact for the upcoming steps.

# Let's connect!



Insert a brief sentence or two about contacting you and/or reviewing more of your work.

Haii.. you can reach out to me via email: [usmansroyal3@gmail.com](mailto:usmansroyal3@gmail.com) and also via linkedin [Usman Shaik | LinkedIn](#)