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PRODUCT DESIGNER

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YoloBus, Gurgaon

Project Overview

As the Product Design owner, my work spanned across multiple platforms. Single-handedly, I ensured speedy deliveries for a fast growing startup.

Product design case studies and projects are complex to explain. Ideally, I'd like to walk you through each project, but that's not always possible. This document gives a broad idea of the brief, scope, challenges and learnings in each of these projects.

Rethinking YoloBus Internal Tool

Reducing significant time in resolving a customer issue was one of the challenges

Redesiged YoloBus Booking App

Old design needed complete interface redesigning, along with contemporary style guidelines and some customer engagment solutions

Designed the Audit app from scratch

Another milestone step towards optimizing operations and keeping check on the quality of services as promised to passengers

Re-structured on-Field Operation Model

Introduced Gamification principles to the operations and the outcomes were profitable

My Role

- Contextual Research
- Stakeholder Interviews
- Competitive Research
- User Stories
- Surveys
- Field Studies
- Design Language System
- Low-fi, Hi-fi Mockups & Final UI/Visuals
- Prototyoping
- Supervising a team of front end developers
- UI + UX Quality Check/Test

Internal Tool (Global Distribution System)

A tool used to manage services, and monitor and solve customer issues. When I joined the team, the system was not fully designed or capable of handling multiple operations. The rest of the tasks were managed on a third party tool called **'Bitla'**. As the business started scaling up, 'Bitla' turned out to be **slow** and **costly**. The organisation decided to design and build its very own full fledged in-house Internal Tool (GDS.)
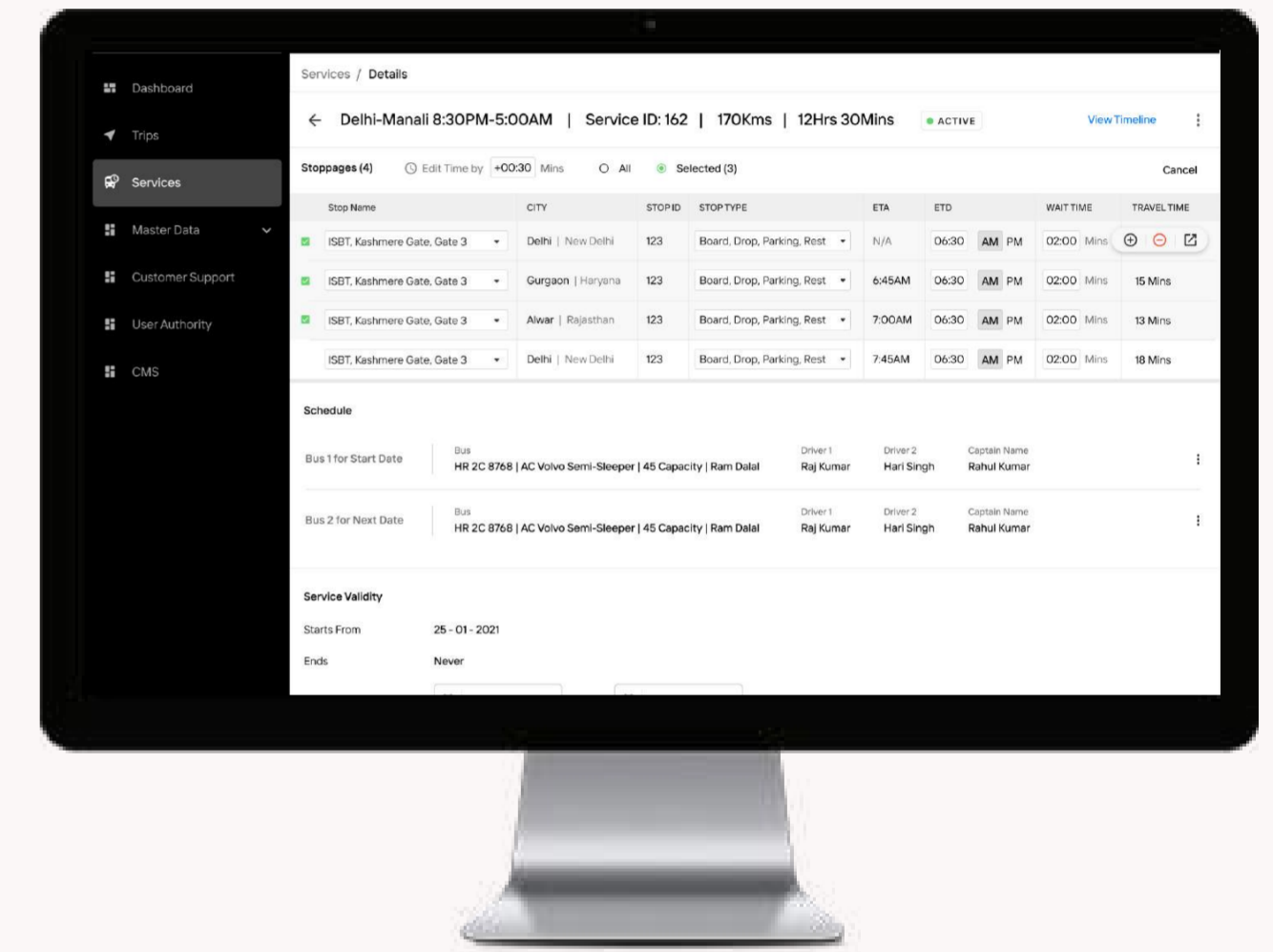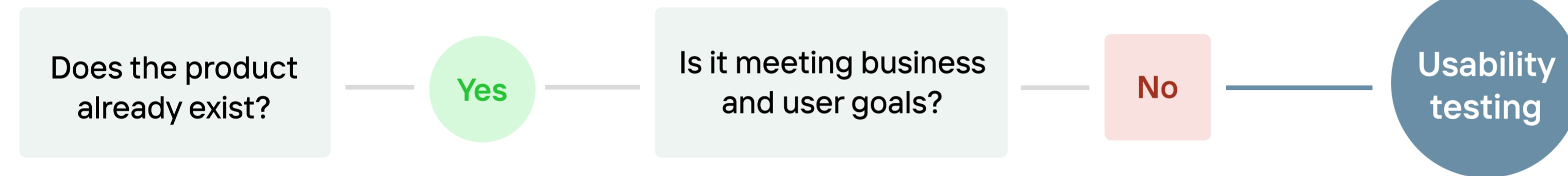
Usability Testing - Uncover Problems

• **Contextual Study + User Interviews**

Empathizing with the users by placing myself in their shoes. Followed by structured interviews to have an indepth understanding of use cases.

• **Stakeholder Interviews**

A relaxed conversation, broadly structured, that developed along with gathering requirements and understandng Business goals.

• **Gathering Requirements**

Frequent meetings and interviews led me to fill my plate full of requirements. Finding allies and hunting for data..

Research

Design

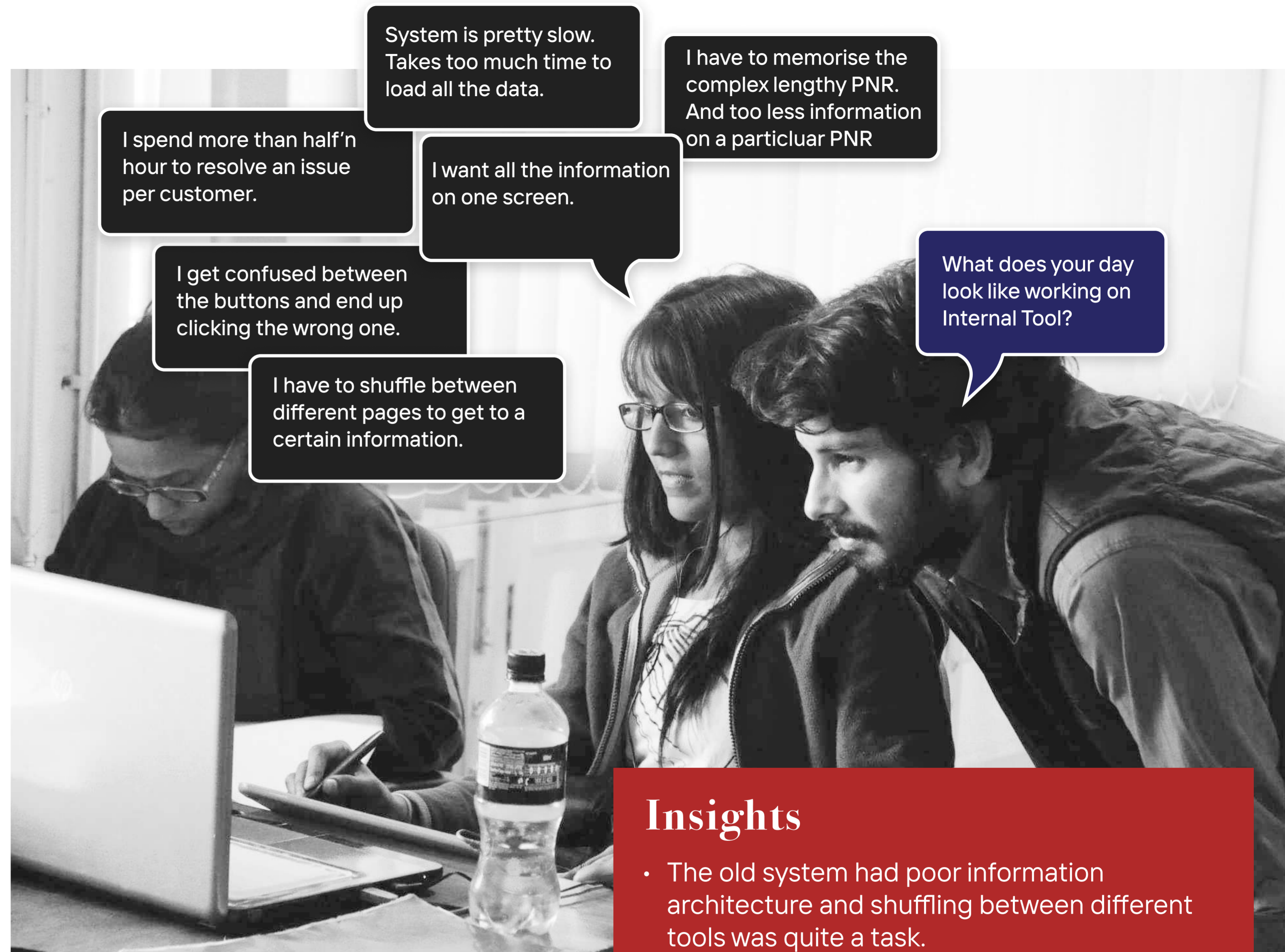Discover Define

Design Brief

Develop Deliver
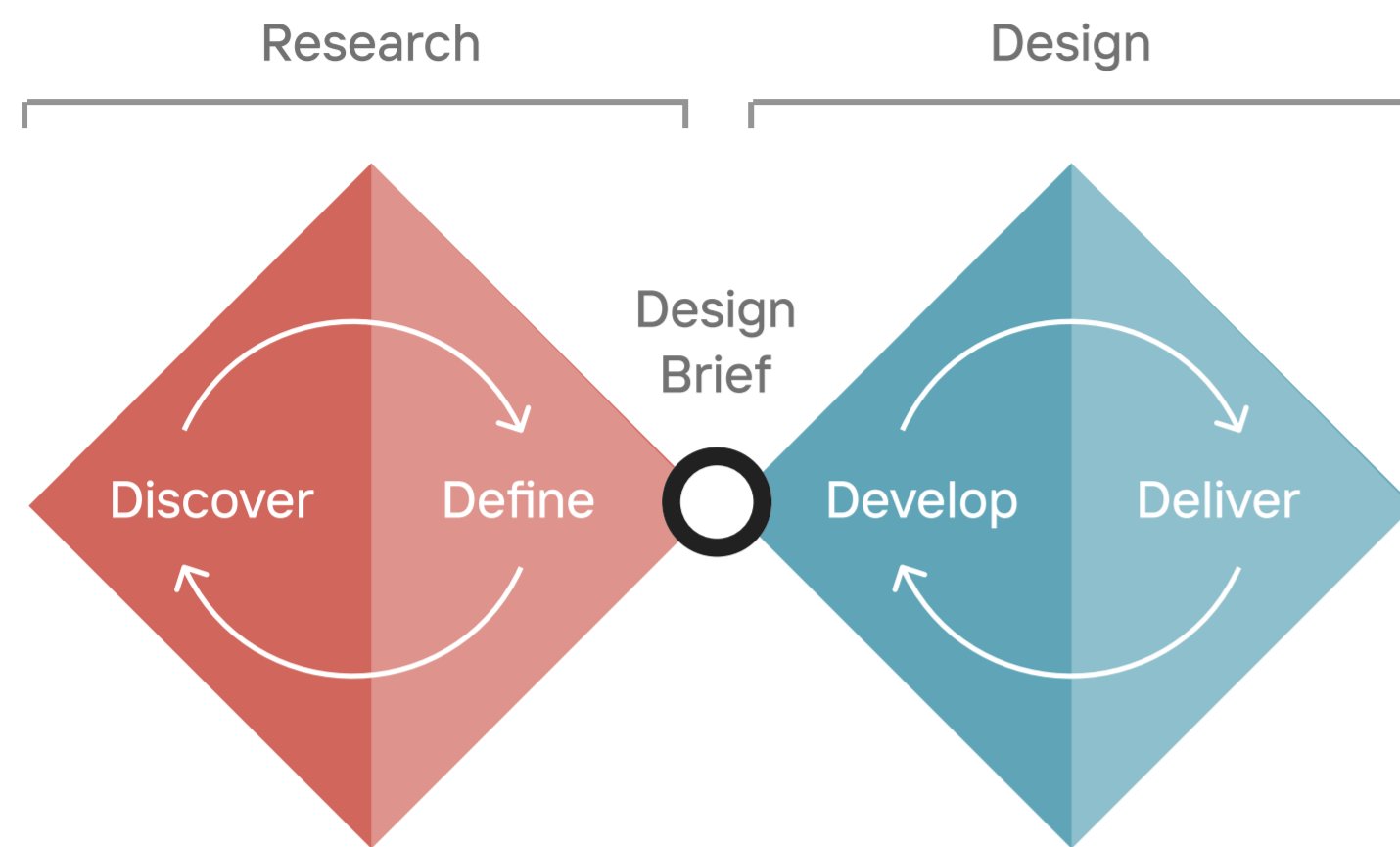
Key Research Goals

- Gain Strategic Understanding of the Company's Goals and Implement Relevant Initiatives.

- Find pain points and drawbacks of the old design flow that affected the experience and business

Focus Areas

Scaling up services in new cities meant more customer issue resolutions per day. The product had to be refined with simpler task flows.
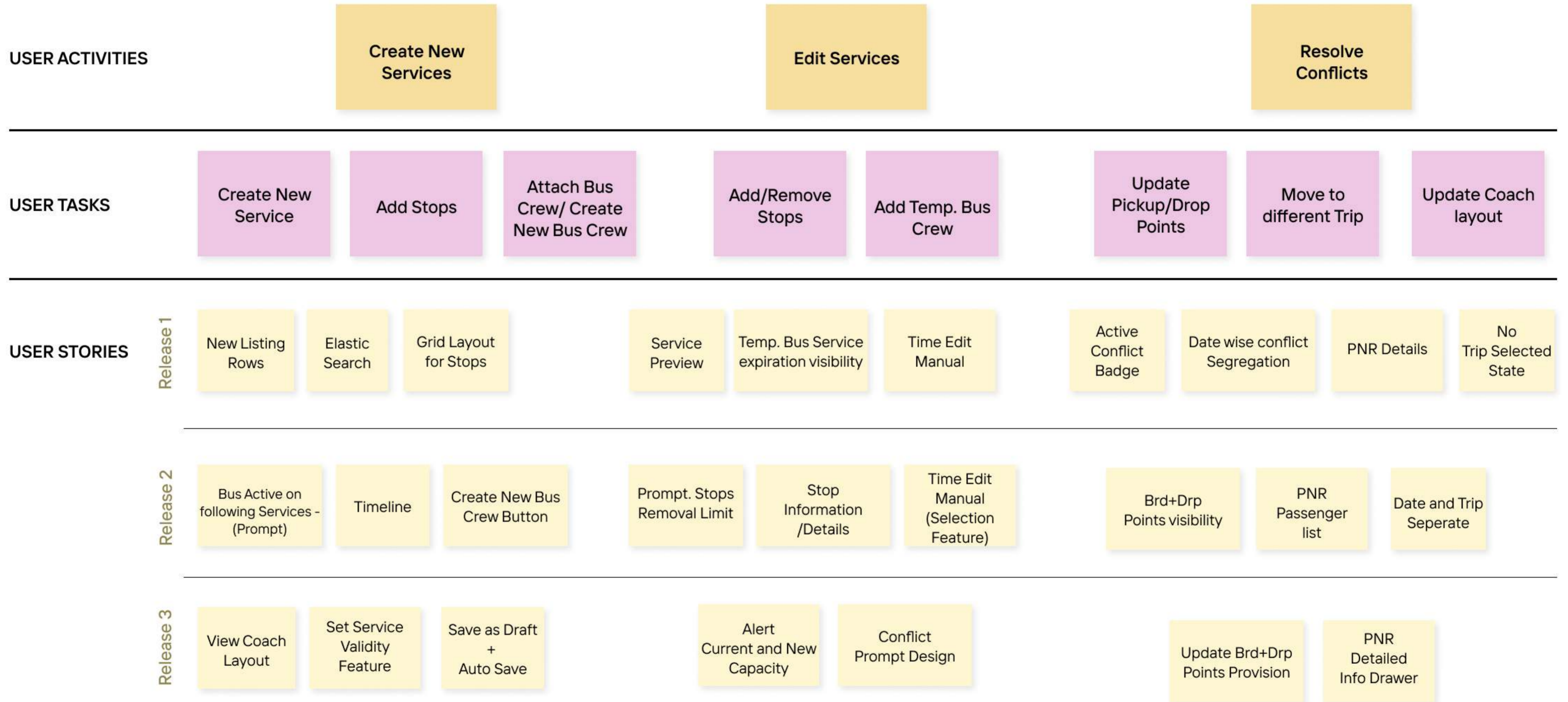
System is pretty slow. Takes too much time to load all the data.

I have to memorise the complex lengthy PNR. And too less information on a particluar PNR

I spend more than half'n hour to resolve an issue per customer.

I want all the information on one screen.

I get confused between the buttons and end up clicking the wrong one.

What does your day look like working on Internal Tool?

I have to shuffle between different pages to get to a certain information.

Interviewing people from different teams and gathering information.

Insights

- The old system had poor information architecture and shuffling between different tools was quite a task.

- Having less information about PNR resulted in poor customer issue handling. The CX team was drastically affected.

User Stories and Feature Release Planning

Some of the major tasks performed by the user and some of the features we lauched in consecutive releases..

USER ACTIVITIES

Create New Services	Edit Services	Resolve Conflicts

USER TASKS

Create New Service	Add Stops	Attach Bus Crew/ Create New Bus Crew	Add/Remove Stops	Add Temp. Bus Crew	Update Pickup/Drop Points	Move to different Trip	Update Coach layout

USER STORIES

Release 1

New Listing Rows	Elastic Search	Grid Layout for Stops		Service Preview	Temp. Bus Service expiration visibility	Time Edit Manual	Active Conflict Badge	Date wise conflict Segregation	PNR Details	No Trip Selected State

Release 2

Bus Active on following Services - (Prompt)	Timeline	Create New Bus Crew Button		Prompt. Stops Removal Limit	Stop Information /Details	Time Edit Manual (Selection Feature)	Brd+Drp Points visibility	PNR Passenger list	Date and Trip Seperate

Release 3

View Coach Layout	Set Service Validity Feature	Save as Draft + Auto Save		Alert Current and New Capacity	Conflict Prompt Design	Update Brd+Drp Points Provision	PNR Detailed Info Drawer

Part of the System Site Map

Showcasing the approach how the trips page was redesigned:

Old Task Flow

- Lengthy task flows
- Poor Navigation between the pages
- Two features that did almost the same thing
- No system prompts or feedback for action validations
- Hidden Action buttons
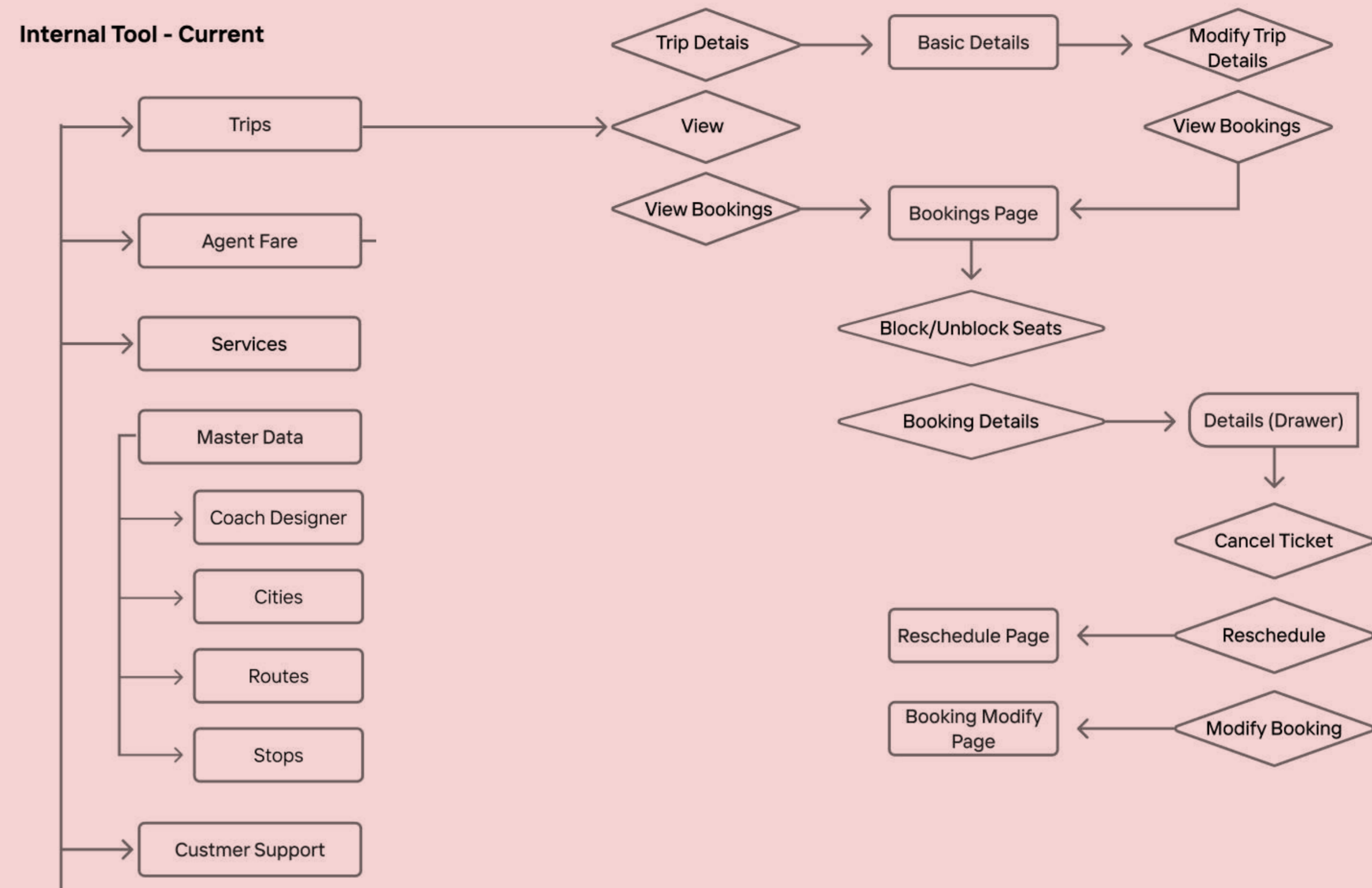
Improved Task Flows

- Reduced clicks
- Better Navigation
- Relevant Features
- Better Affordances
- Refined System Notifications/prompts
- Reduced redundant information

Internal Tool - Current

```
Trips ──────────> Trip Details ──> Basic Details ──> Modify Trip Details
                  View                              View Bookings
Agent Fare        View Bookings ──> Bookings Page
Services
                                    Block/Unblock Seats
Master Data
  Coach Designer                   Booking Details ──> Details (Drawer)
  Cities
  Routes                                              Cancel Ticket
  Stops
                   Reschedule Page <── Reschedule
Custmer Support    Booking Modify Page <── Modify Booking
```

Internal Tool - New

```
Trips ──────> View Bookings ──> Bookings/Details ──> View PNR Details
              Timeline                               Cancel Trip    PNR Drawer
Agent Fare    Notification
Services
```

Roleplaying

- A new feature '**Conflict Resolution**' had to be designed and delivered as soon as possible. I proposed that the roles between concerned teams be switched for a week, to **empathize** and find out how teams work.

- Teams switched roles, trying to figure out how the new feature should work. A hectic yet fun week, the results were quite interesting for all.
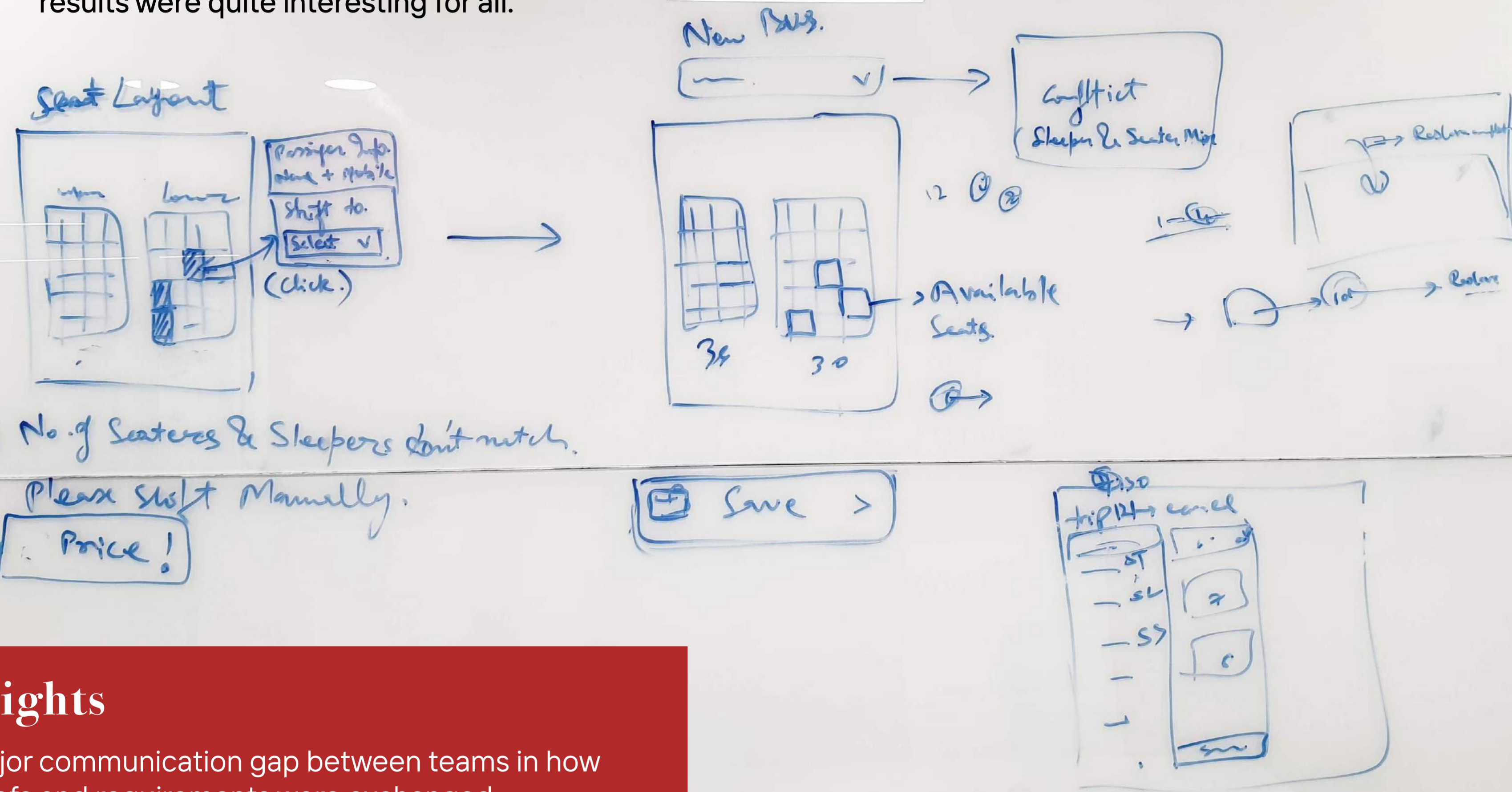
Note-taking for the insights gathered during the fun week (roleplaying) with the concerned teams.

Insights

- Major communication gap between teams in how briefs and requirements were exchanged.
- Nomenclatures needed revision. It was causing a lot of confusions resulting in increased training time.
- There was no need to create a new page for a probem that didnt exist in the first place.

Wireframes & Rapid Prototyping

I created more than 200 wireframes with multiple iterations, to craft a seamless experience for the user and ensure business profitability.
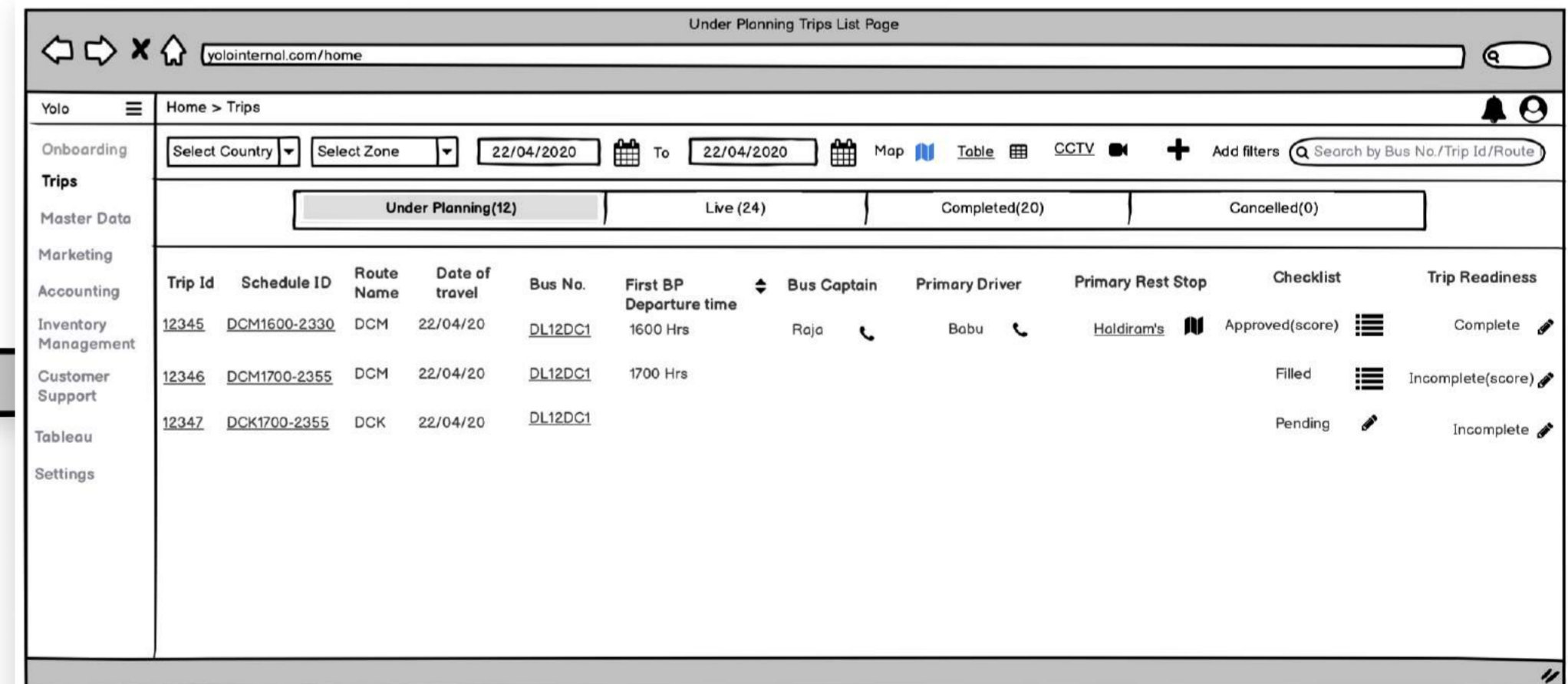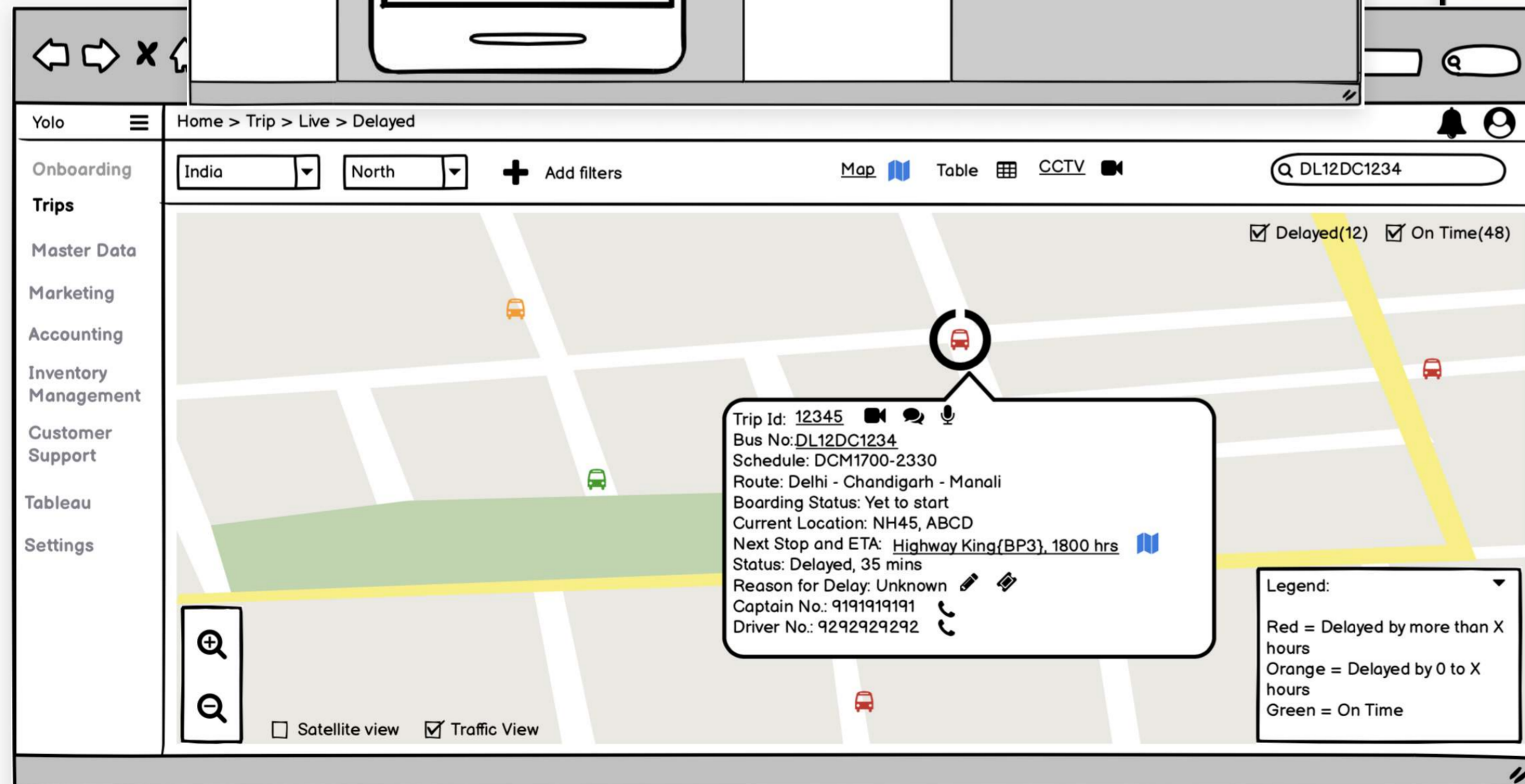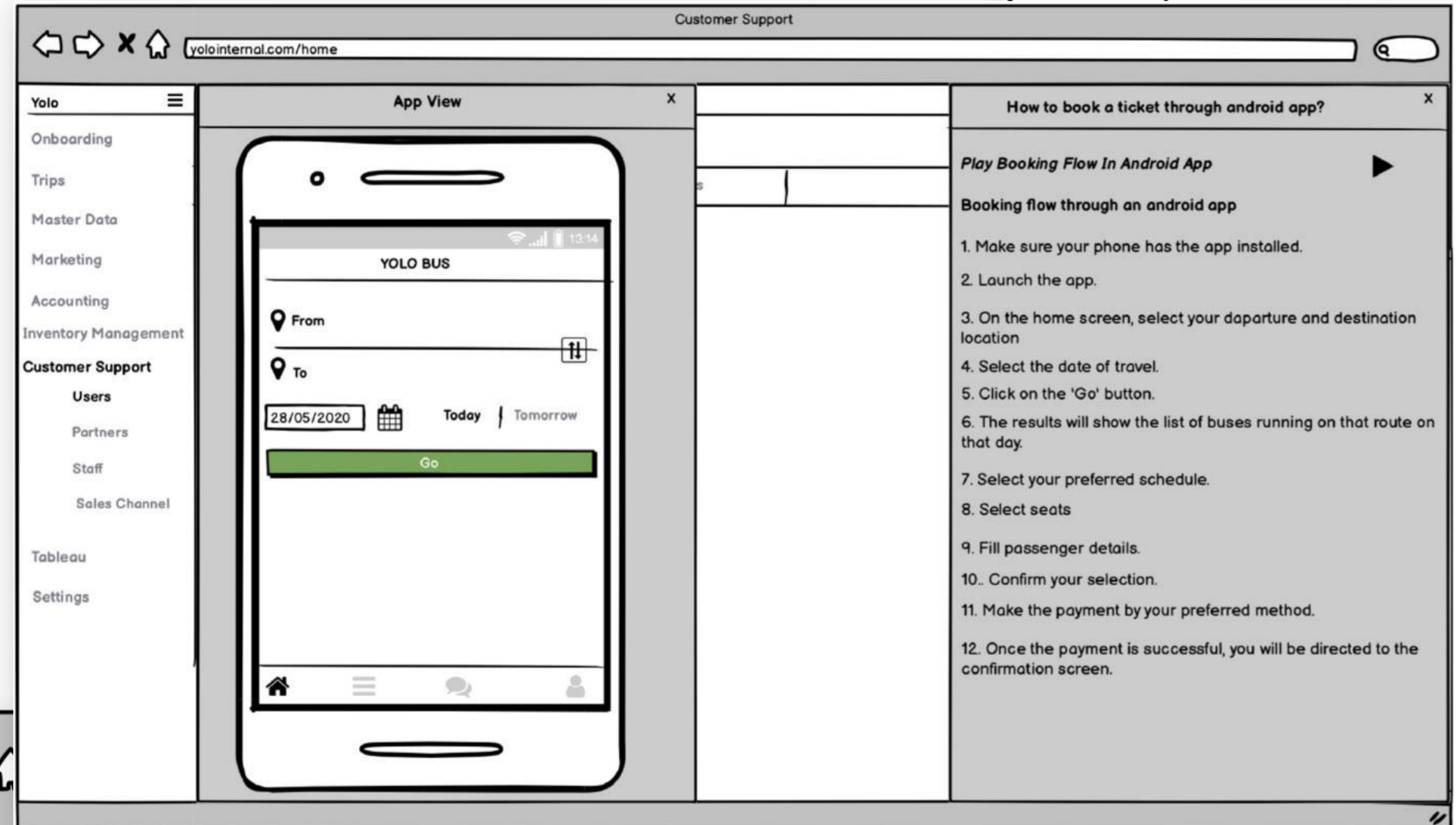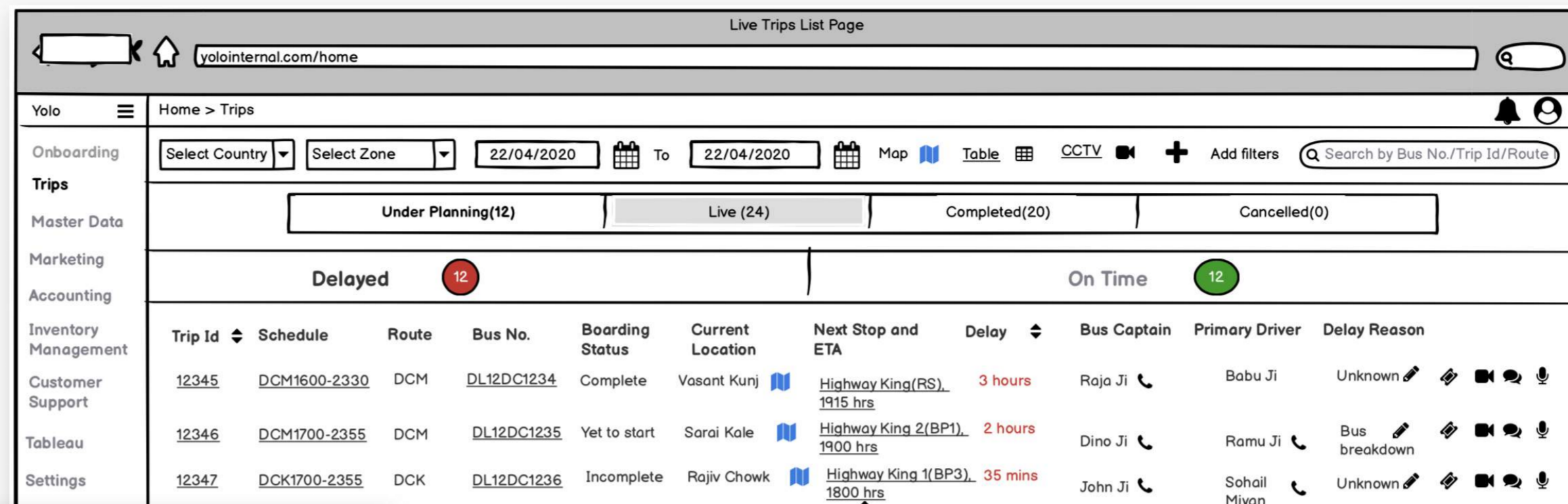
Visual Design and Styleguide

Supervising the Design Team also required that I create a new brand and style guidline for the product. This was also to reflect in the creative social media posts, ensuring consistency in the look and feel for the product.

YoloBus

1pt
Primary Button 2pt

Secondary Button

Text Button →

White

Primary
Hex — FFFFFF

Black

Secondary
Hex — 000000

Green

Accent
Hex — 65D36E

Blue

Hex — 276EF1

Red

Hex — F25138

Yellow

Hex — FFC043

Orange

Hex — FF6937

Grey

Hex — EEEEEE
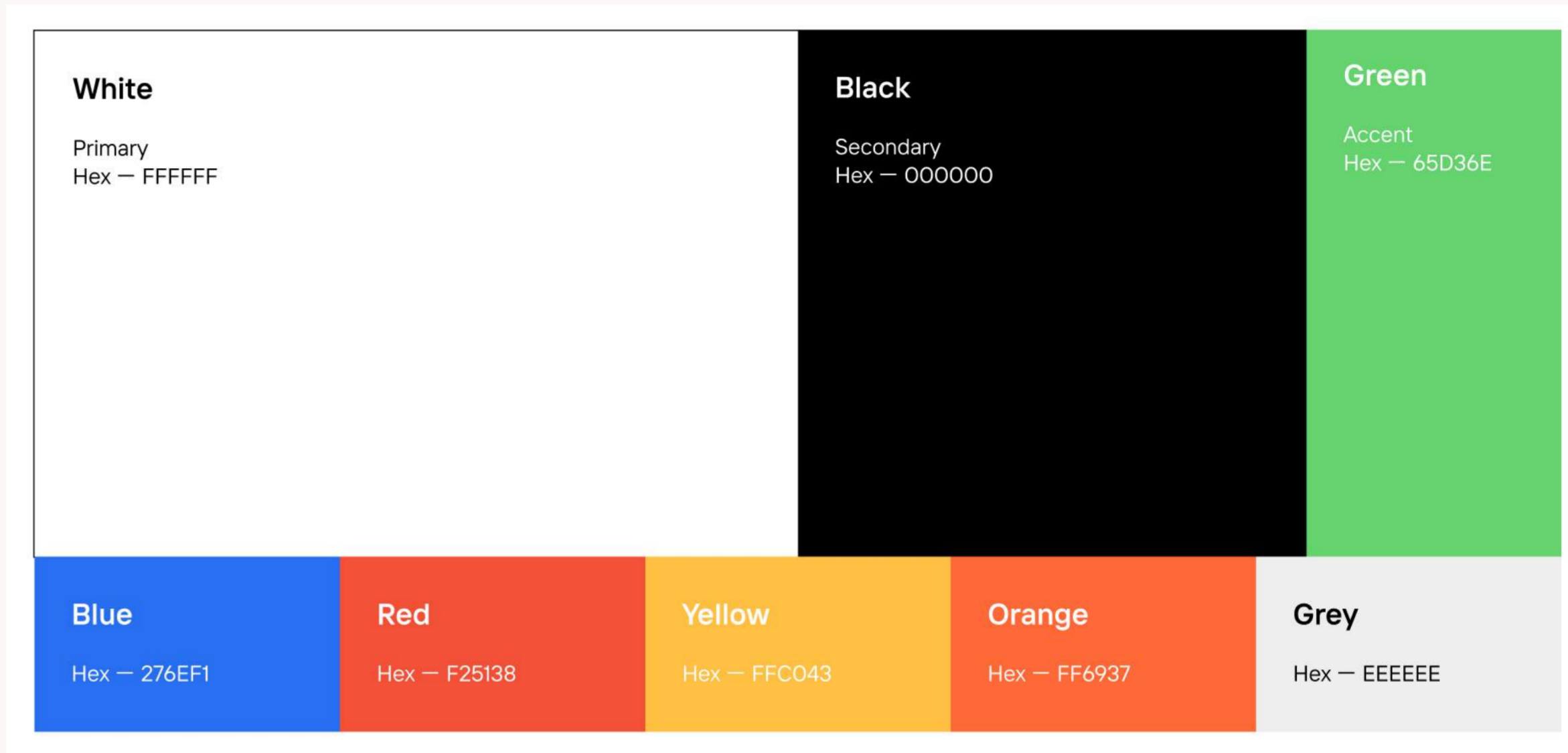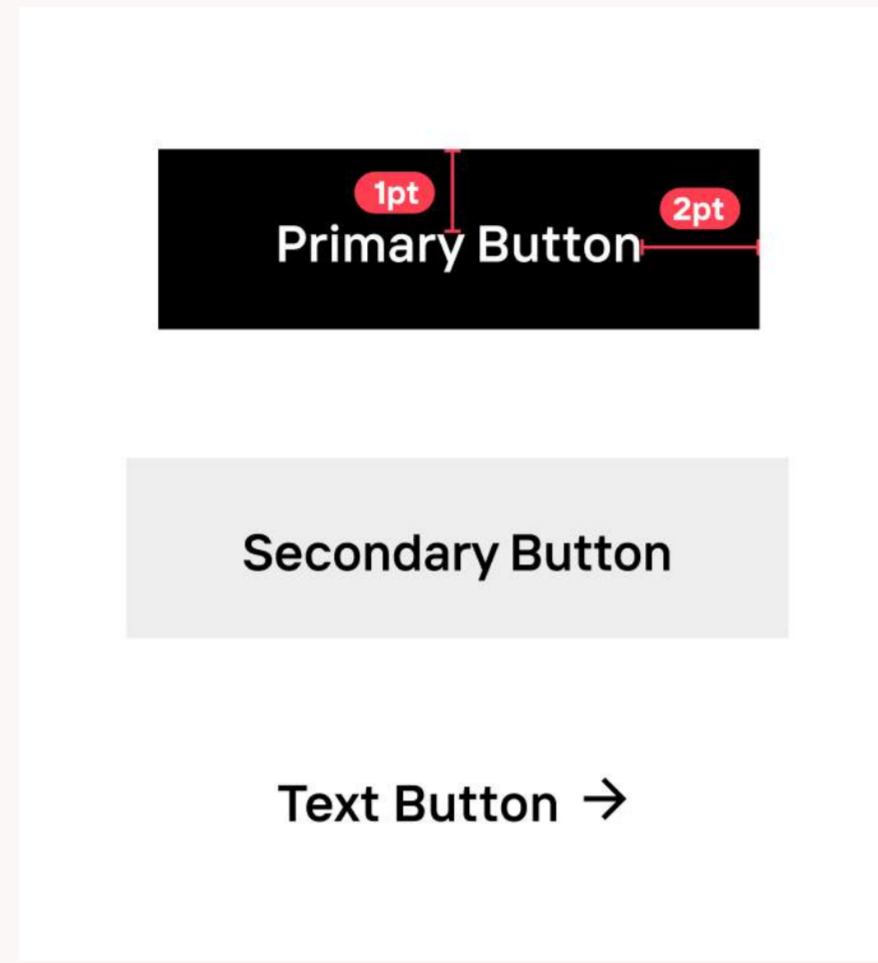
Simultaneous contrast is visually powerful

Color schemes work best when used proportionately

60% 30% 10%

Process

Atom	Molecule	Organism	Template	Screen
Foundation	Components	Patterns	Templates	Features
Color, Text, Icons	Buttons, Text fields, Menu	Widgets, Navigation, Widgets	Wireframe of a screen	Complete Screen
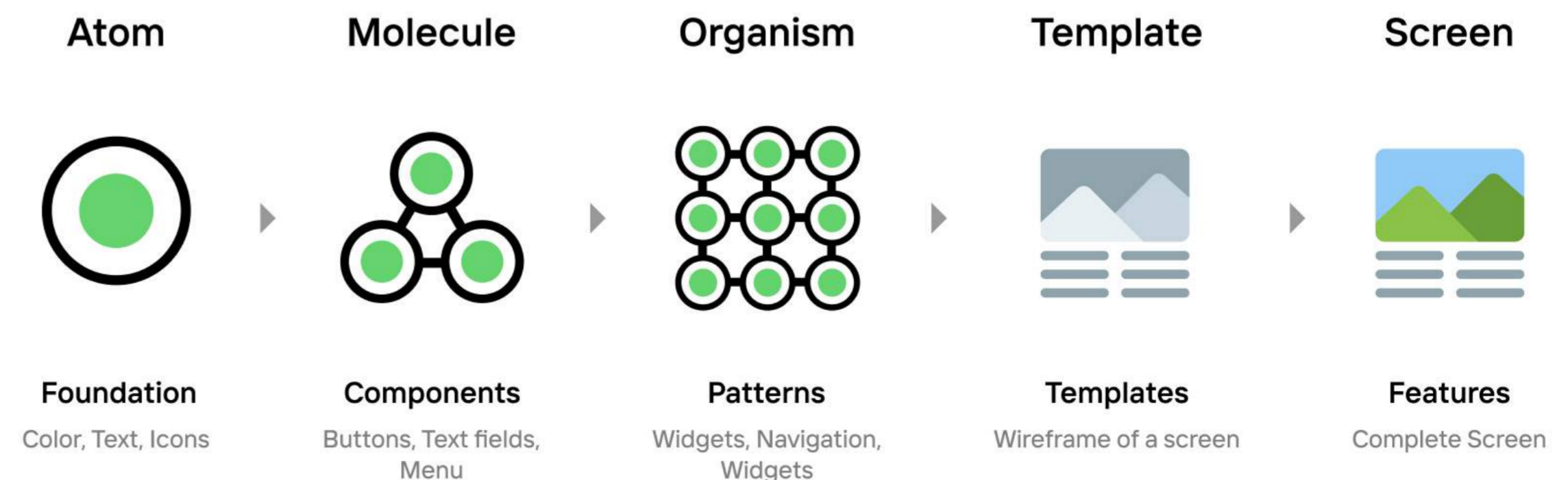
Outcomes

- Reduced significant time in resolving customer issues and increased customer satisfaction.

- 2x better accessibility of information for smoother task deliveries.

- Reduced training time.

- Improved CX team productivity and make operations seamless.

- Improved Team Communication and Collaboration.

- Scalable Design that incorporated new features and catered to new business cases.

Booking App - YoloBus

With multiple iterations, the app was polished, meeting contemporary design standards, and resulting in a seamless ticket-booking process.

Project Goals

When I joined the team I was repeatedly reminded by the members how dull the interface looked. On using the app for a few days I figured that it lacked a few elements like **feedbacks, error states and better affordances where it were needed the most.**

Major goal was to not only make the interface look aesthetic, but also run it through the **Hueristics Checklist.**

Design maturity

User Centric
User research and problem solving

Make it pretty
Visual, colours, images, fonts

1
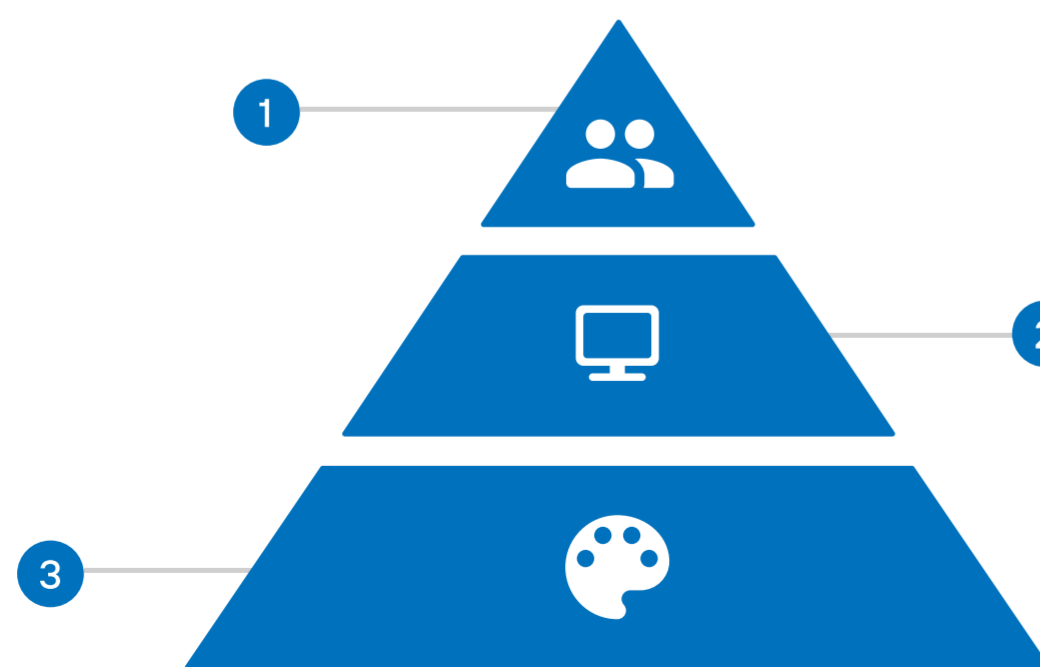
2 **Interface Design**
- Design input for layout and interaction
- Usability test and validations

3
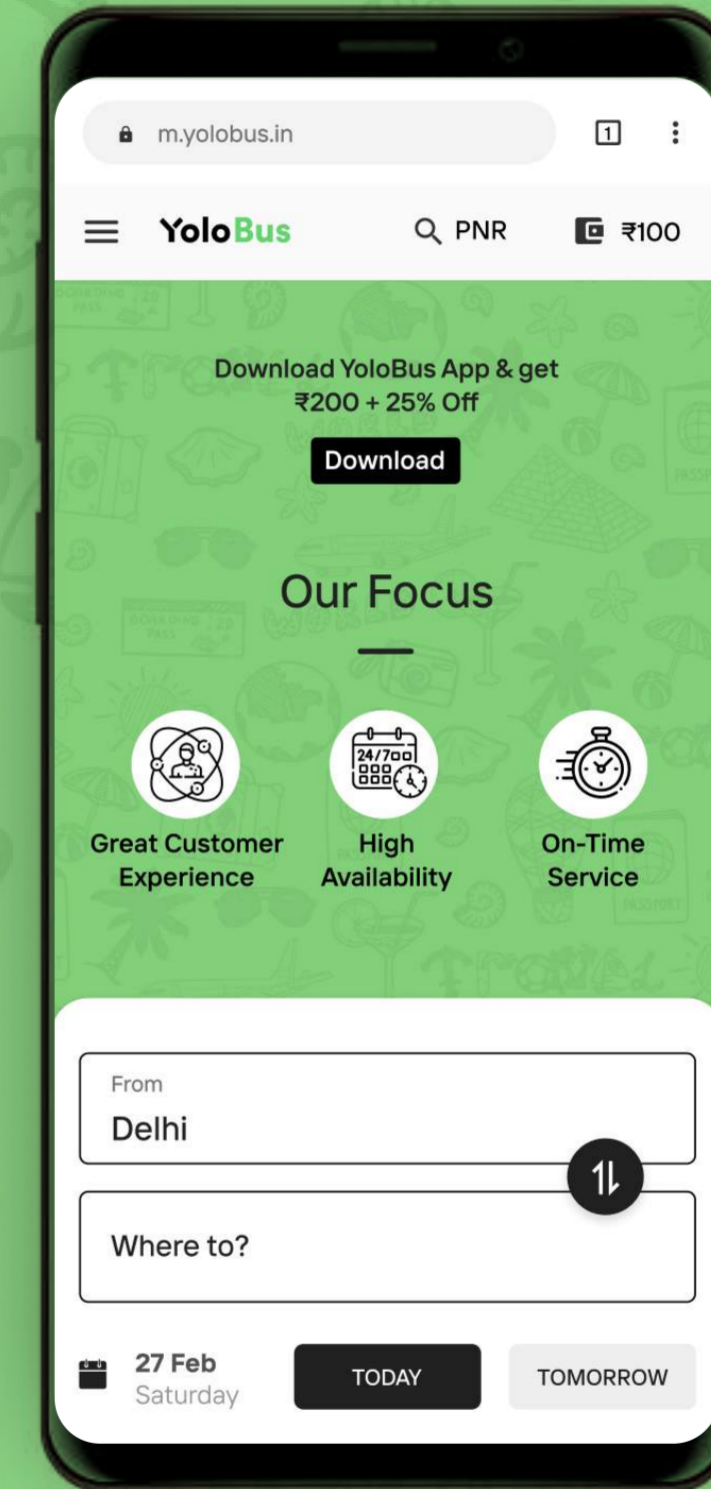
Research

The first step was to analyze the main competitors. I reviewed several similar apps, talked to the stakeholders and made a list of both implemented and planned UX approaches.

Redbus
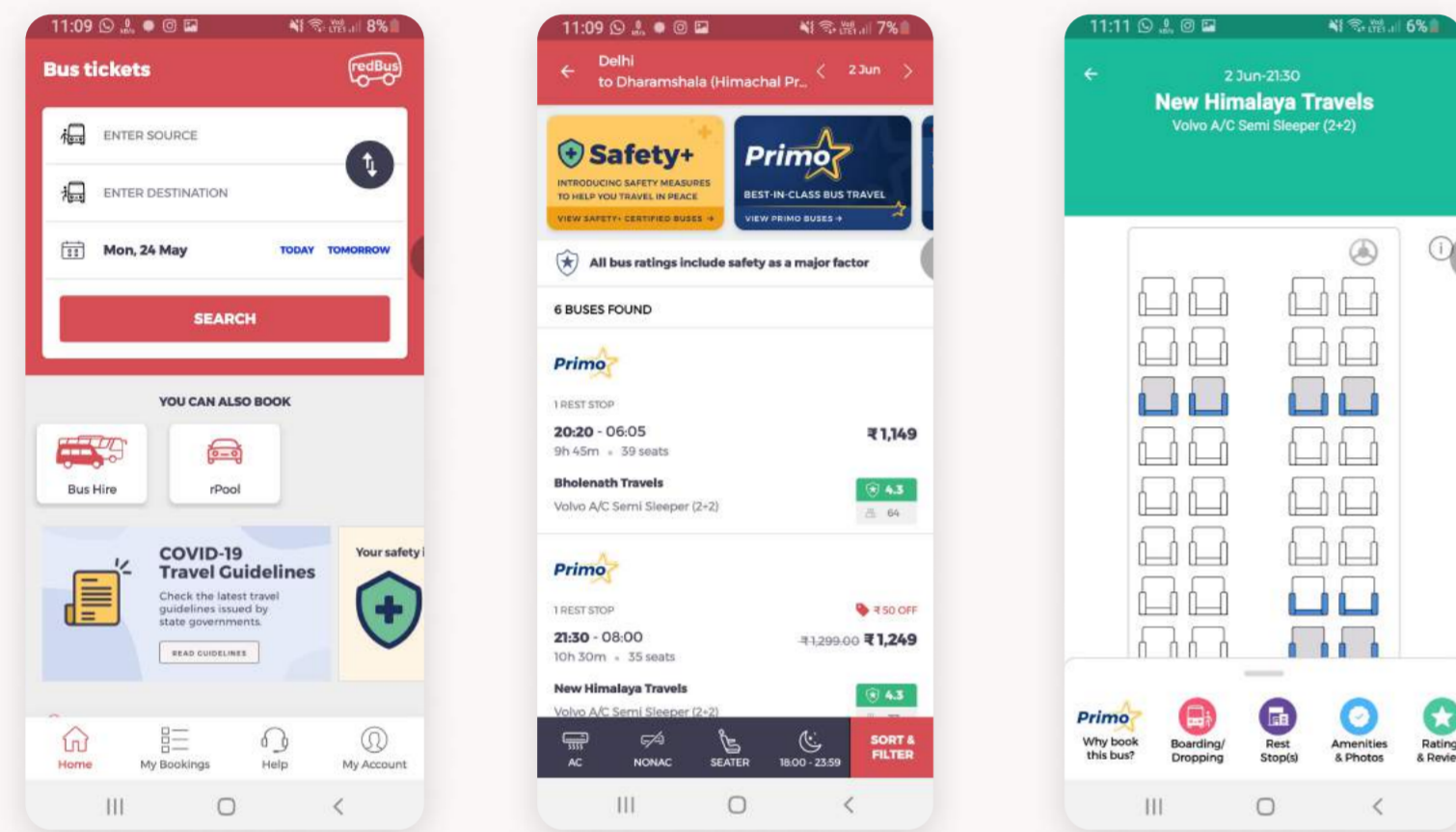
## ZingBus
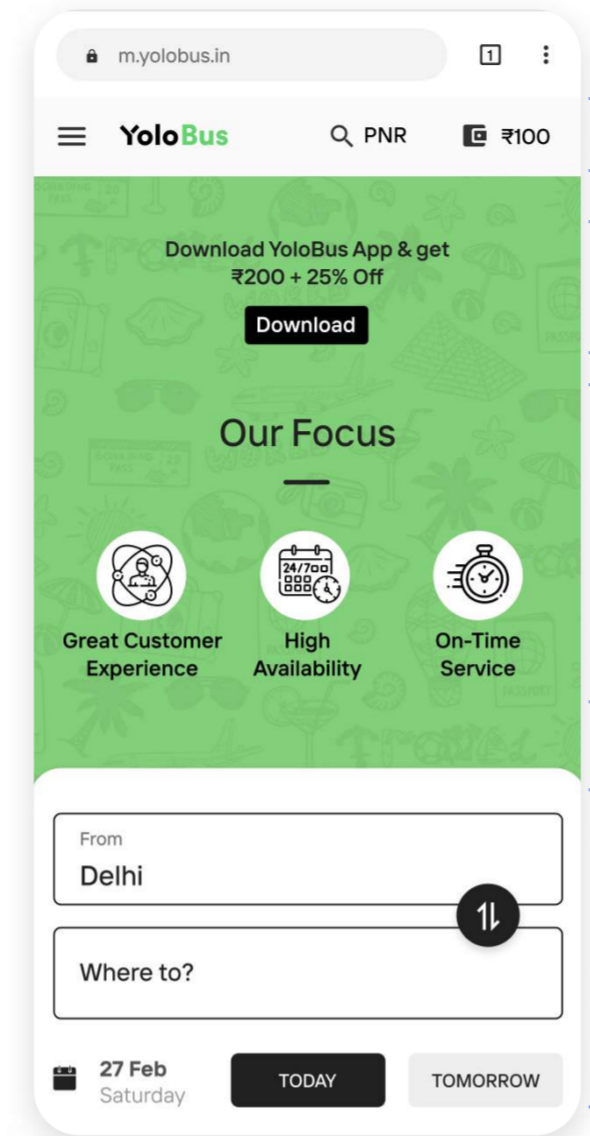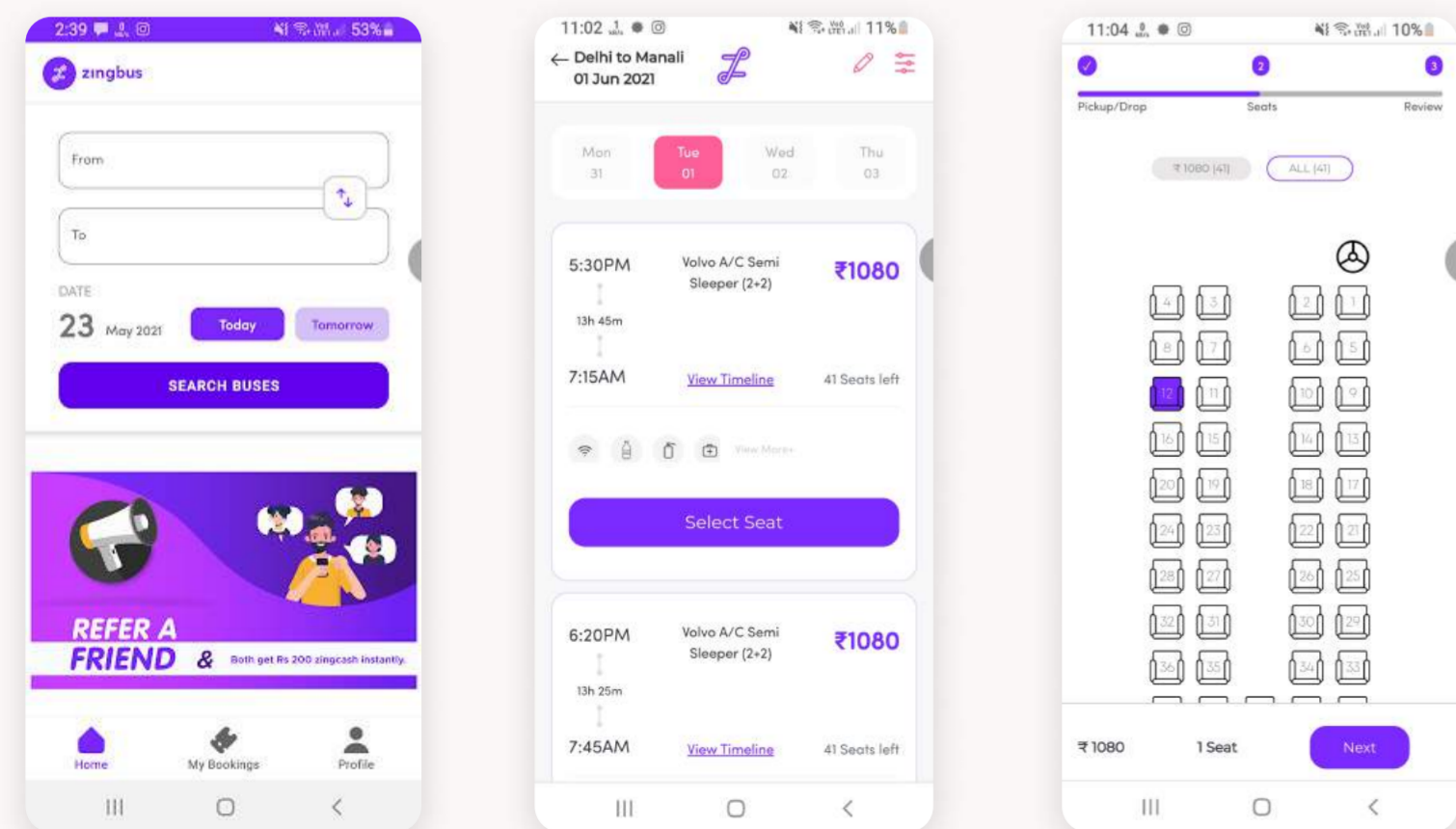
Bottom navigation accomodated in the menu and added PNR Search and Wallet amount on top for better accessibility.

Clickable offers and lucrative banners for better user engagement resulting in high conversion rates.

- Highlighted three key pillars of the service for making the app more credible.
- Allocating this space for previewing LIVE FEED from bus and pictures showcasing hygine and and happy customers.

- Better Ergonomics: Reachable intended area of the page to the human thumb. (Easy single handed use)
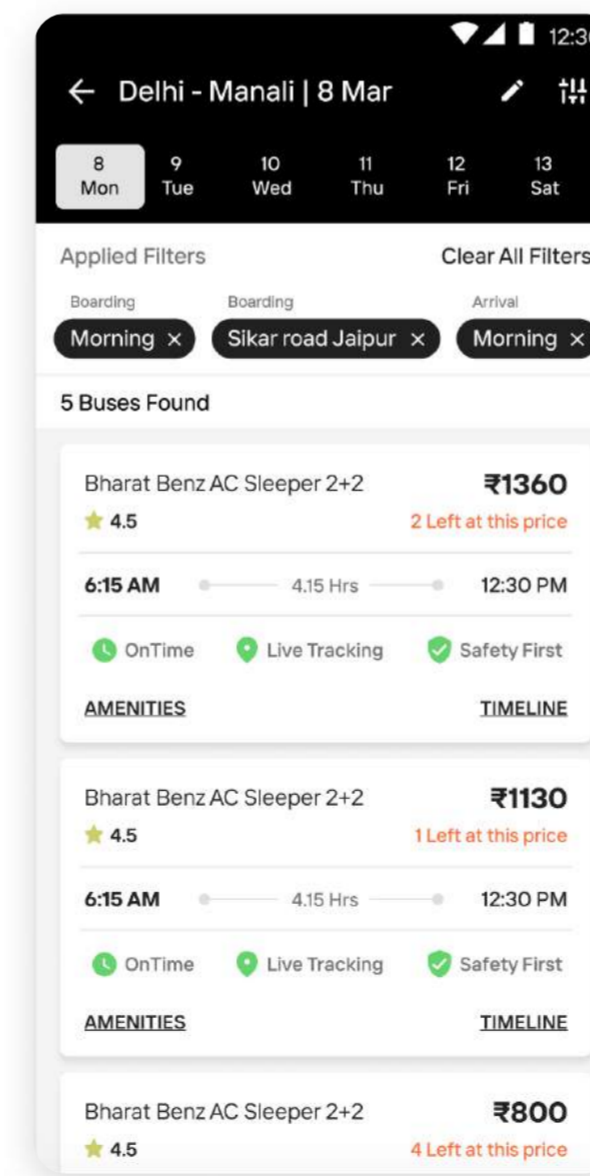
Scrollable date for easy filtered search results.

Applied filters for better system status.

Clean and relevant information on the card.

Refined design with clear hierarchy of information.
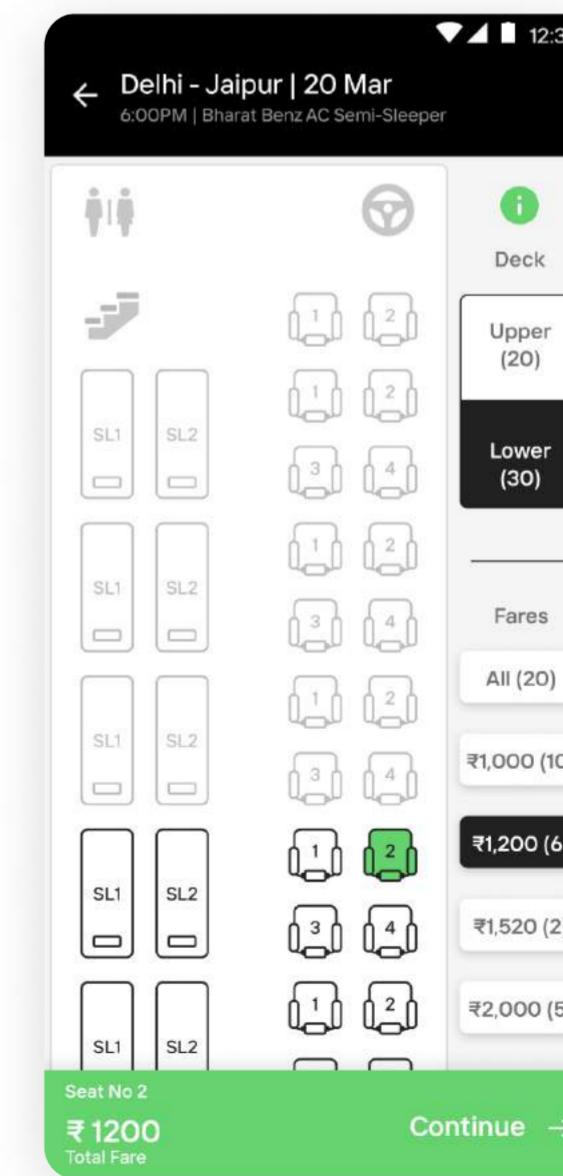
All the information shown on top as you go along.

Utilizing the "realestate on phone screen" wisely to incorporate all the information withought clutter.

Filters on right instead on top

Maximum view of seat layout

Applying Tog's Principles

"Effective interfaces are visually apparent and forgiving, instilling in their users a sense of control. Users quickly see the breadth of their options, grasp how to achieve their goals, and can settle down to do their work. Effective interfaces do not concern the user with the inner workings of the system. Work is carefully and continuously saved, with full option for the user to undo any activity at any time. Effective applications and services perform a maximum of work, while requiring a minimum of information from users".

Primary Navigation
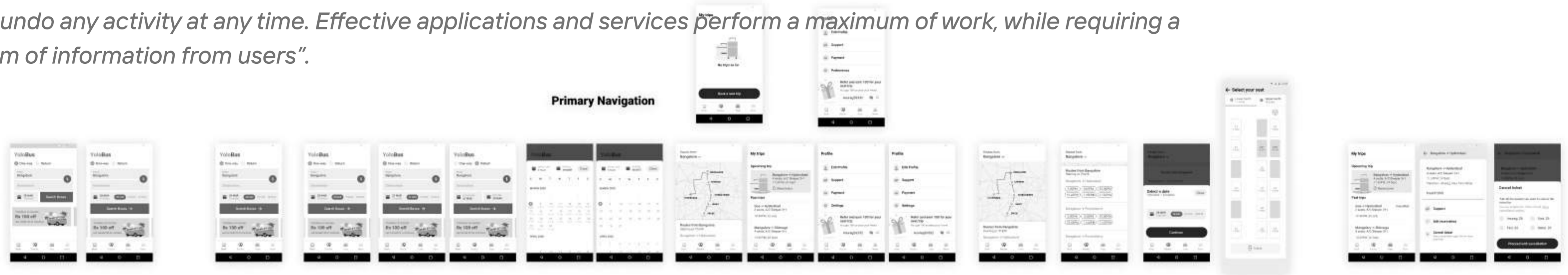
Booking flow

Designing Interface (Mock-ups)

This was the first draft of the mobile booking app before we decided to redo the branding and redesign from scratch.

Post booking

Evolution of design

Various elements and design components were reworked on, with the constant feedback loops formed with users and stakeholders.
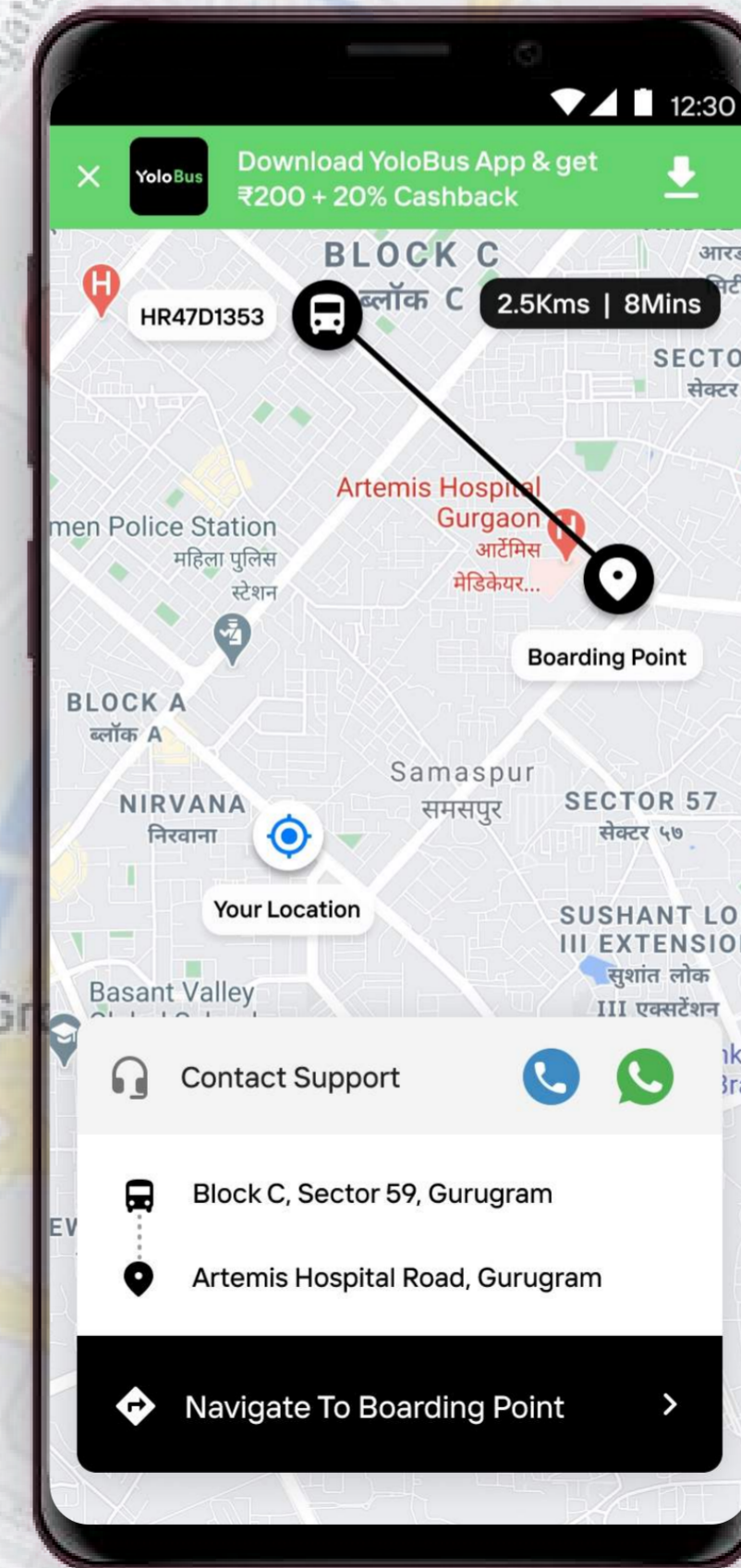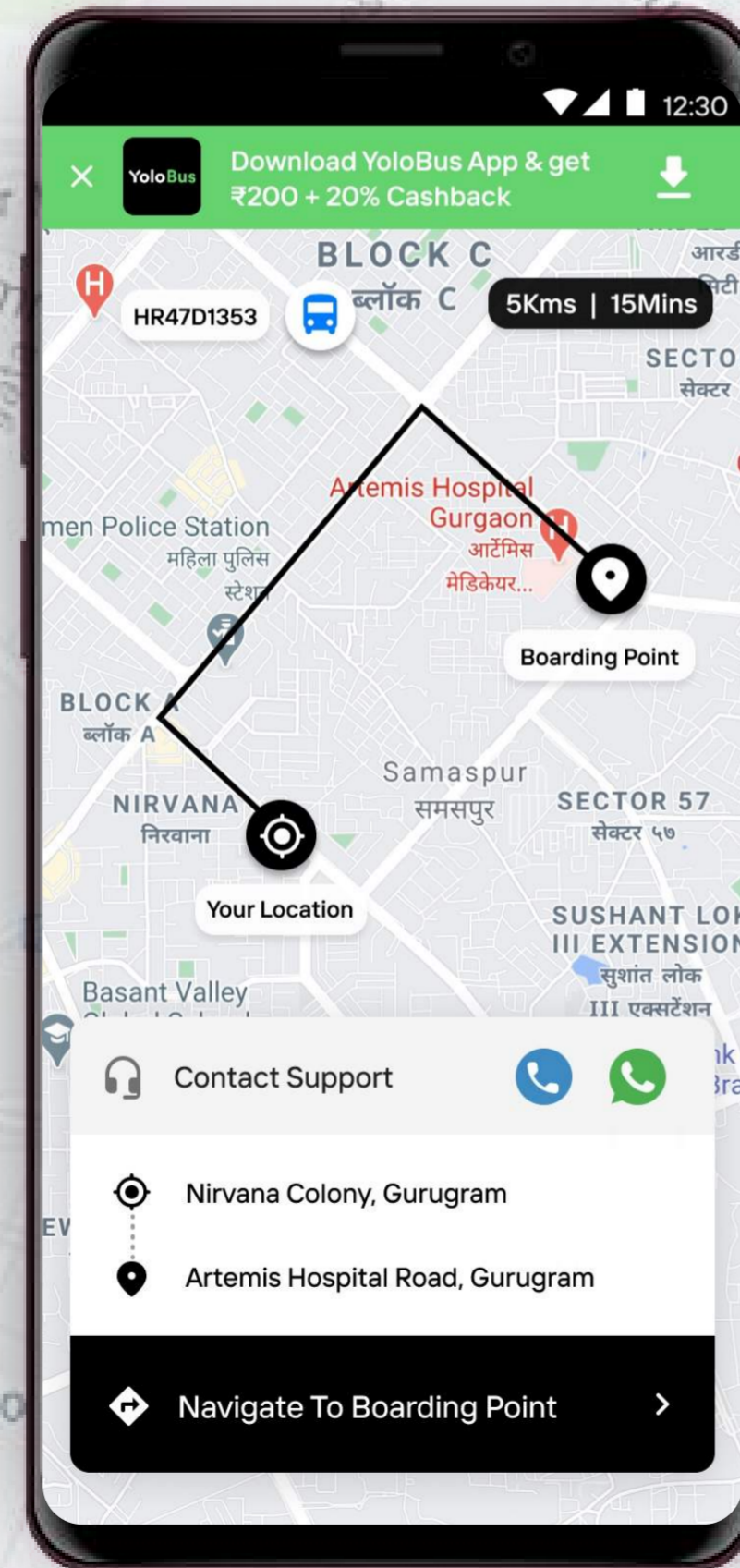
Diverge and Converge: Used this principle to remove unneccesary information to refine the information
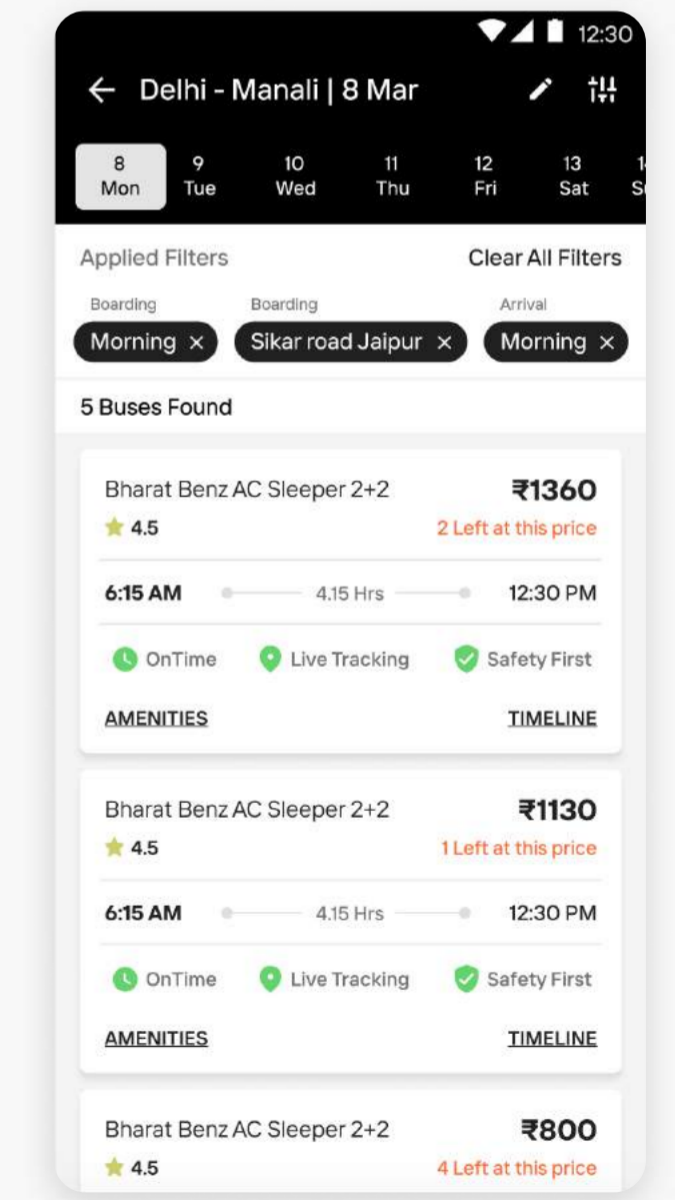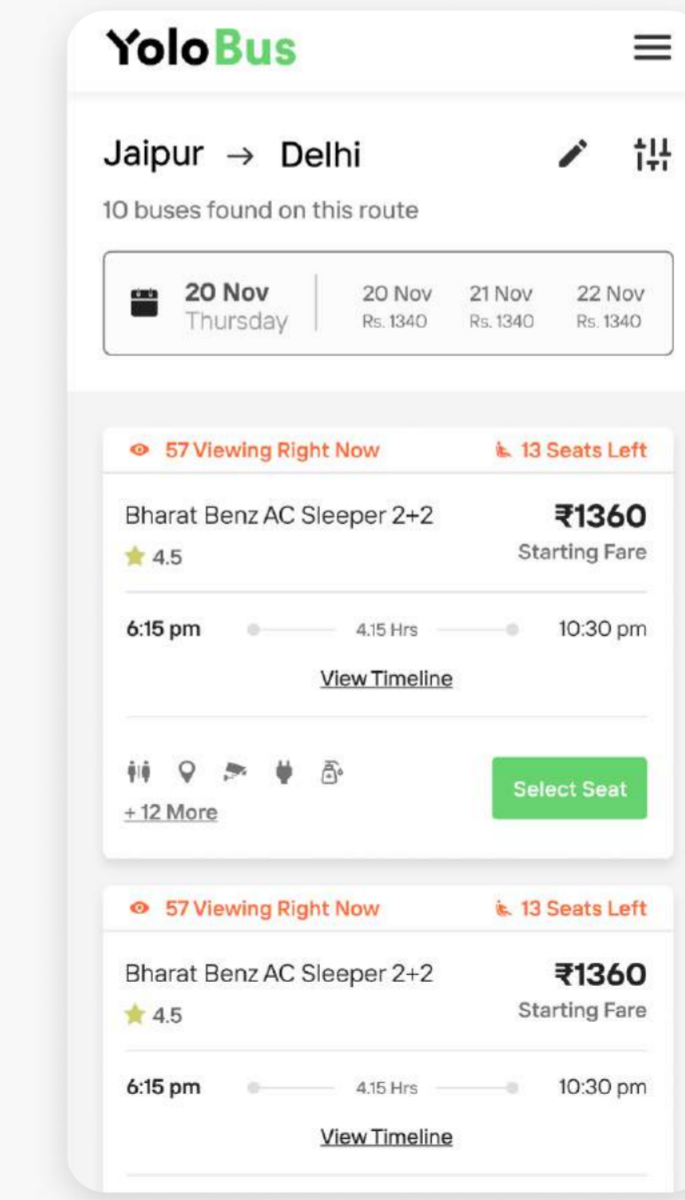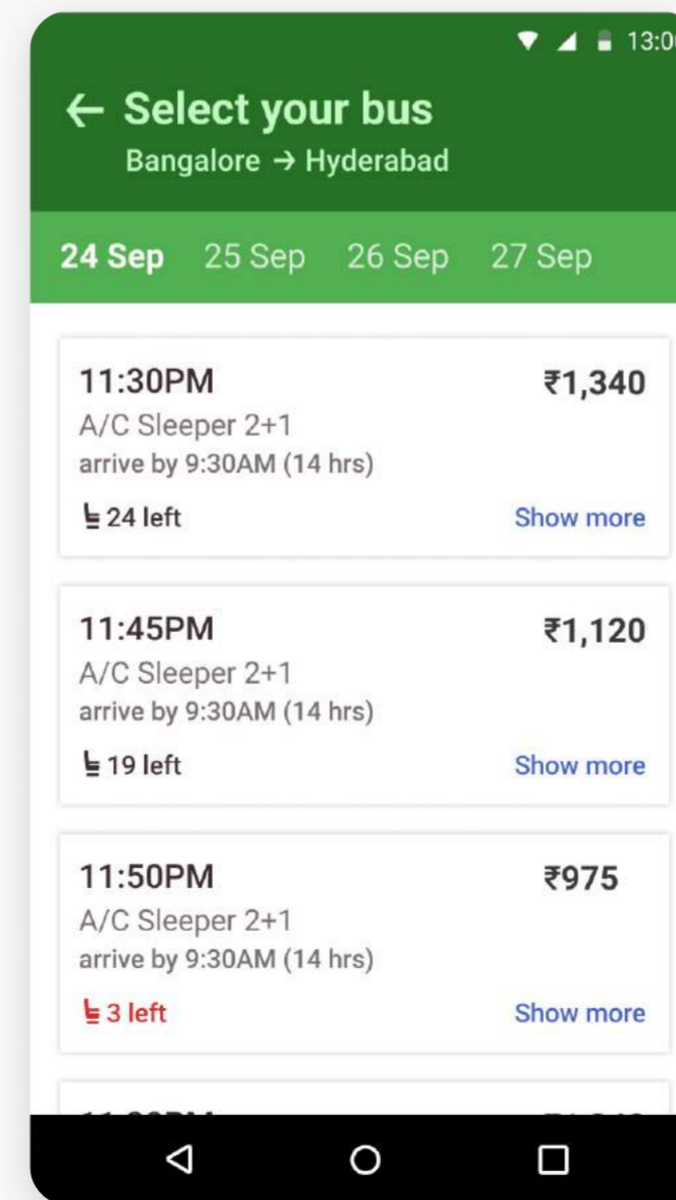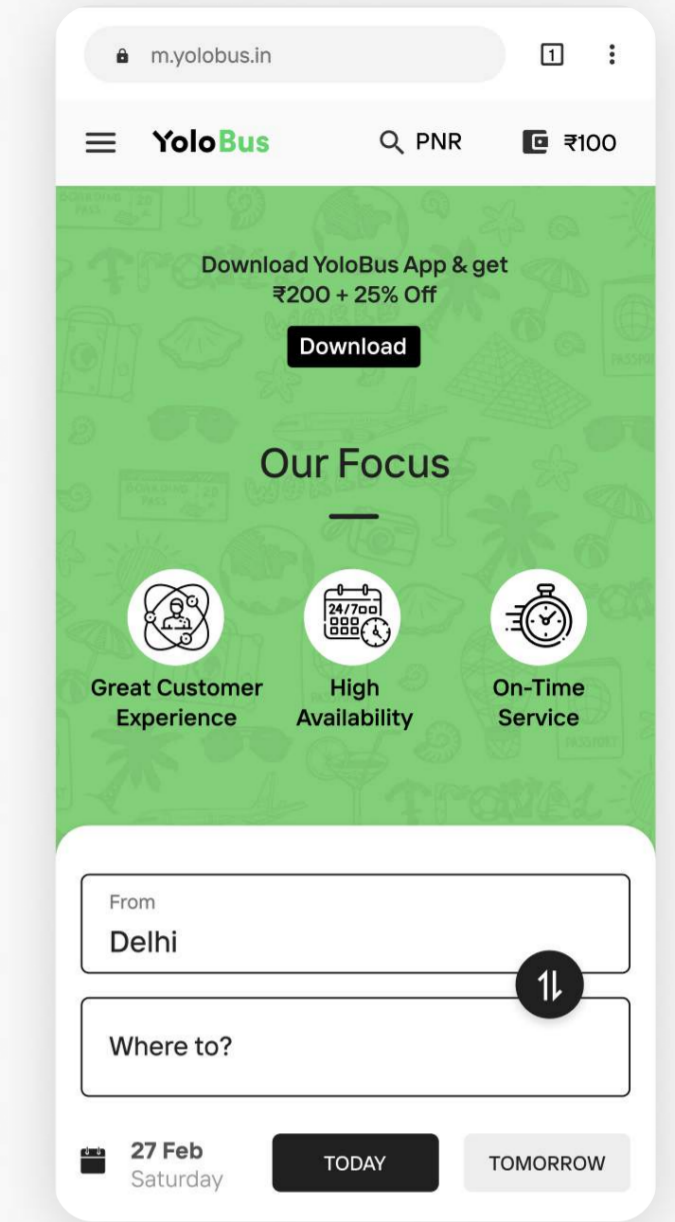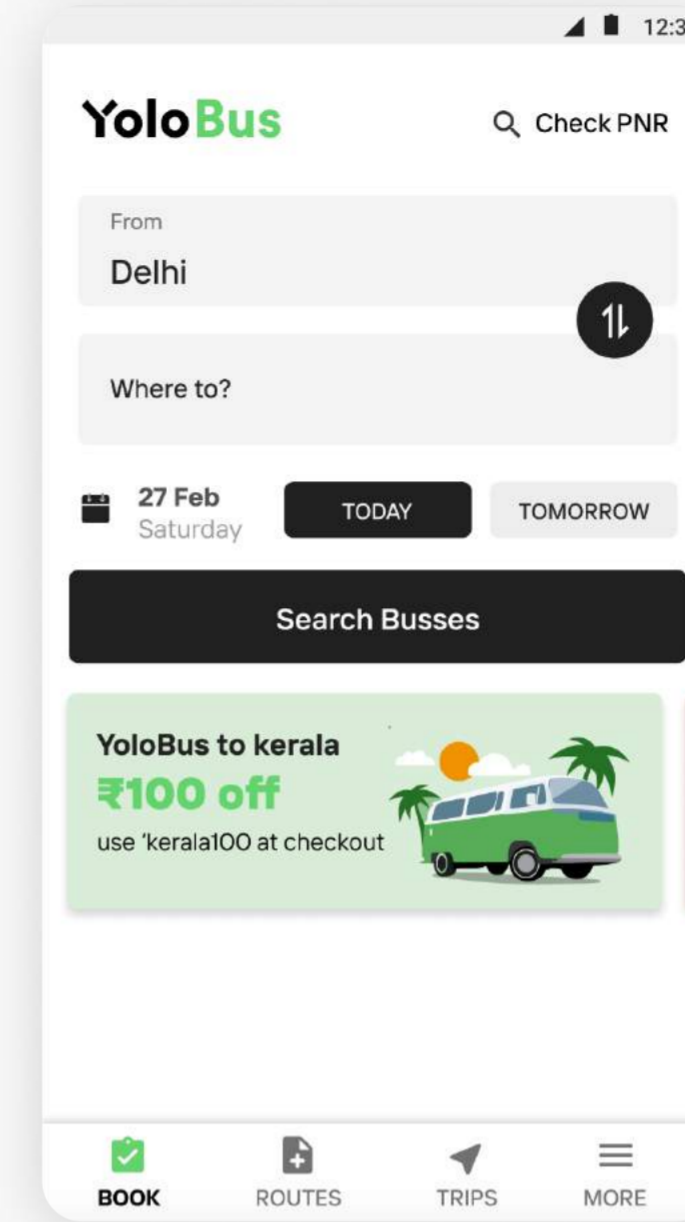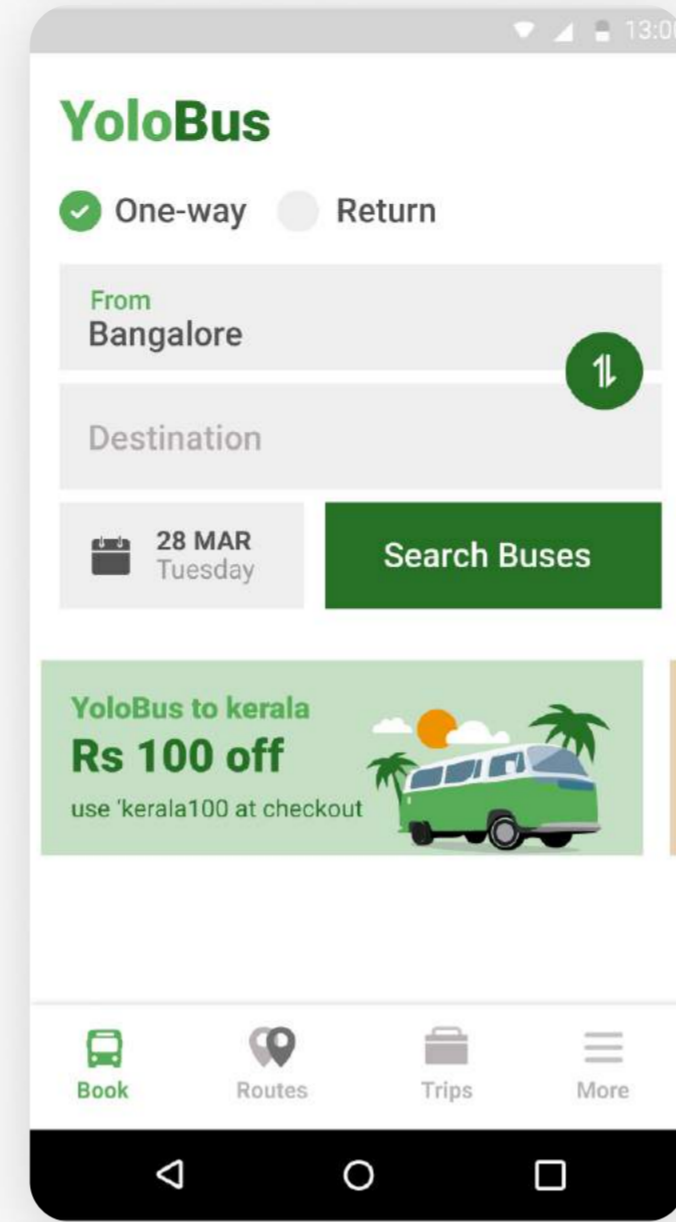
Evolution of the design from 2019 to 2021

Live Tracking

To increase the value of our services, I proposed that we send a live tracking feature to our passengers before they boarded the bus.

Audit App - YoloBus

The organisation pivoted from having company-employed crew to having the crew employed by the partners. In order to keep a check on the qulaity of services provided to the customers, the platform so built ensured that our executives went on audit sprees.

Project Goals and Requirements

• The audit events were planned to be executed between the stops/hop points

• To make sure the Auditor/executive has the location of the bus and the destination

• A checklist of parameters was supposed to be designed in order to cover all prospects for audit

• A provision for adding expenses for a particular bus

Challenges

• The biggest challenge was to fetch information from the IoT devices synced with the third-party app called FleetX, which resulted in failed tracking

• The second challenge was to plan the audits. Like, assigning buses to the executives for audits

• Last but not least, the executives had a very small time window to do the audits
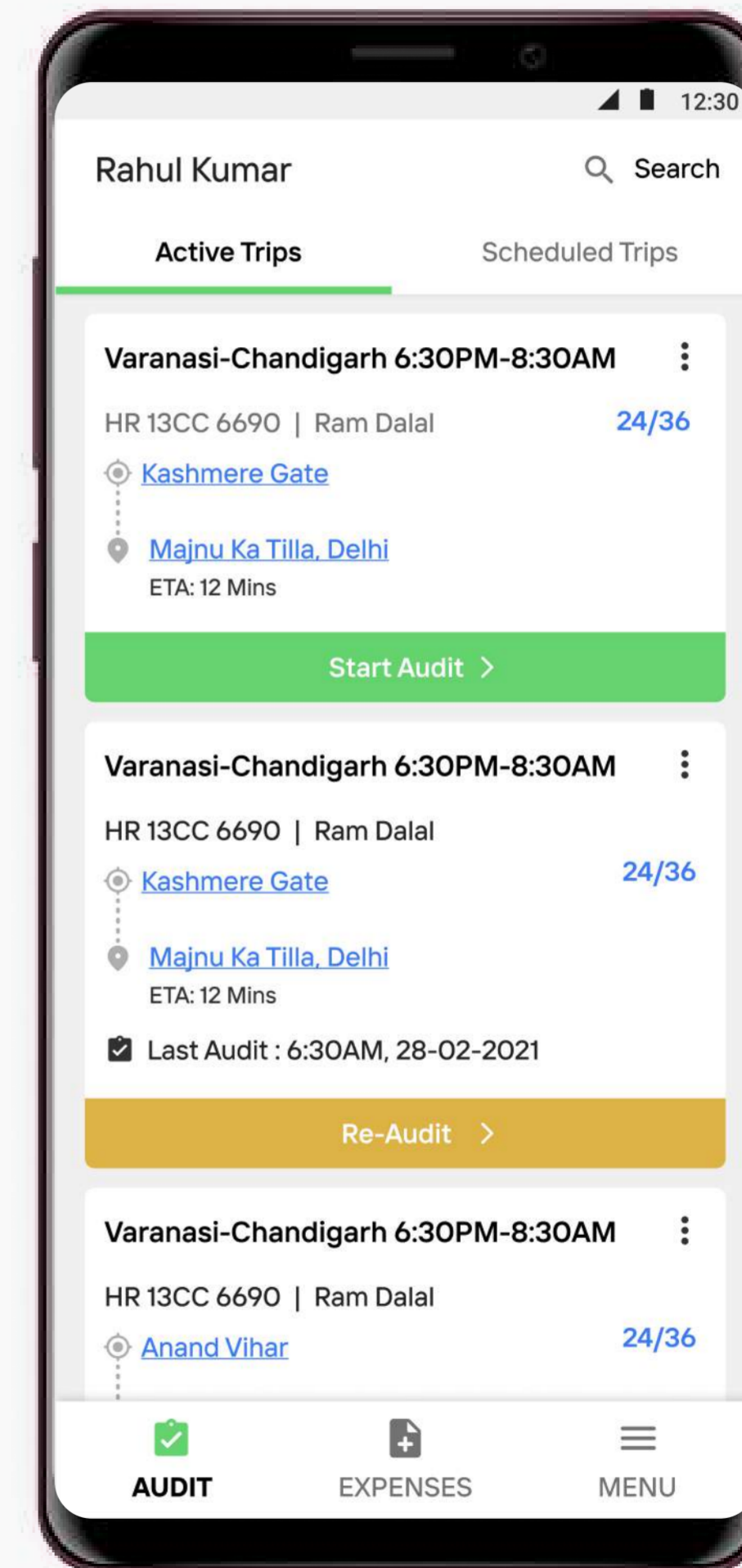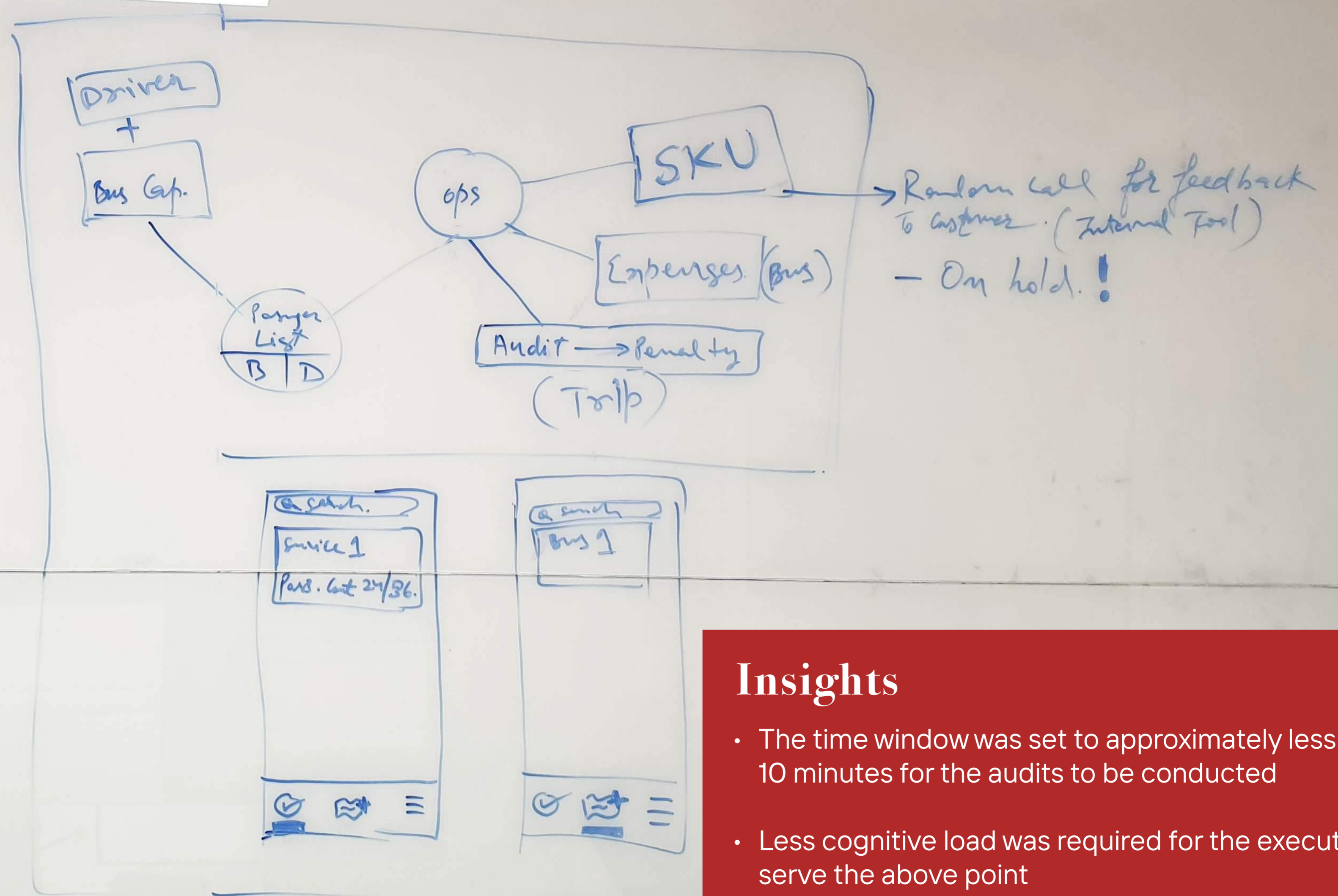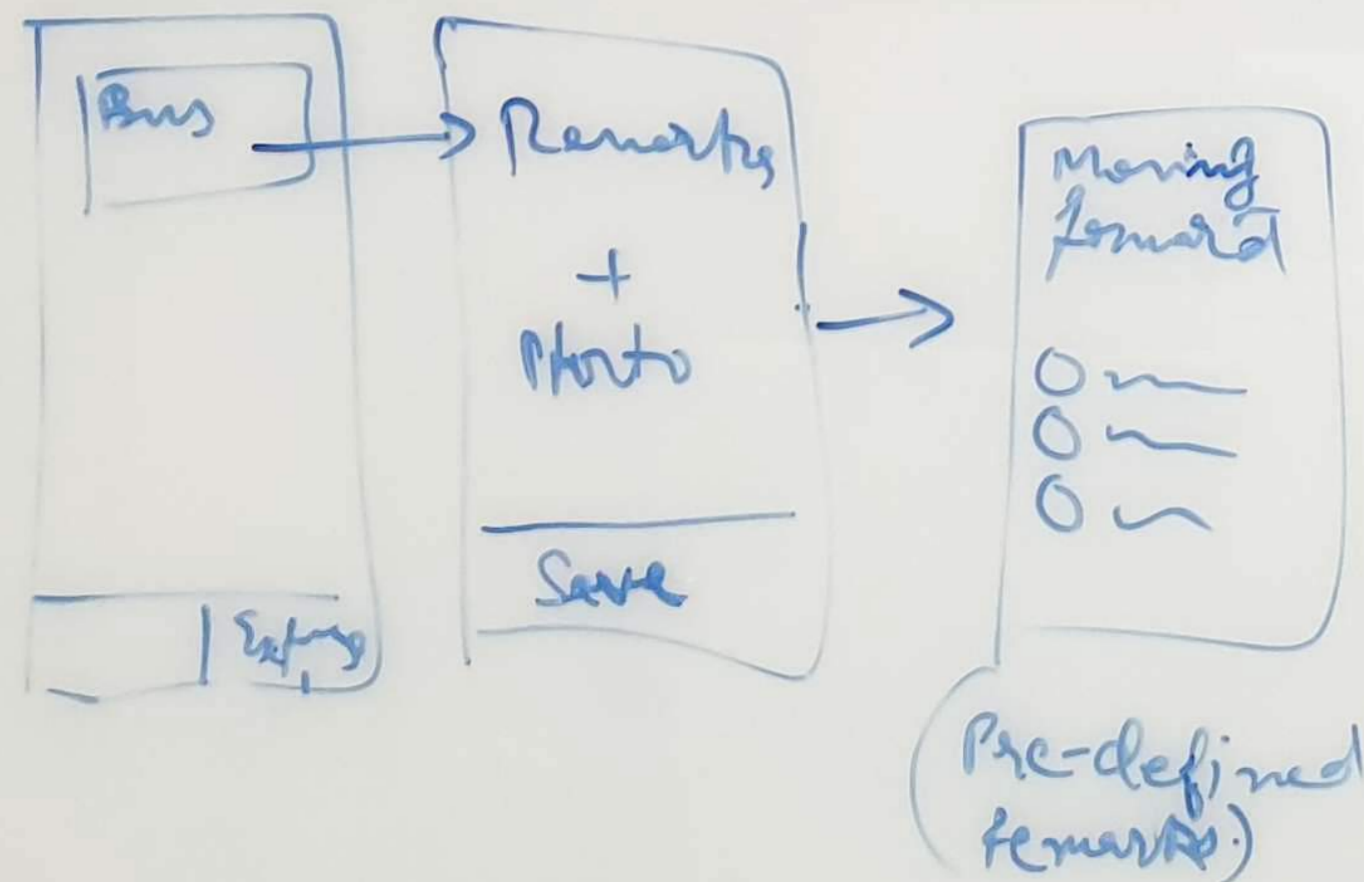
Understanding the flow and connecting the dots

After creating the site map of the task flows and system, I realized that this use-case had the potential to trigger a new requirement for SKU (stock-keeping unit), but with low technical bandwidth, the featured got pushed to the next quarter.
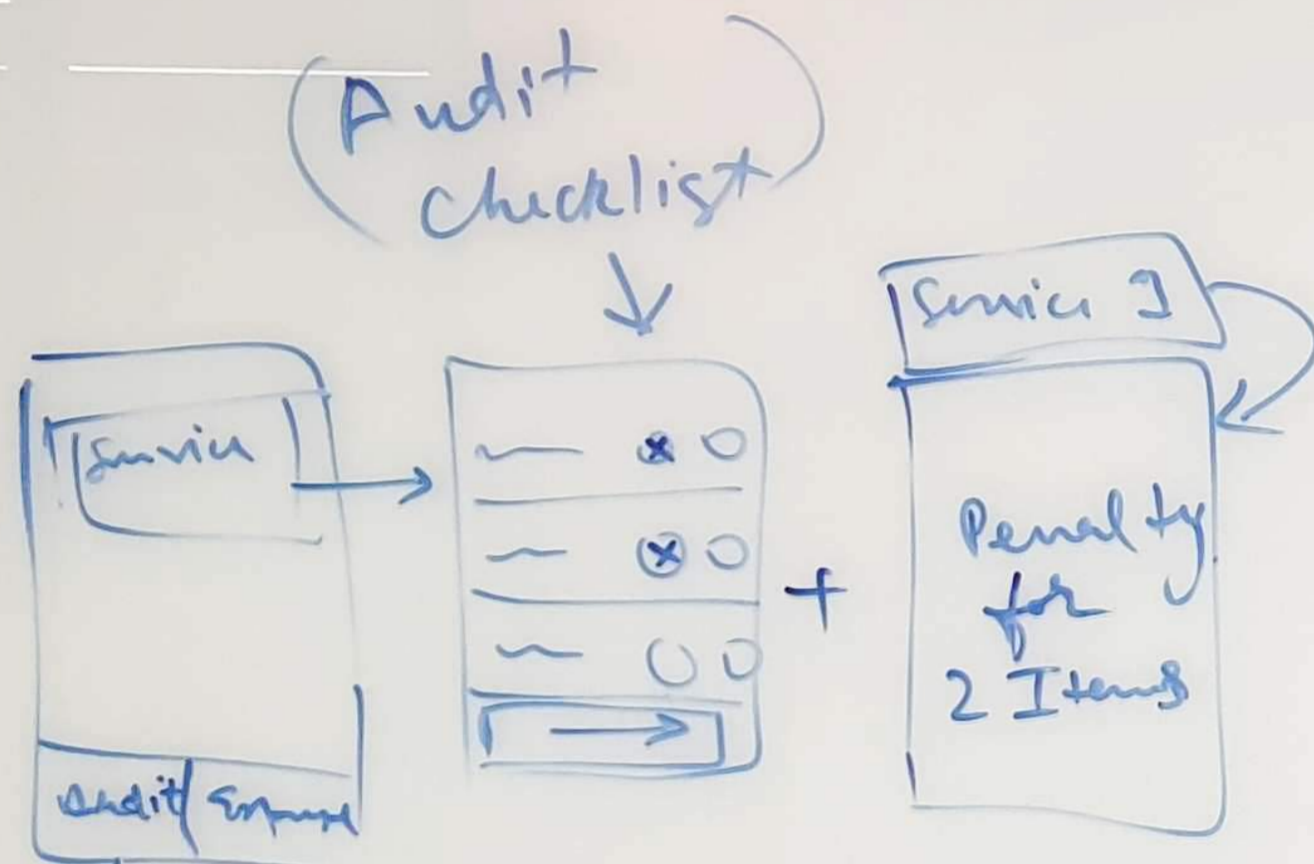
Insights
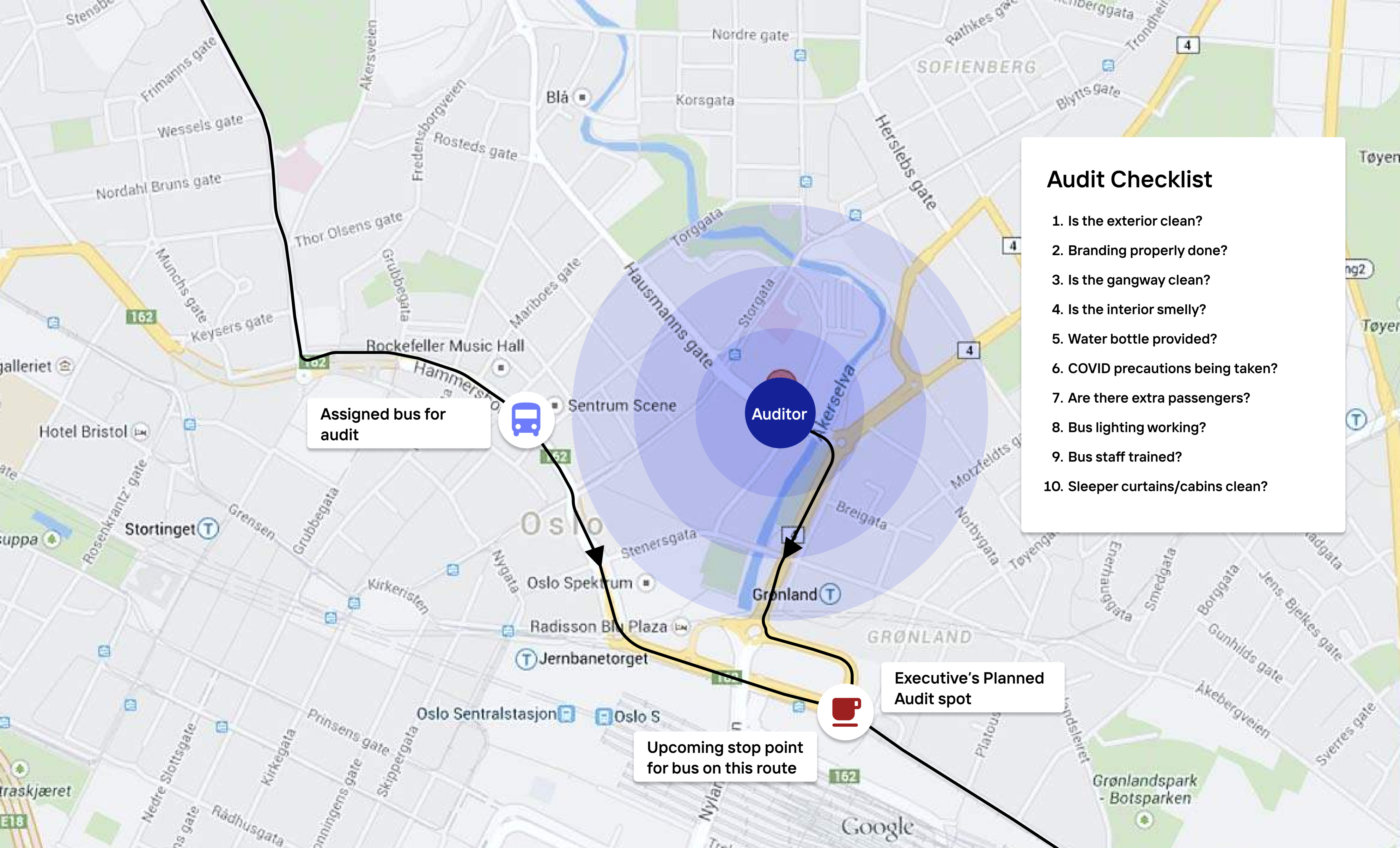
- The time window was set to approximately less than 10 minutes for the audits to be conducted

- Less cognitive load was required for the executive to serve the above point

- Adding Expenses was set to be a quick task

Audit Checklist

1. Is the exterior clean?
2. Branding properly done?
3. Is the gangway clean?
4. Is the interior smelly?
5. Water bottle provided?
6. COVID precautions being taken?
7. Are there extra passengers?
8. Bus lighting working?
9. Bus staff trained?
10. Sleeper curtains/cabins clean?

Assigned bus for audit

Auditor

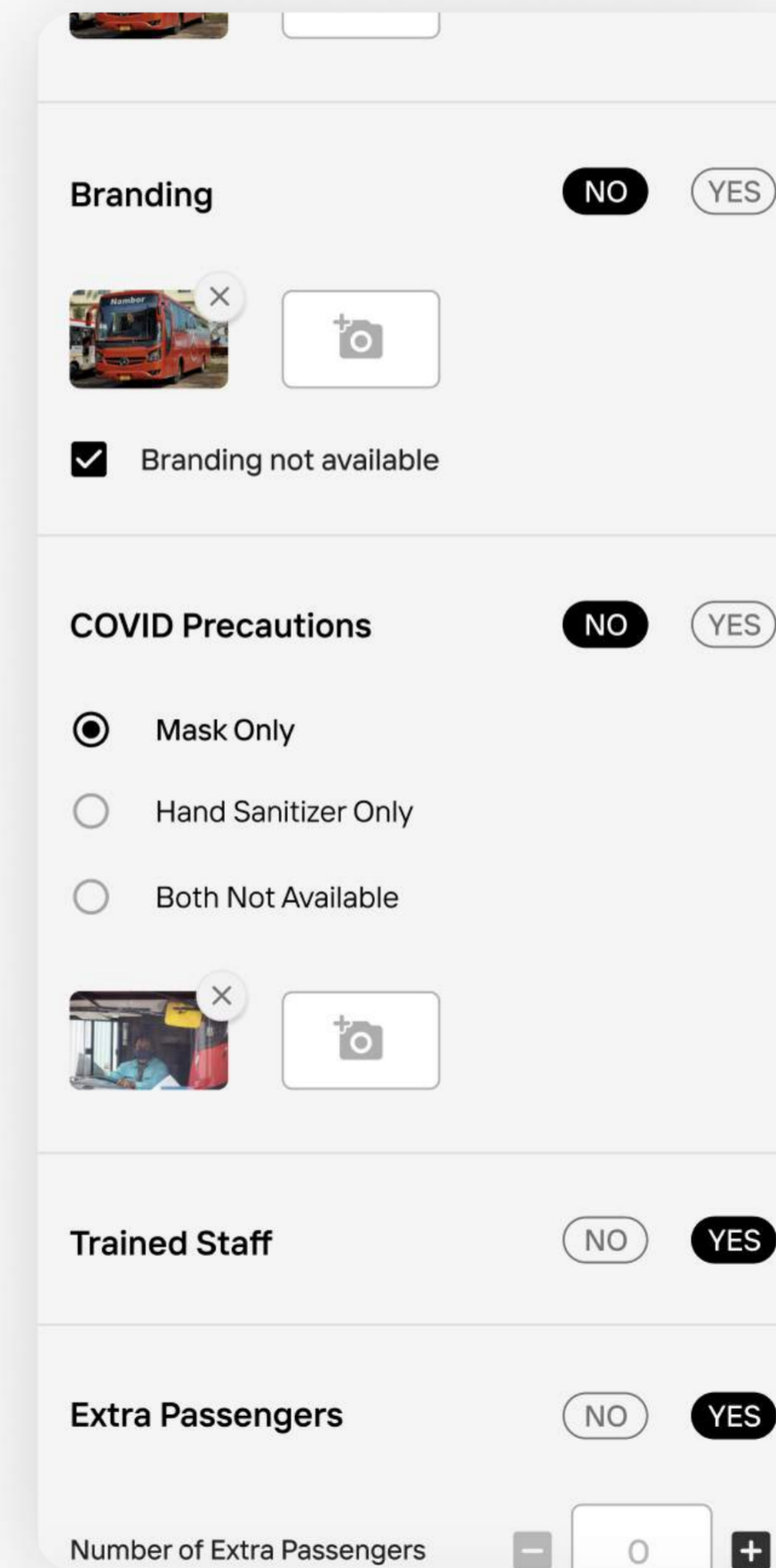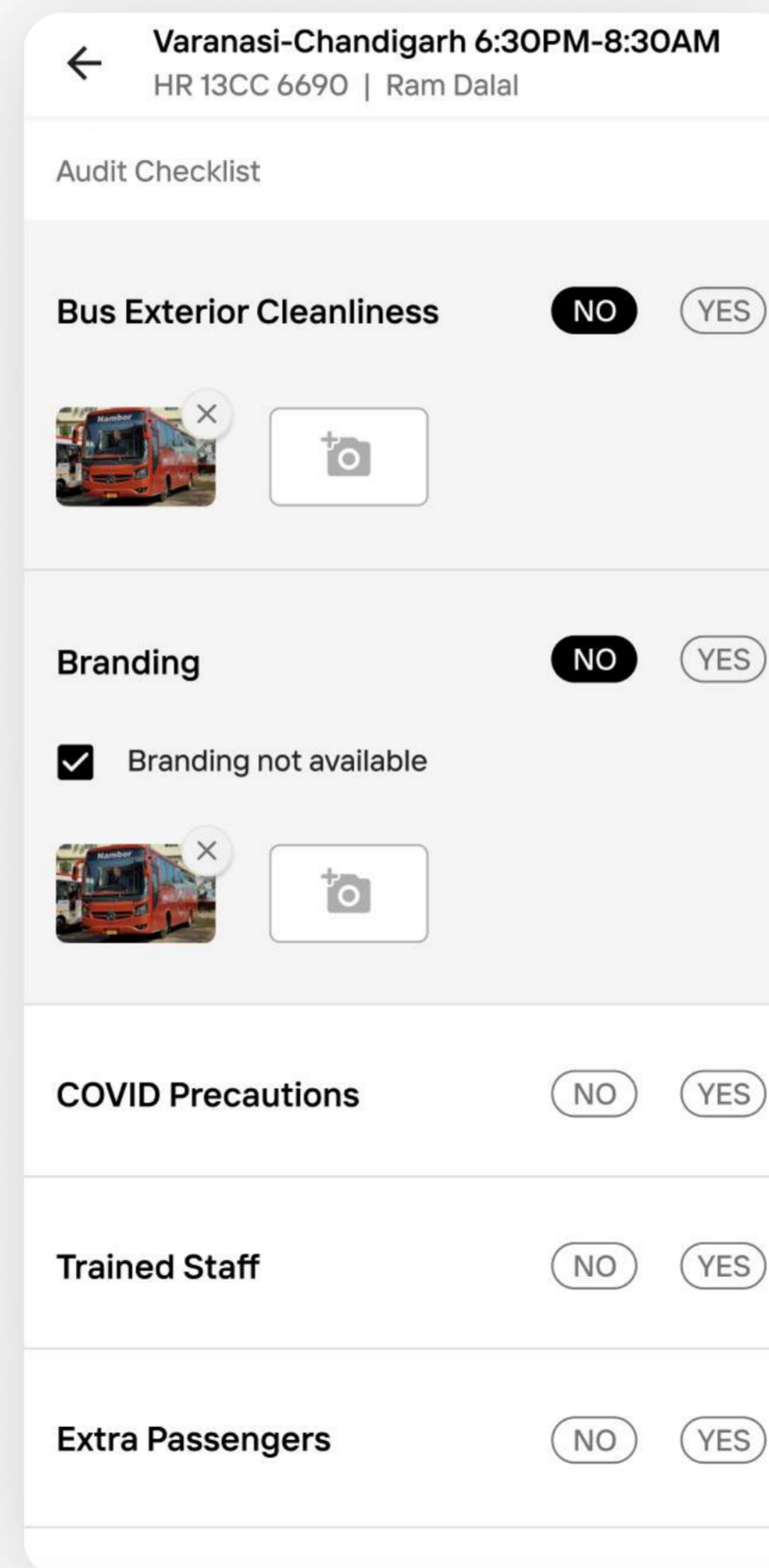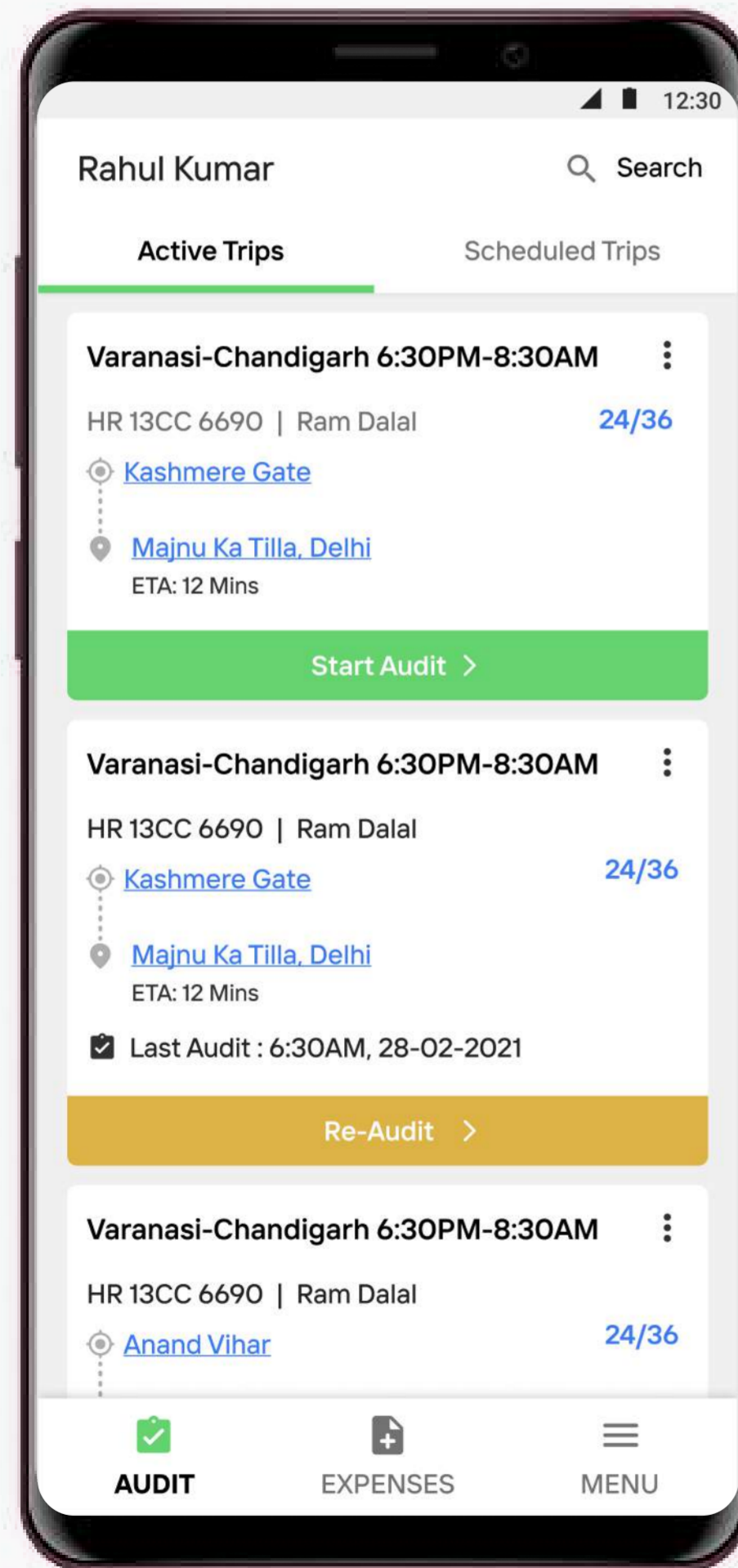Executive's Planned Audit spot

Upcoming stop point for bus on this route

Outcome

The first draft was deployed after successful testing. The app worked seamlessly, with executives performing tasks within the 10 min window.

On-field Operations - YoloBus

The app already existed with a couple of basic features. After a quick survey and research done on-field with bus captains, I came across a whole new problem.
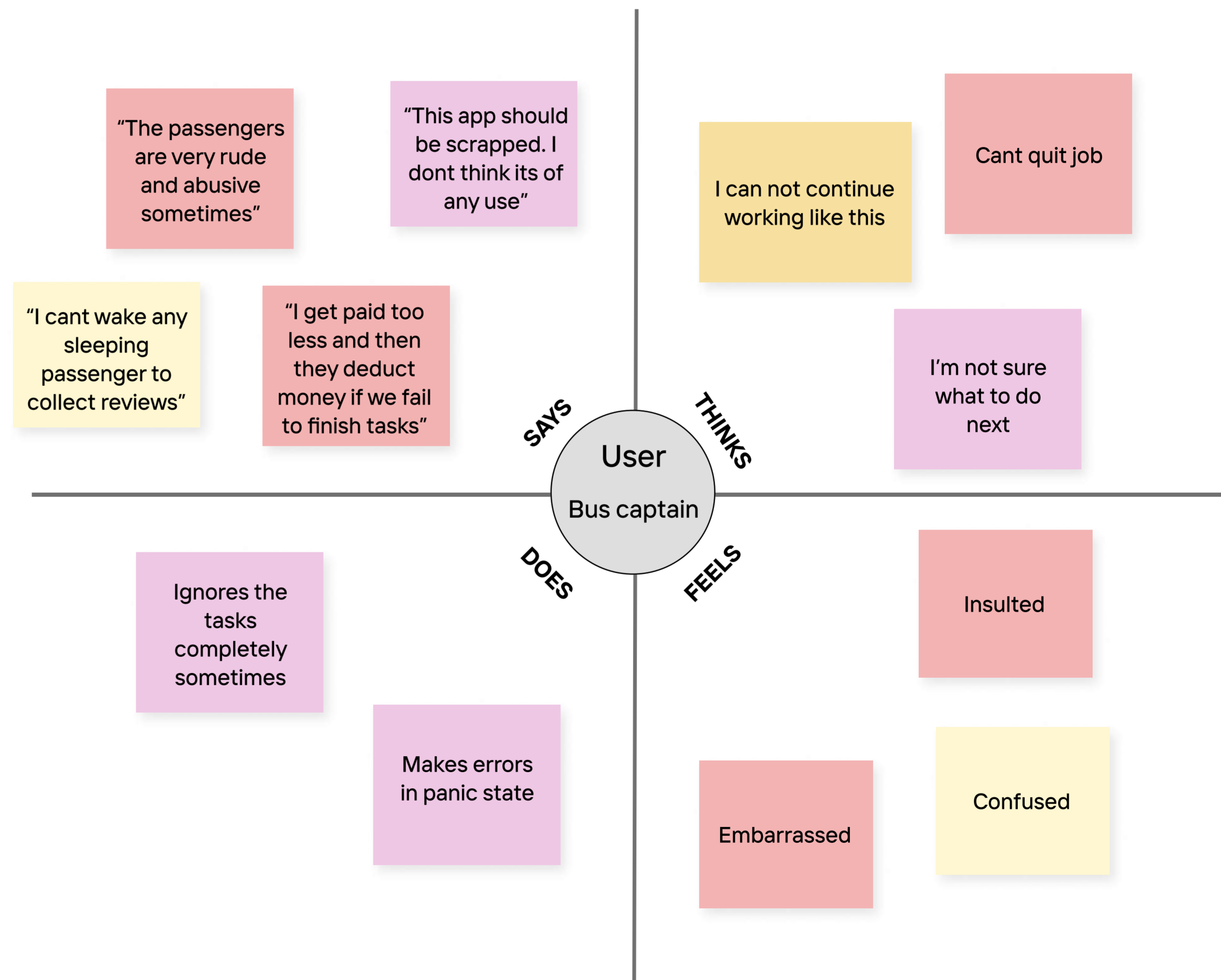
Project Goals

- To understand user pain points better.

- To find out and solve what was not working out and why executives were not happy or leaving jobs.

- To reinstate the employee happiness index and fix the high attrition rate.

Research

The Product Manager and I arranged a few meetings and conducted a survey with the Bus Drivers and Captains to uncover the actual problems.

Research Outcome

- There was no motivating factor for the captains.
- They were given tasks which were difficult to accomplish.
- They were not valued as employees.

"The passengers are very rude and abusive sometimes"

"This app should be scrapped. I dont think its of any use"

Cant quit job

I can not continue working like this

"I cant wake any sleeping passenger to collect reviews"

"I get paid too less and then they deduct money if we fail to finish tasks"

I'm not sure what to do next

SAYS **THINKS**

User

Bus captain

DOES **FEELS**

Ignores the tasks completely sometimes

Insulted

Makes errors in panic state

Embarrassed

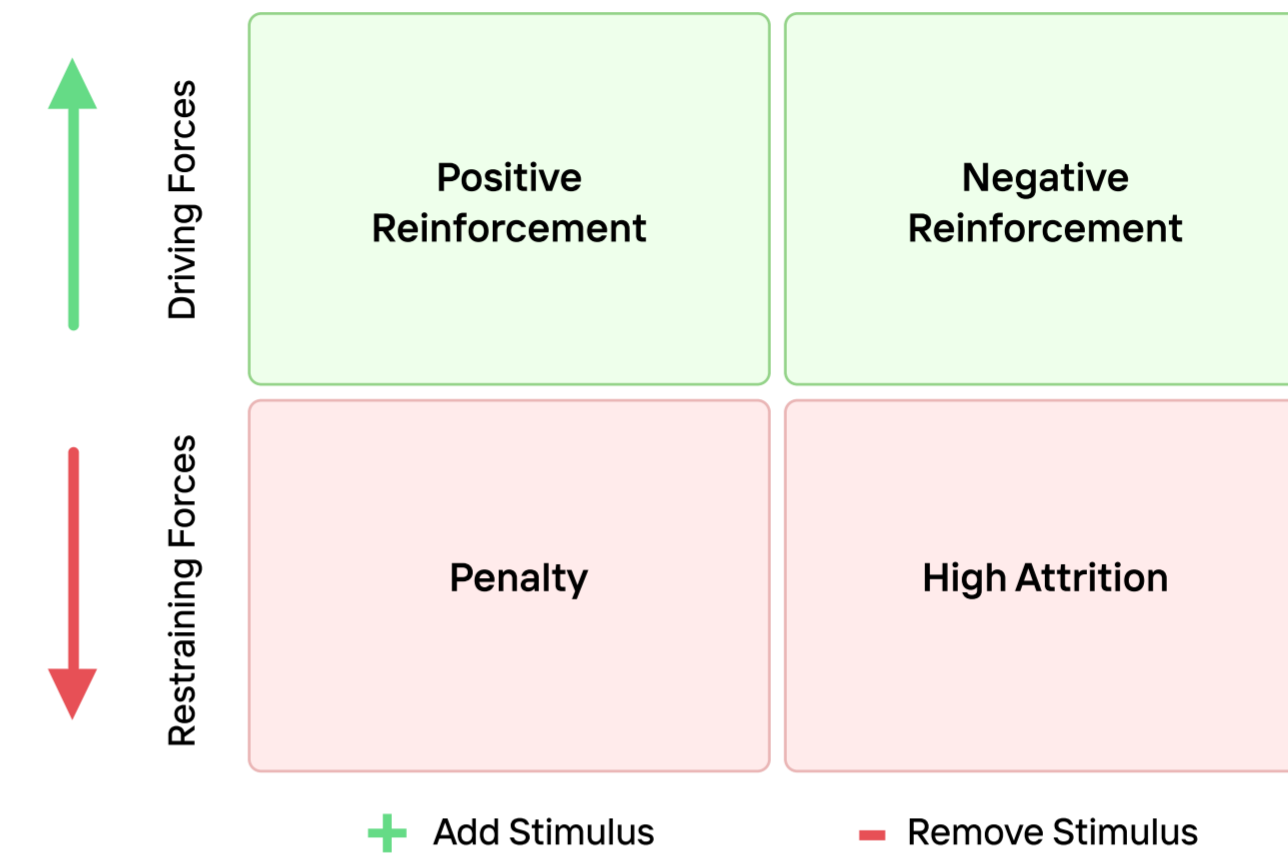Confused

Gamification: Rewards and Incentives

Behavioral Psychology

"In behavioral psychology, reinforcement is a consequence applied that will strengthen an organism's future behavior whenever that behavior is preceded by a specific antecedent stimulus. This strengthening effect may be measured as a higher frequency of behavior, longer duration, greater magnitude, or shorter latency."

Motivation Factor

To bring in the motivation factor for the employees, I suggested the application of **Rewards and Incentives** principles to the salary model.

We proposed the approach to the stakeholders and they were quite intrigued. The suggestion was fruitfully accepted and bore the fruits as well.
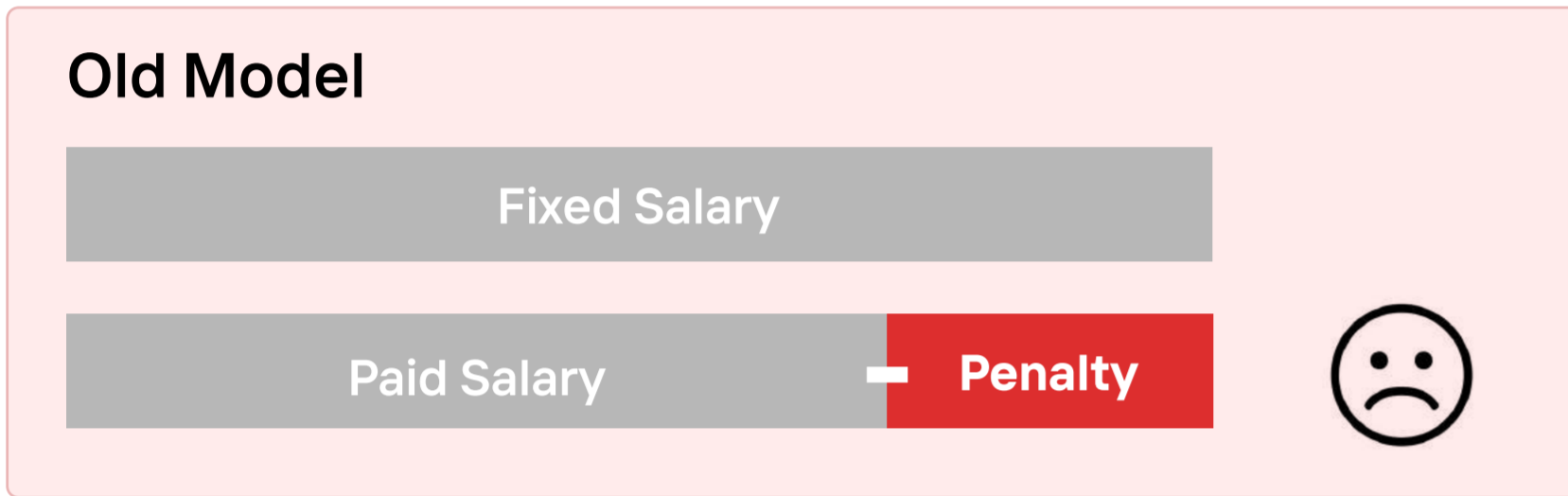
Driving Forces	Positive Reinforcement	Negative Reinforcement
Restraining Forces	Penalty	High Attrition

+ Add Stimulus   − Remove Stimulus

| Procedure	Task	Consequence	Results and Behaviour
Use of Restraining Reinforcement Penalty	Collecting all reviews and mobile numbers from passengers	**Restraining Reinforcer** The failed attempts resulted in penalty in salary	**Low employee happiness and high attrition Rate** Dont want to work ☹
Use of Positive Reinforcement Reward	Collecting as many reviews and Mobile numbers as possible	**Positive Reinforcer** The number of attempts resulted in rewards	**Work satisfaction & Employee happiness** Motivated to work ☺

Outcome

Simplifying Operations, it was observed that the employees were happy, reducing the attrition rate. This also drastically improved customer experience.

Old Model

Fixed Salary

| Paid Salary | − Penalty | 😟 |

The penalty on thier salary made them feel that somethingwas being taken from them.

Training

With the new model in place and effect, the bus captains were trained to follow instructions which were easy to practice, resulted in happy customer, happier bus crew, and happiest team members.

New Model

Fixed Salary

| Paid Salary | + Reward | 🙂 |
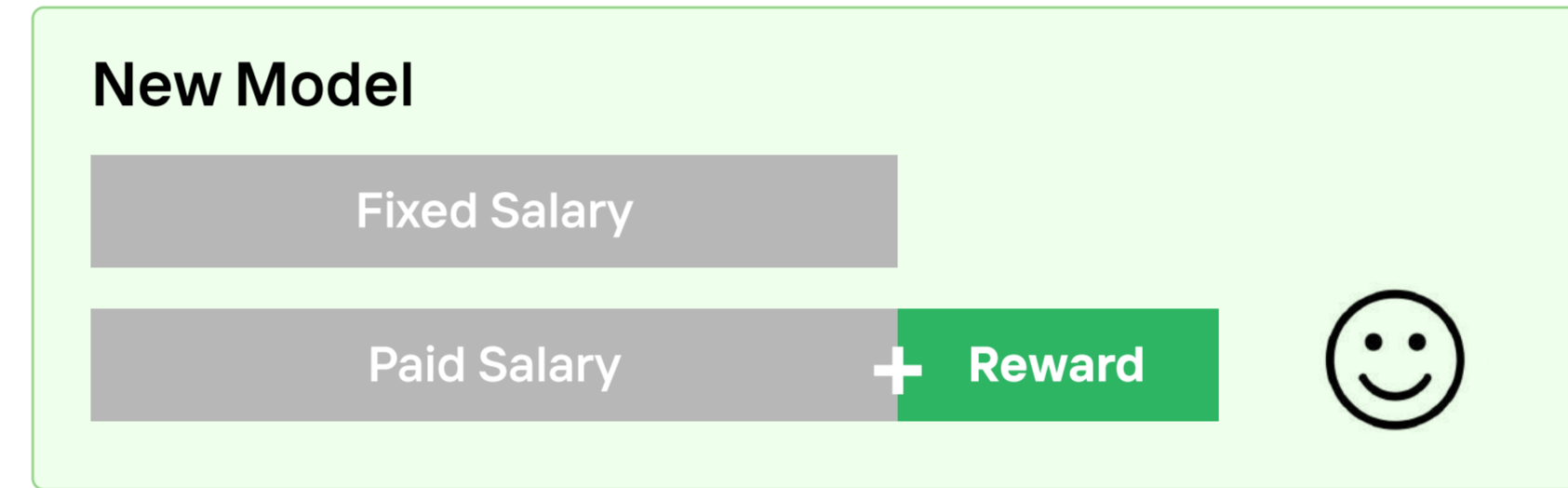
The reward and Incentive stimulus motivated them to work and feel good about their jobs.

Challenges → Learnings

As I reflect back, it seems interesting to see how I helped the product evolve, as a one-man team. While one may say that it can be demotivating to work alone in the design team, I made it my strength (no doubt having more people would have been fun.)

The role challenged me beyond my expectaions and I am glad to have had donned multiple hats, learning through each failed day and converting it all into a successful features.

fin.

In order to comply with my NDA, I've refrained from revealing some of the approaches we took.

Thank you for your time.

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