



# Mashup App FTUE

# ClassCars



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# Introduction

This project built off of the last one: a mashup of two existing apps. The apps I chose were **Google Classroom**, a learning platform for teachers and students, and **Lyft**, a rideshare service. The resulting hybrid I came up with was a rideshare service driven by students for students at large schools and universities.

The behaviors I wanted to create were the desire to **carpool** more frequently and to **connect** with other students in the same classes. I also wanted to create an easy way for college students to make some extra cash, so this material incentive combined with the quick onboarding of the app and simplicity of its use could result in more students using this service to carpool and swap notes on the way to class.



# The First Time User Experience (FTUE)

The FTUE I created first asks the user to connect to Google Classroom by signing in with their Google account, and thus bring that data into the ClassCars app. The user is asked to enable their **location**, turn on **push notifications**, and set up a **payment method**, and even if the app is deleted, this data would be saved to the Cloud so the user would not have to return to these screens if redownloaded.

The user is then led into a tutorial, of which they have the option to skip, but if chosen to continue they will be introduced to the general layout of the app. The features I wanted to highlight were the classes panel, the search bar, the drive function, and the ride function. A lot of the process is fairly intuitive so I didn't want to make users go through the process of ordering a ride or setting up a drive during the FTUE, but instead briefly give a direction to go in.



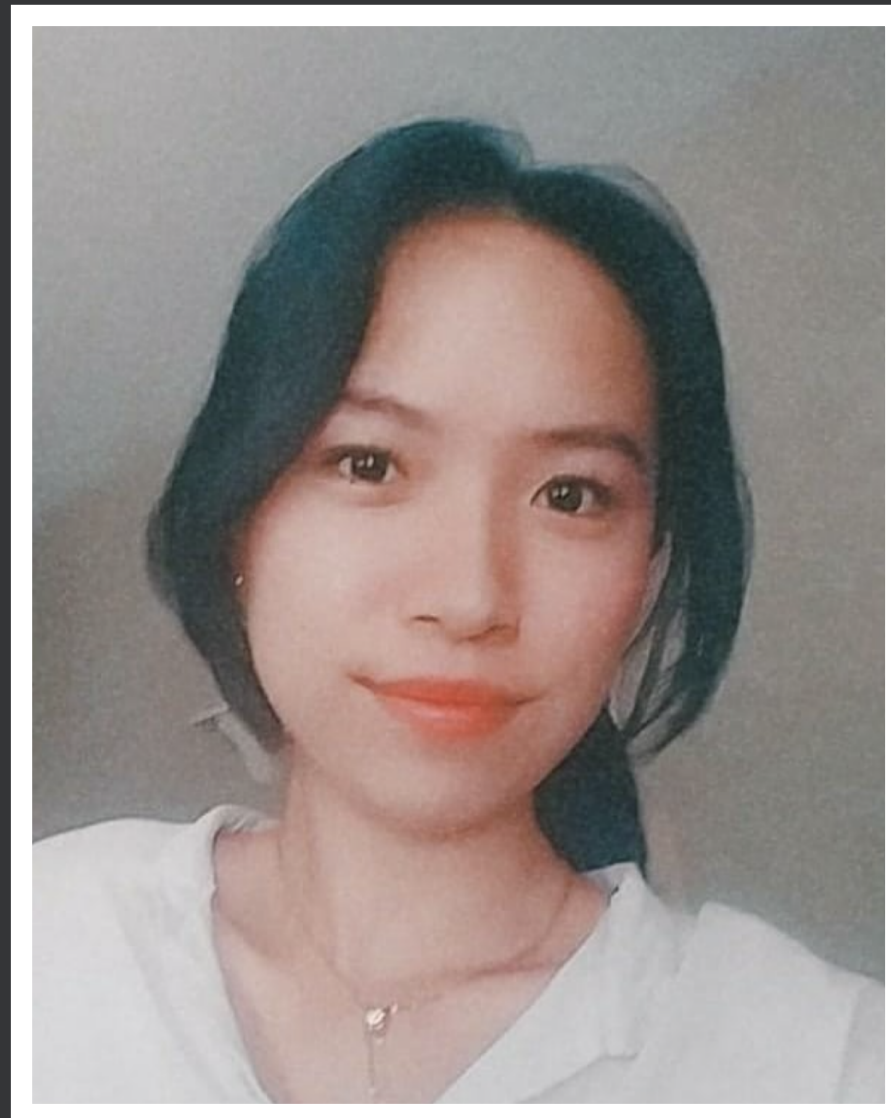


# Metrics

- number of users who use the drive function
- number of users who use the ride function
- money earned through rides
- number of campuses in which the app is used
- number of classmates a student interacts with
- how often a student carpools and how often they drive alone



# Persona



## Kiley Gruenberg

Broke college student

Age: 20

Gender: Female

School: CSU Long Beach

Major: Political Science

Income: \$20,000

**Bio:** Kiley is a political science major who wants to make some extra money. She has a car and lives off-campus, so she has to drive to class.

### Goals:

- get to class on time
- make extra money
- discuss homework with other students
- get through FTUE fast so she can start earning

### Pain Points:

- doesn't know how early to start driving to have time to pick up students
- number of pickups per day might not be consistent



# User Test Plan

- Is being forced to sign in through Google something that would deter you?
  - Is this the easiest way to get started?
- How do you feel about being directed through the major features?
  - Is it necessary? (Go through specific steps)
    - View classes
    - View search
    - View drive
    - View ride
  - How do you feel about the added text steps? Helpful or unnecessary?
  - How do you feel about the highlighting and shadowing? Helpful or unnecessary?
- How do you feel about the way you were led into the tutorial?



# User Test Results

## Works well:

- sign in was straightforward and understandably necessary
- location, push notification, and payment pages understandable
- color scheme and graphics pleasing

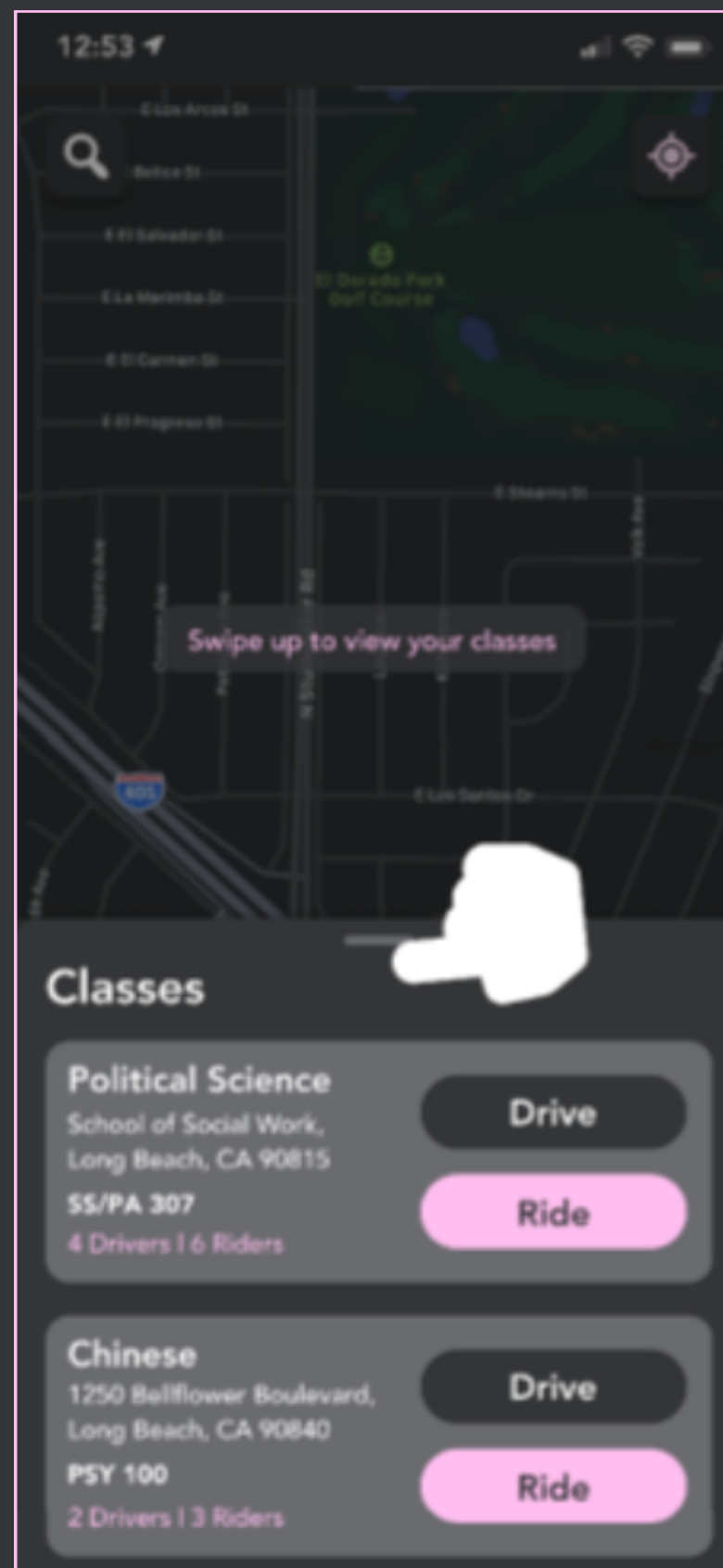
## Needs improvements:

- text in tutorial too small
- hard to tell some visual components during tutorial were highlighted
- making user click on "select later" button was unnecessary; should just lead into the tutorial after a delay
- confusion about initial "Welcome Kiley" page

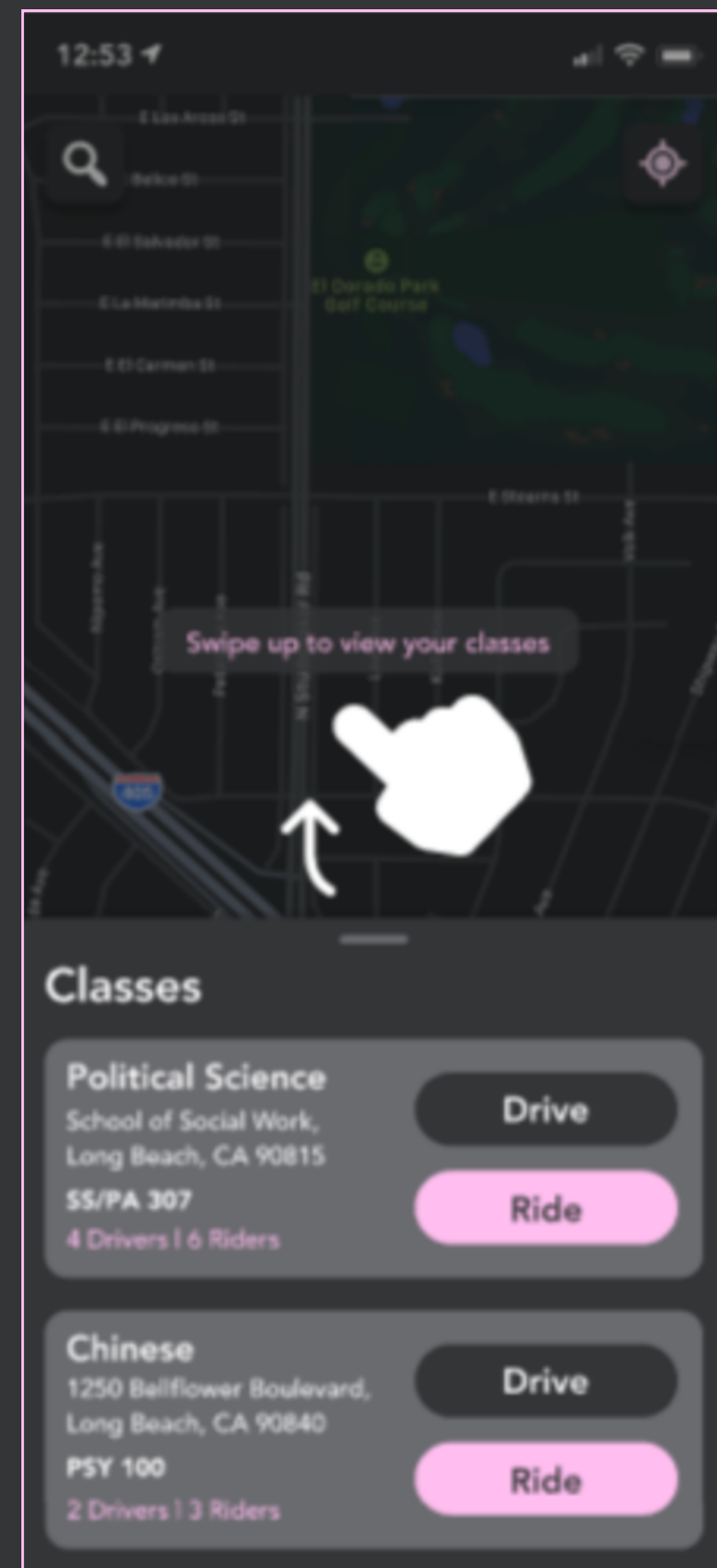




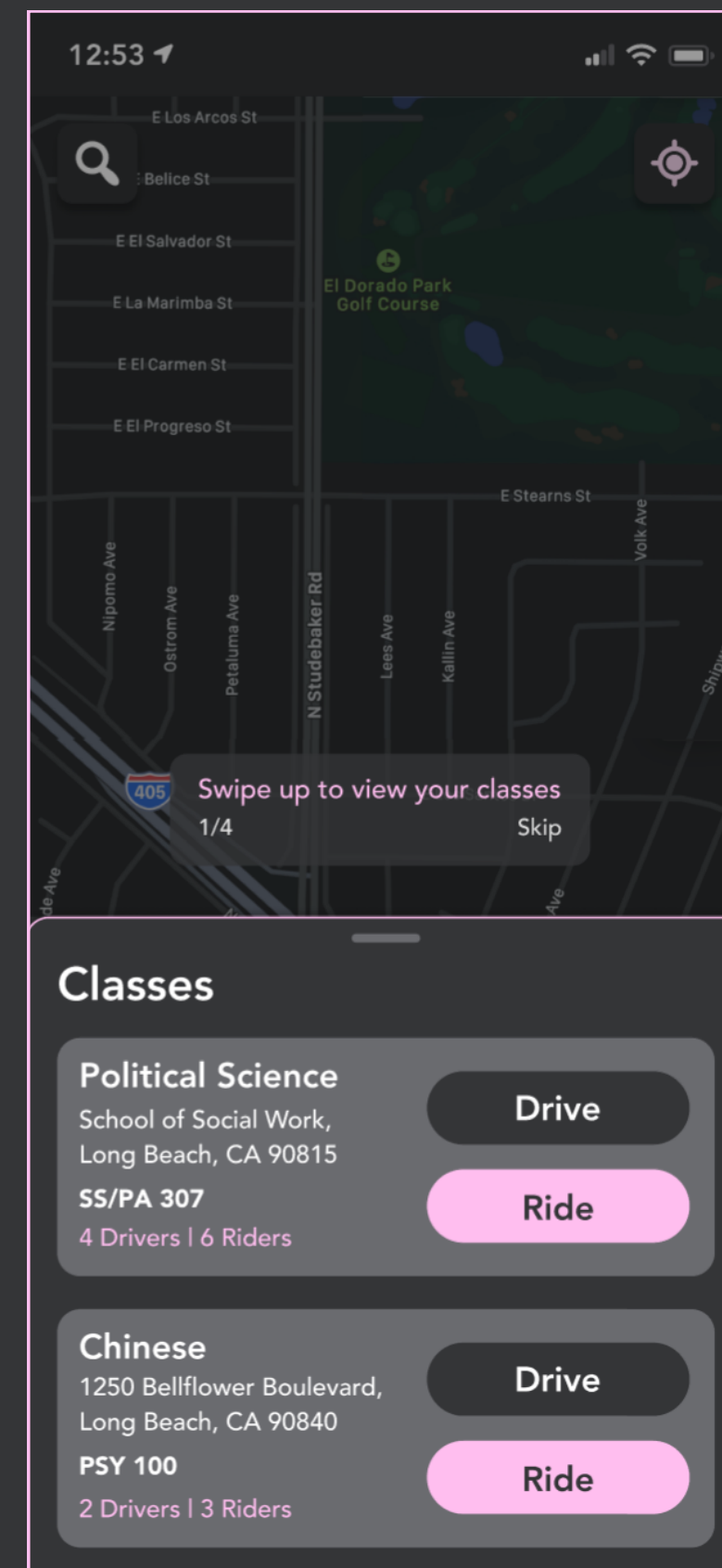
# Experiments



Initial Screen 1



Initial Screen 2



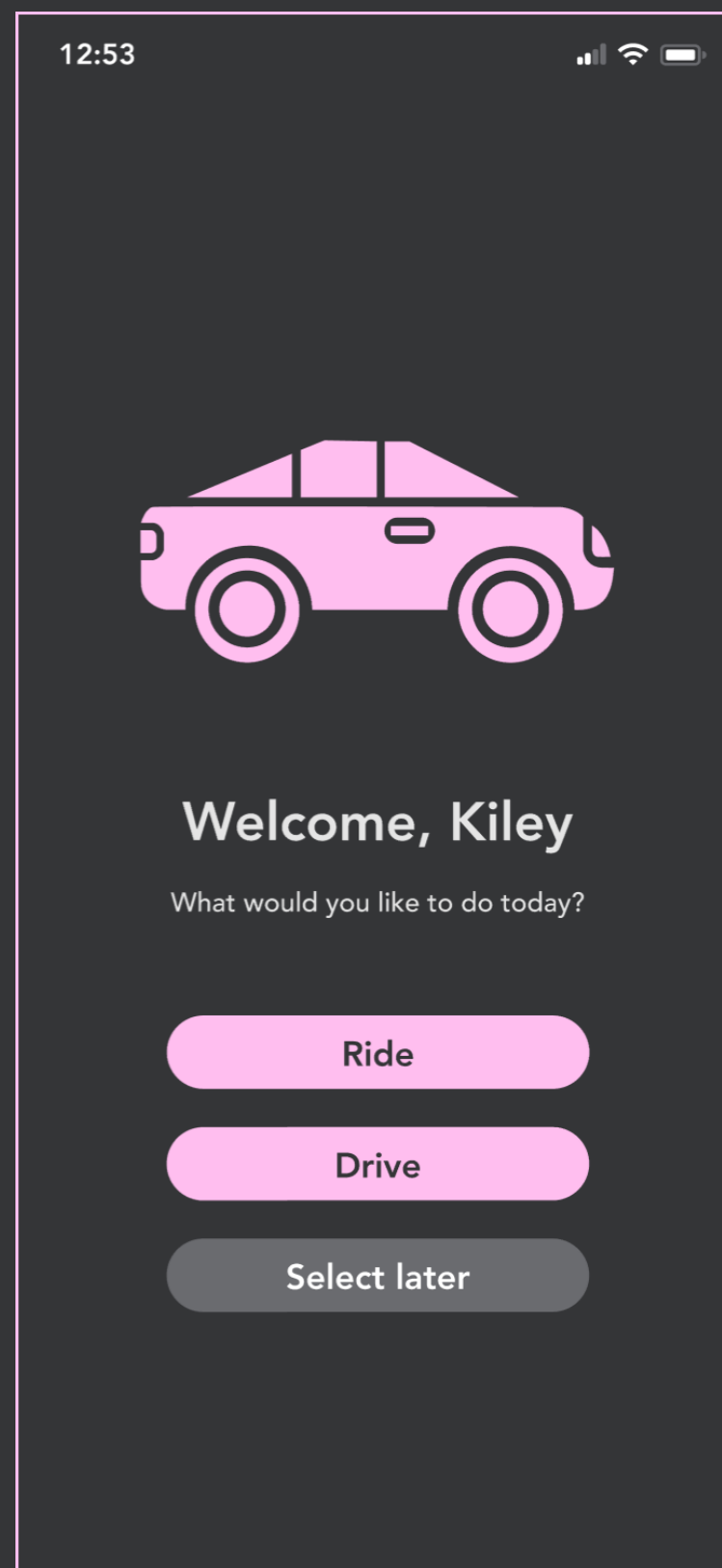
Revised Screen 1

One of the first things I tried was using a gesture icon to show the user they could slide up the classes card.

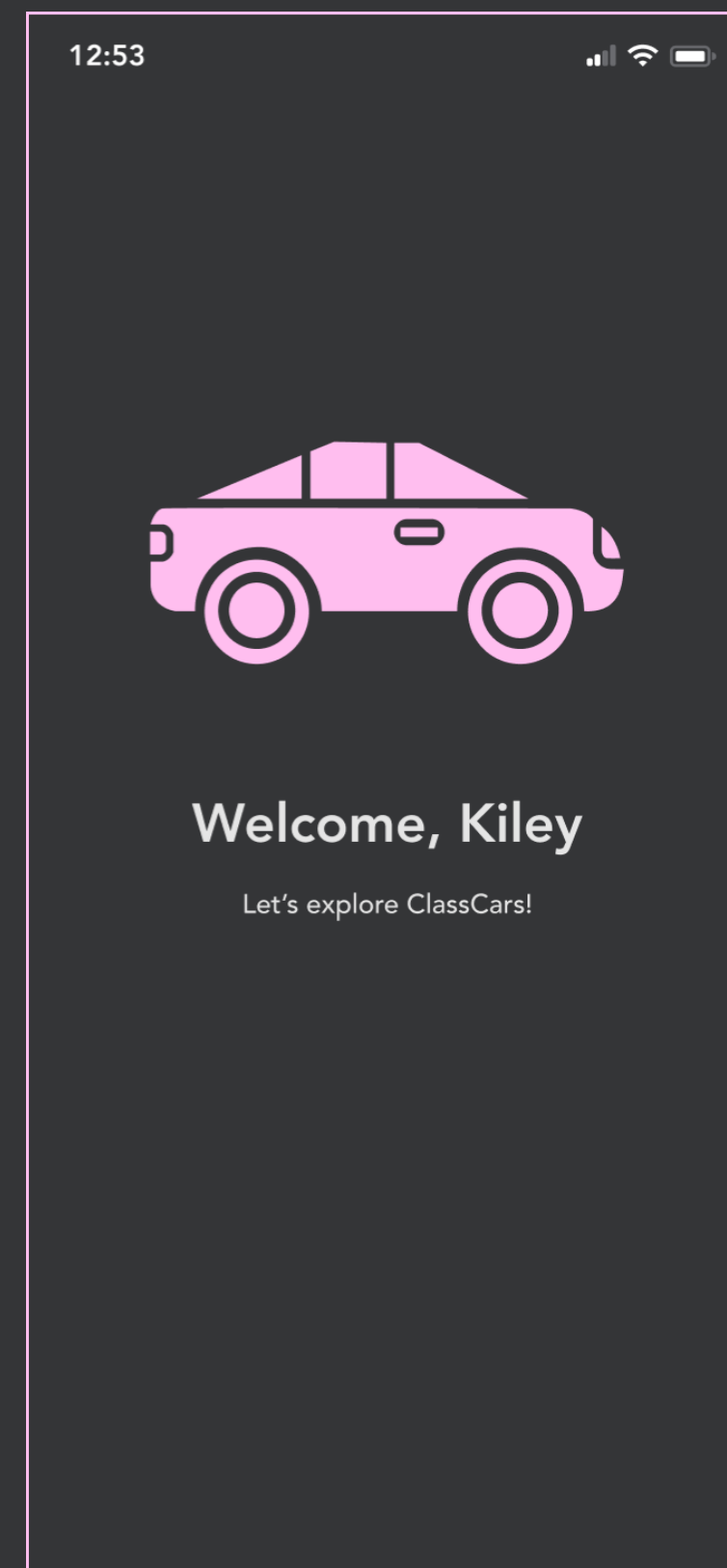
I decided against it though because swiping up is a very common interaction already and is fairly self-explanatory, so it seemed unnecessary to include the icons.



# Experiments (continued)



Initial Screen

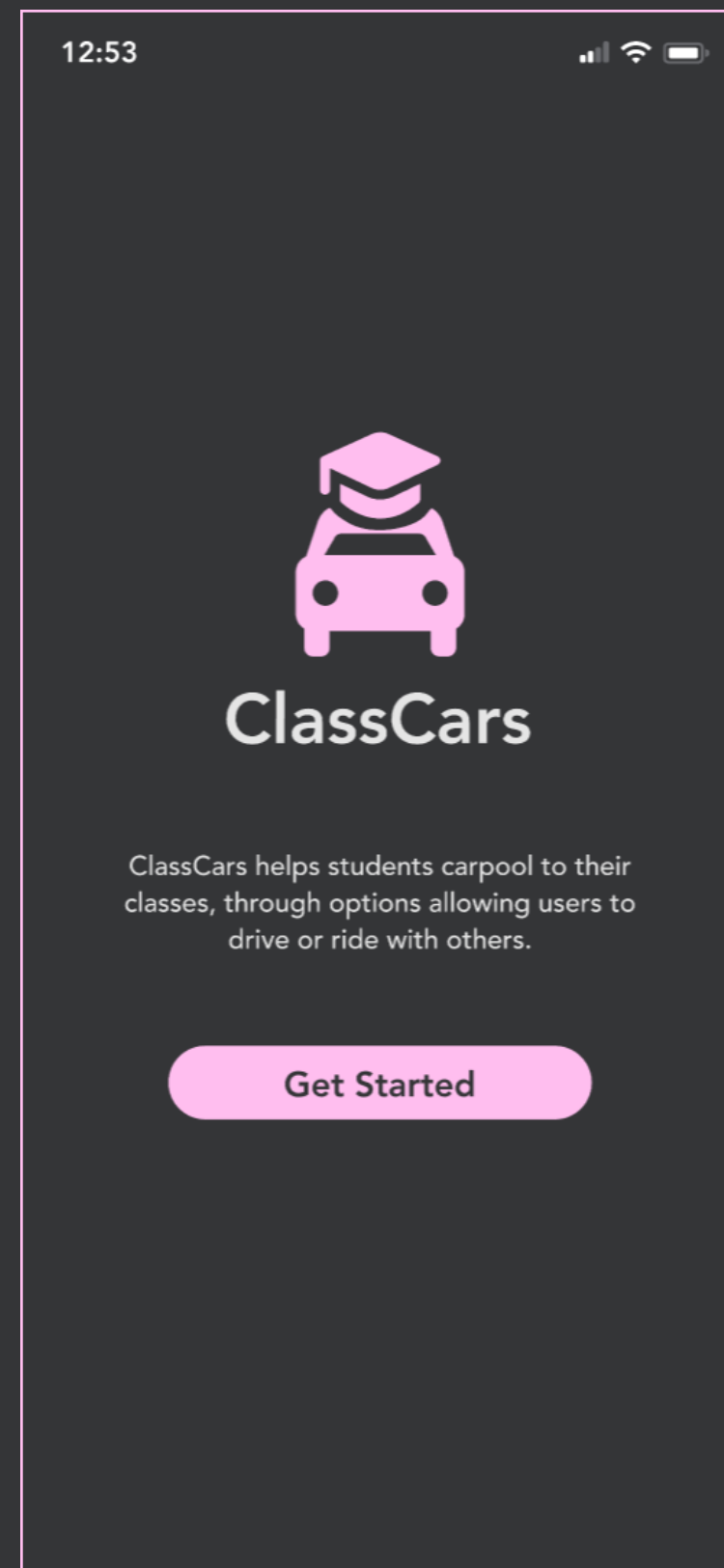


Revised Screen

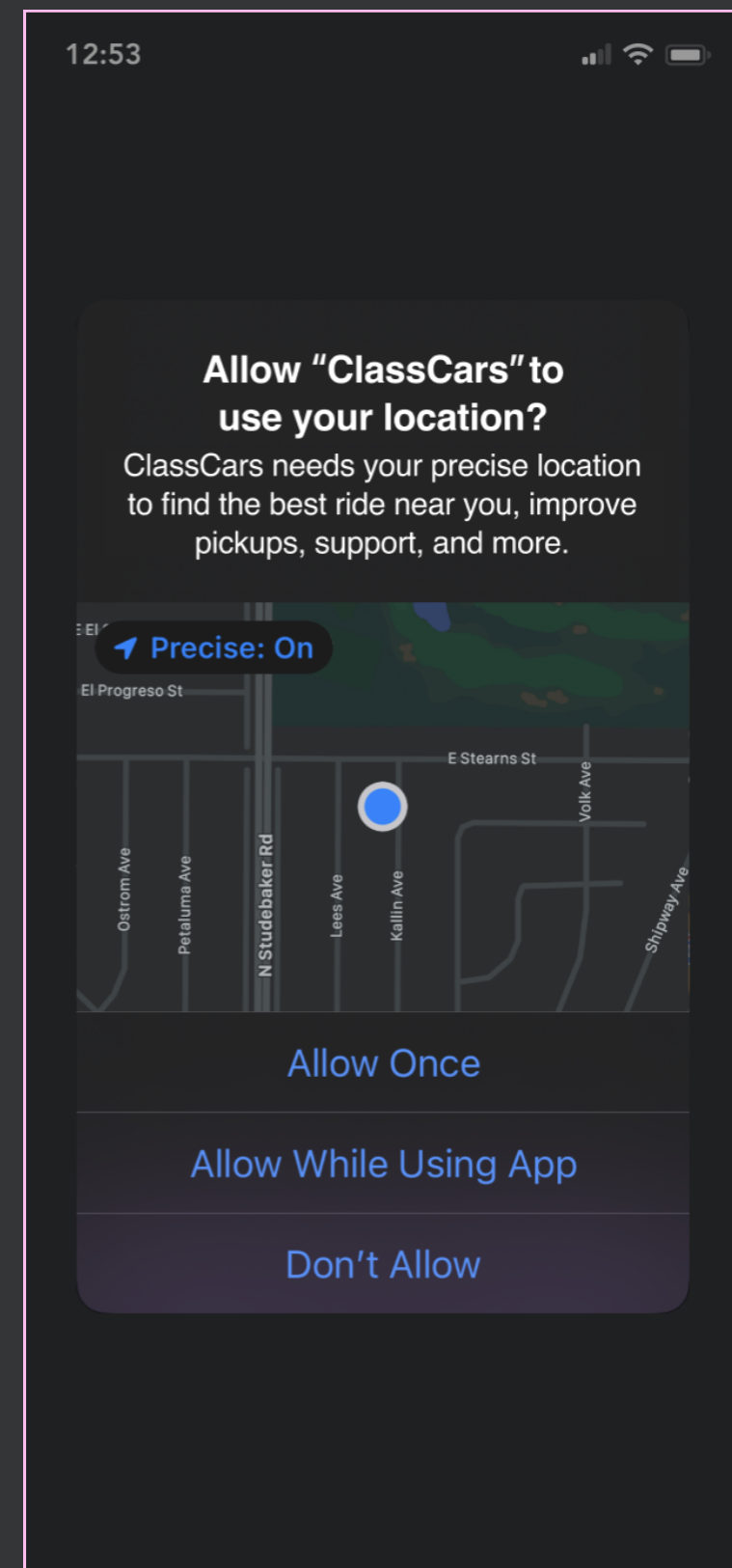
After all the notification, location, sign-in, and payment slides, I wanted to lead into the tutorial. I originally included this screen so that the user could choose to use the service immediately instead of going through a walkthrough, but since the tutorial was so short already, it made more sense to create an animation that would jump right into it, avoiding the need for the user to click more buttons.



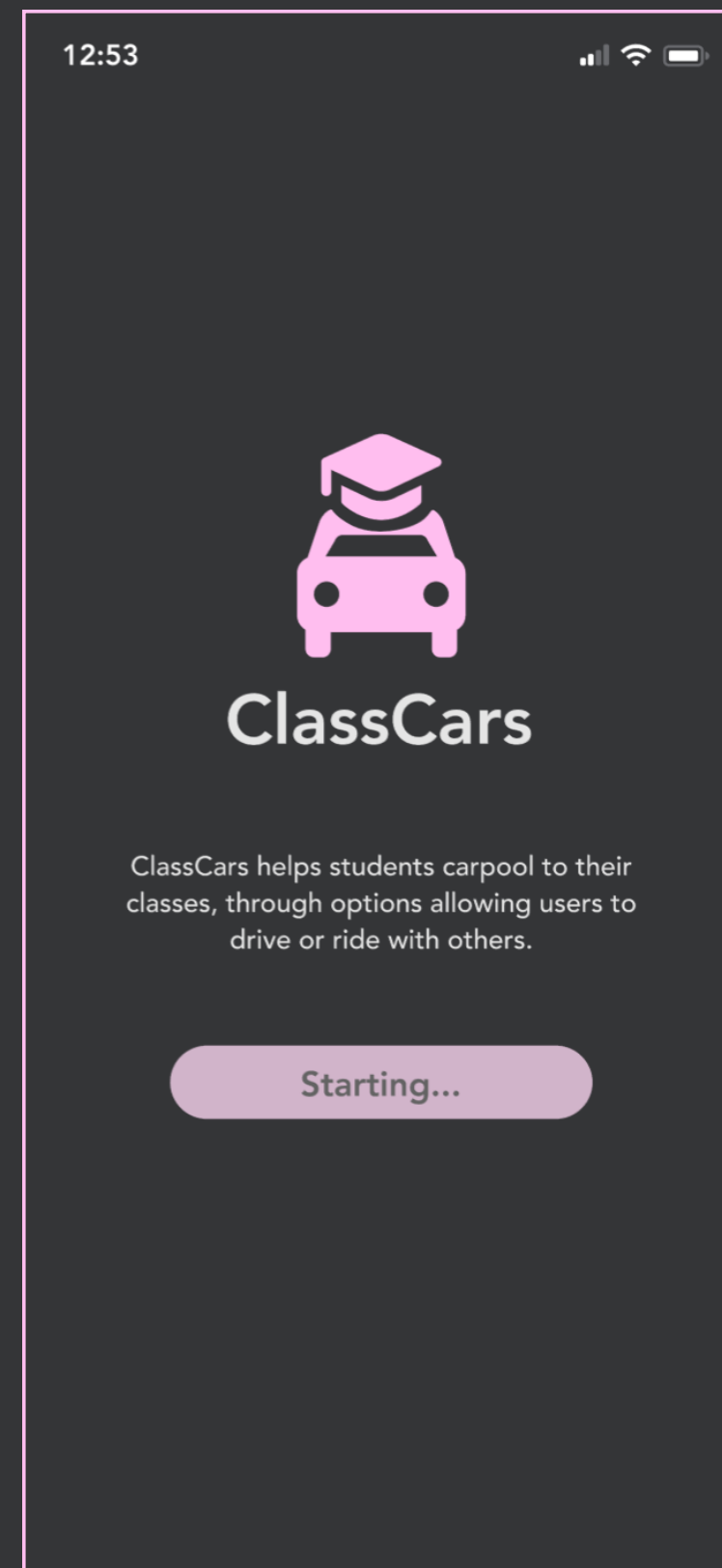
# Final Screens



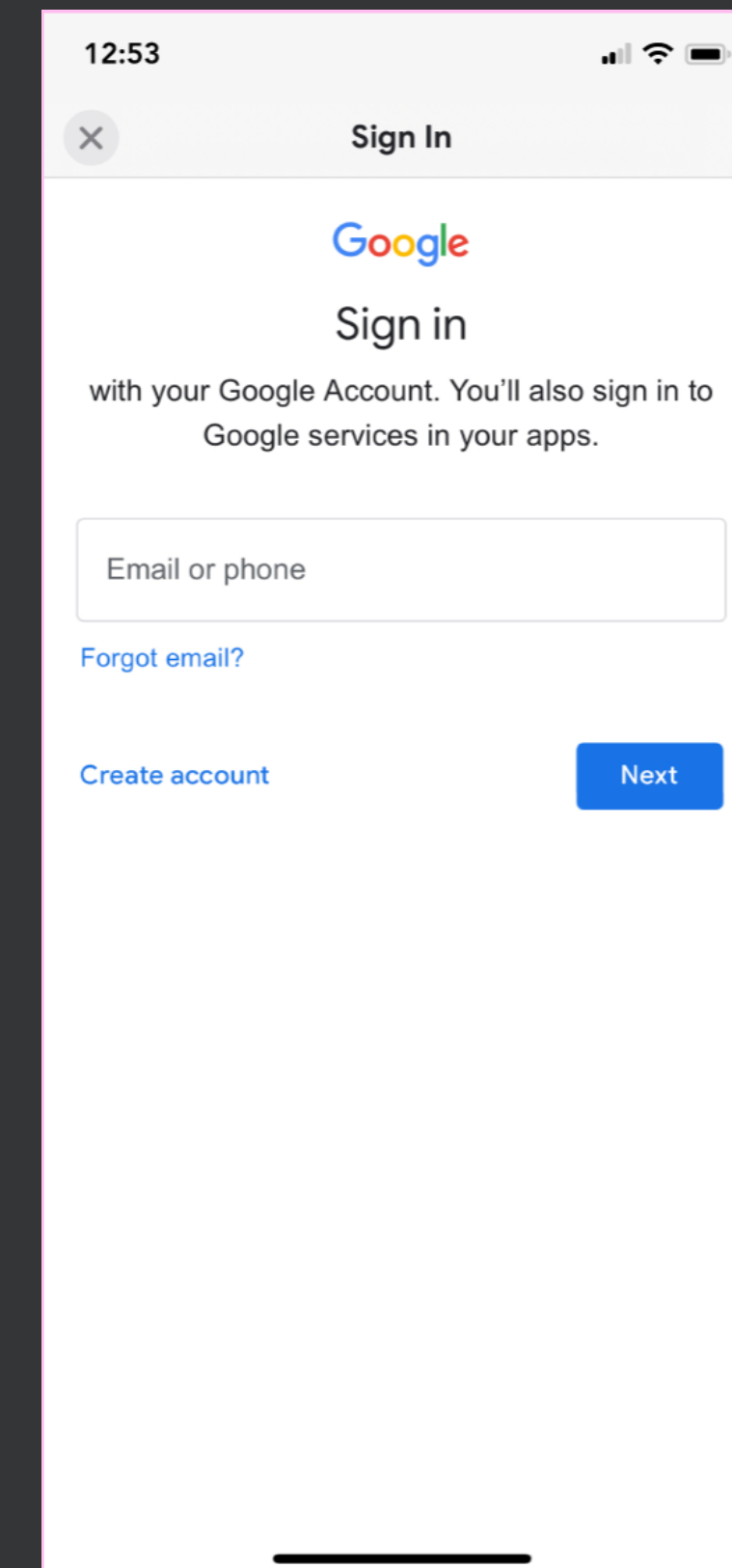
Get Started



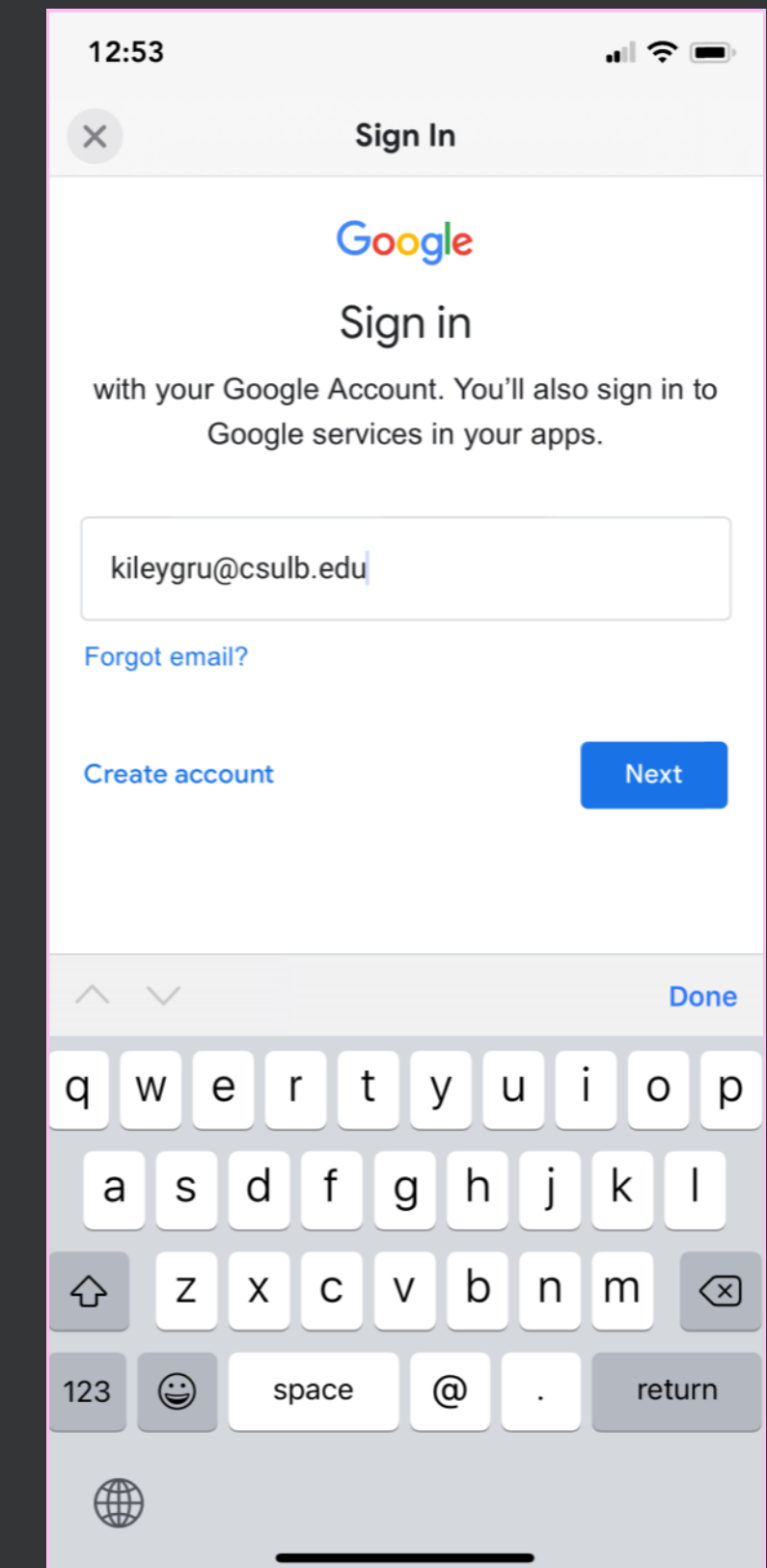
Allow Location



Starting



Google Sign In

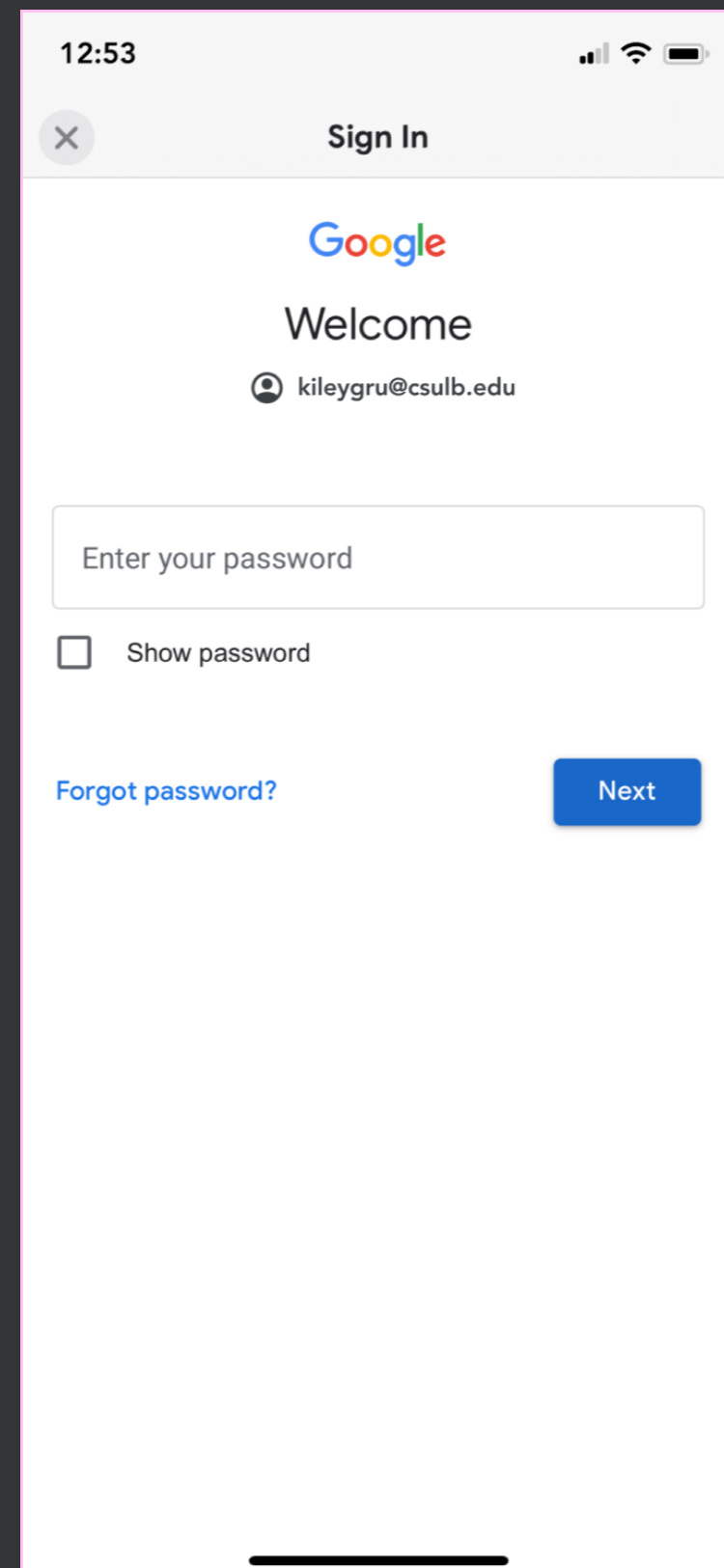


Google Sign In with Email

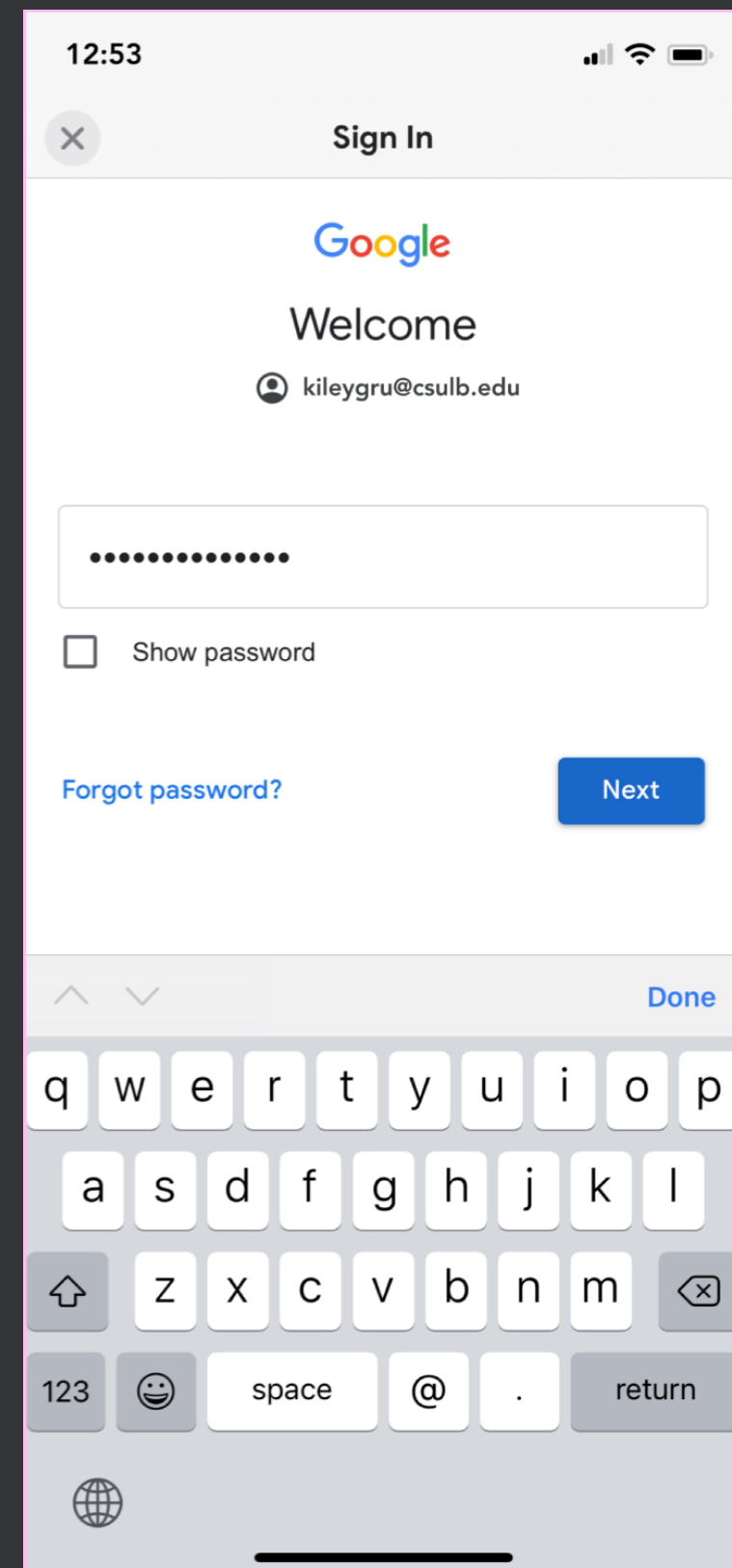




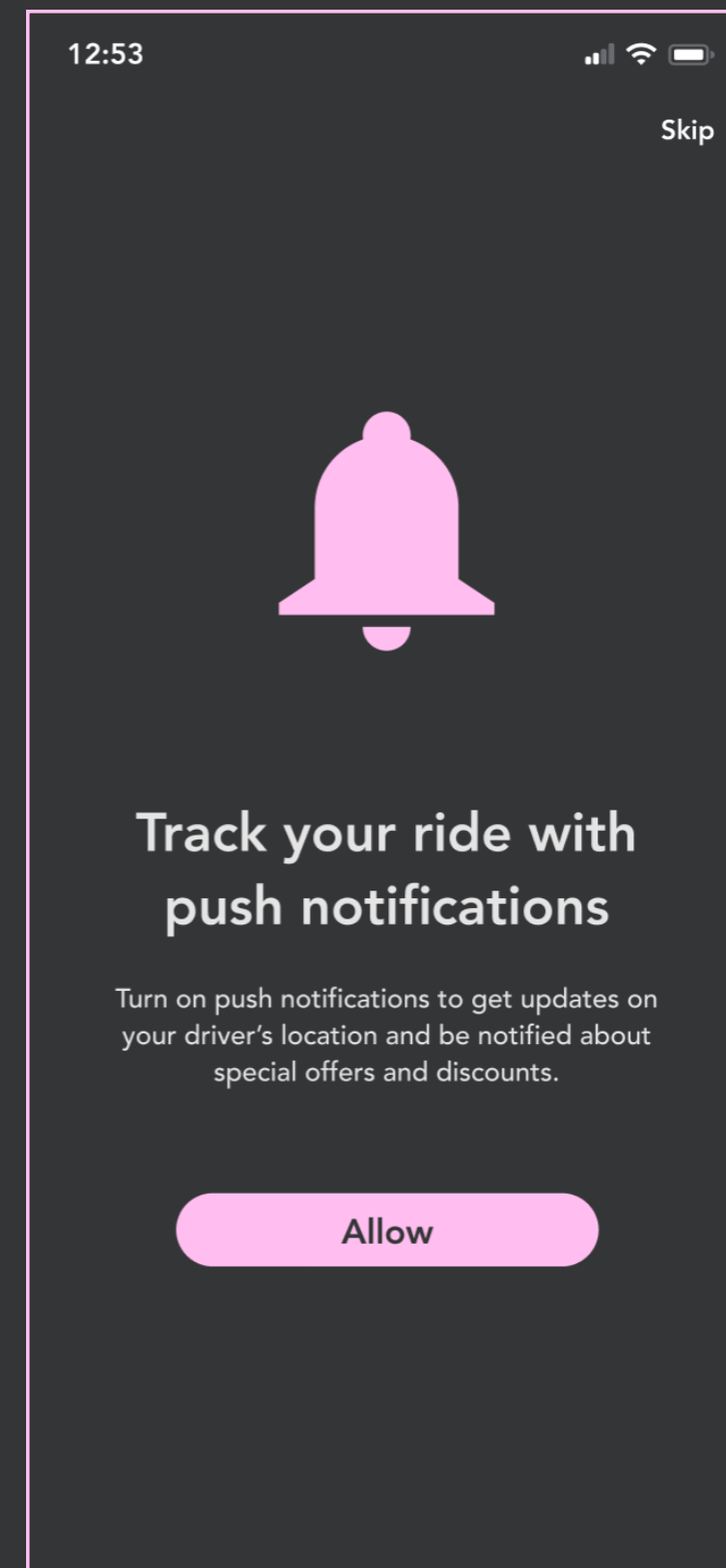
# Final Screens (continued)



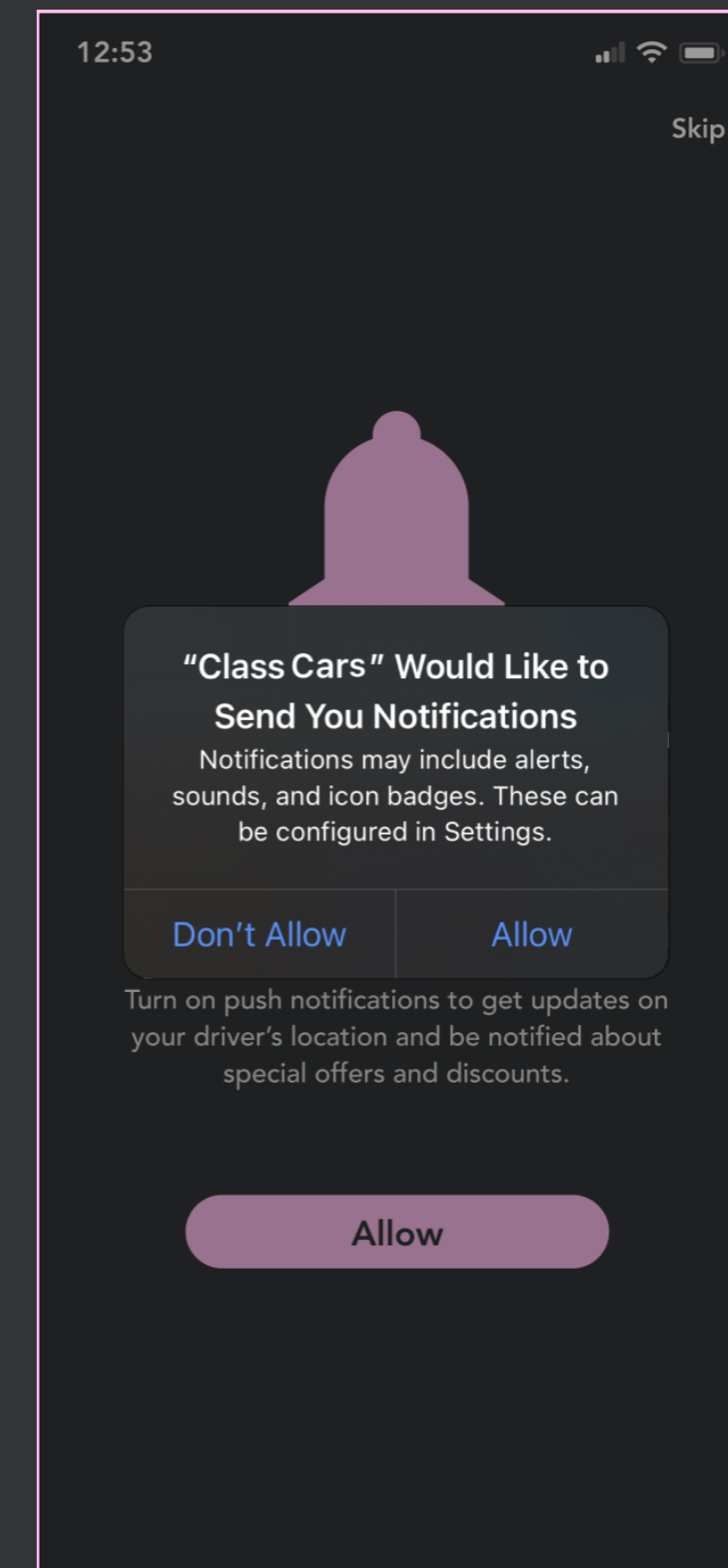
Enter Password



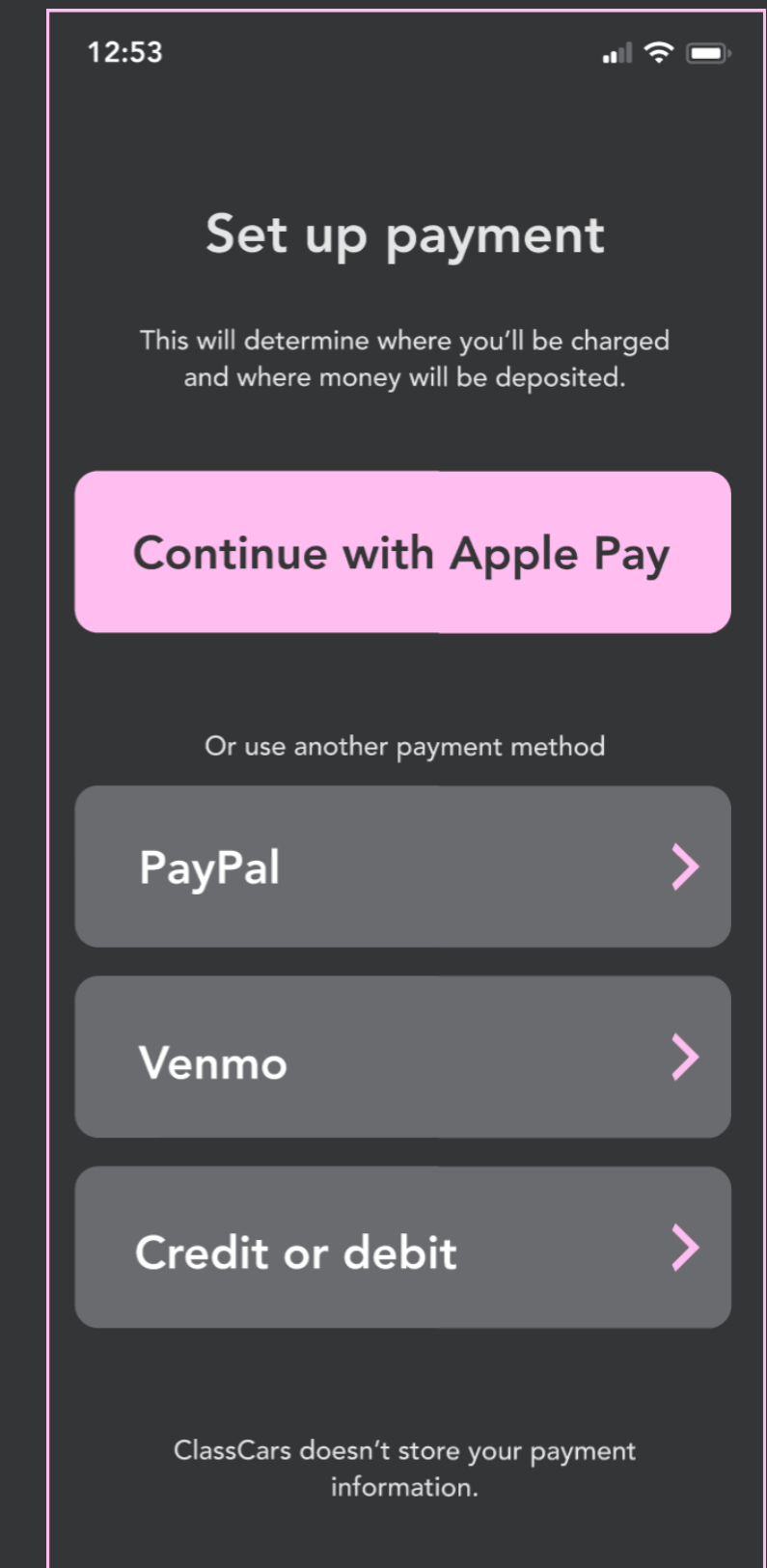
Password Entered



Allow Push Notifications



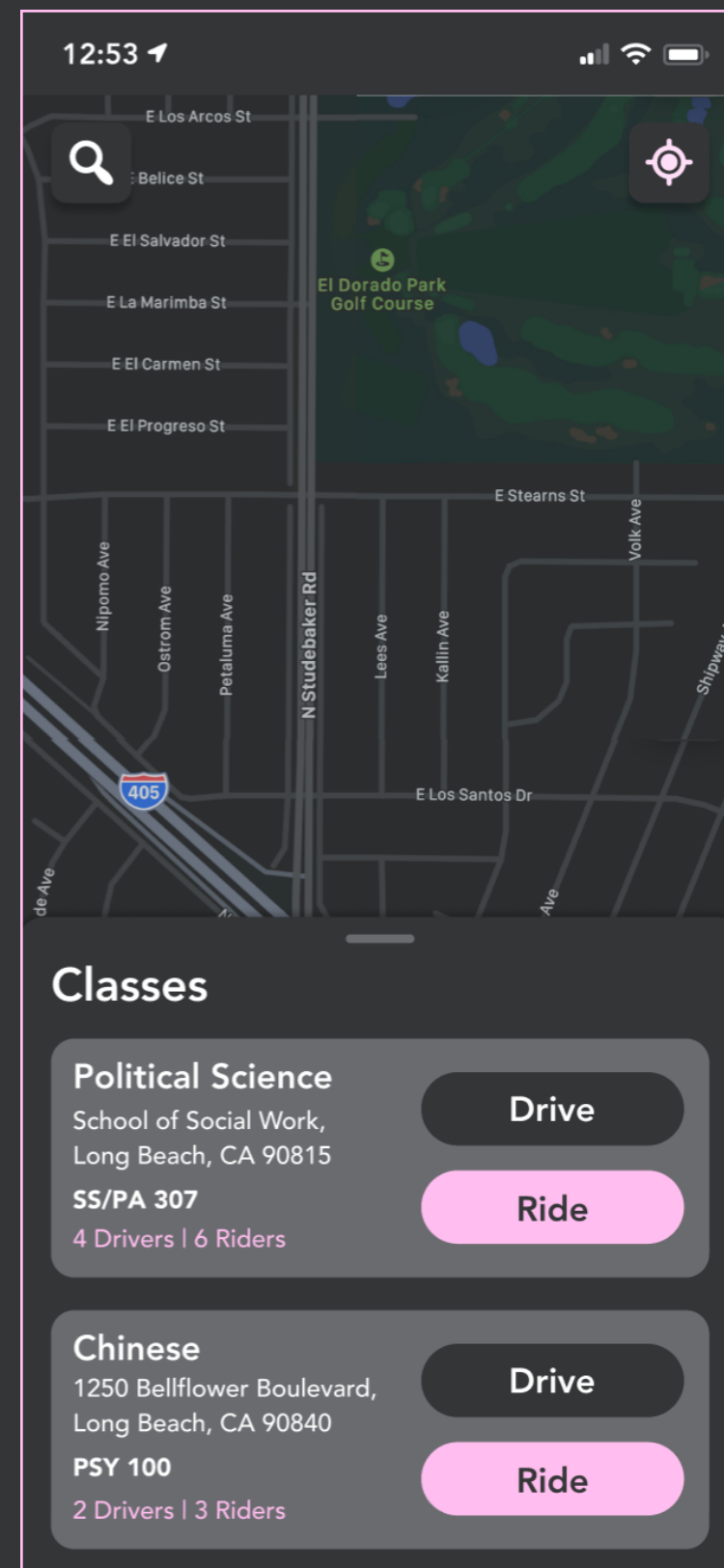
Notification Prompt



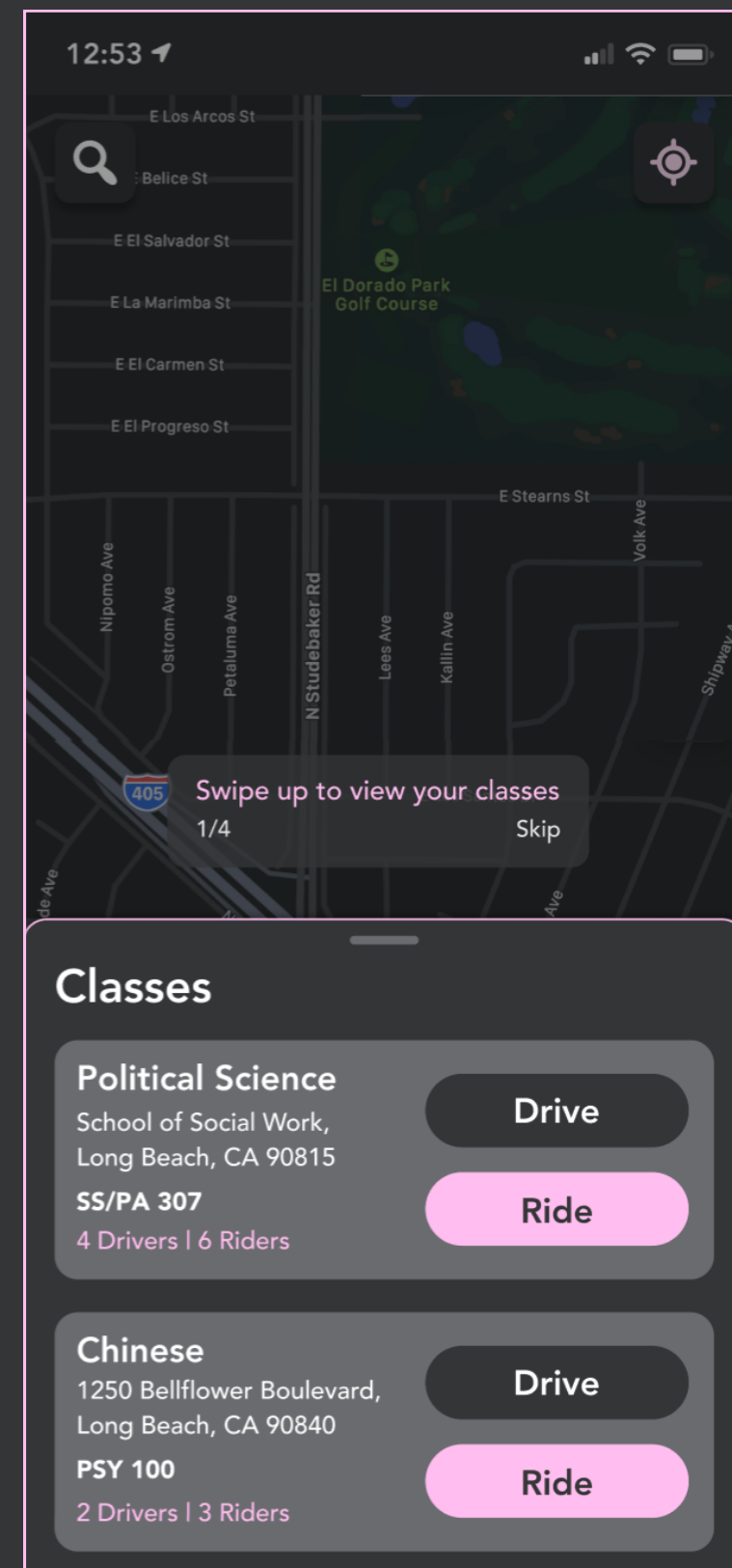
Set Up Payment



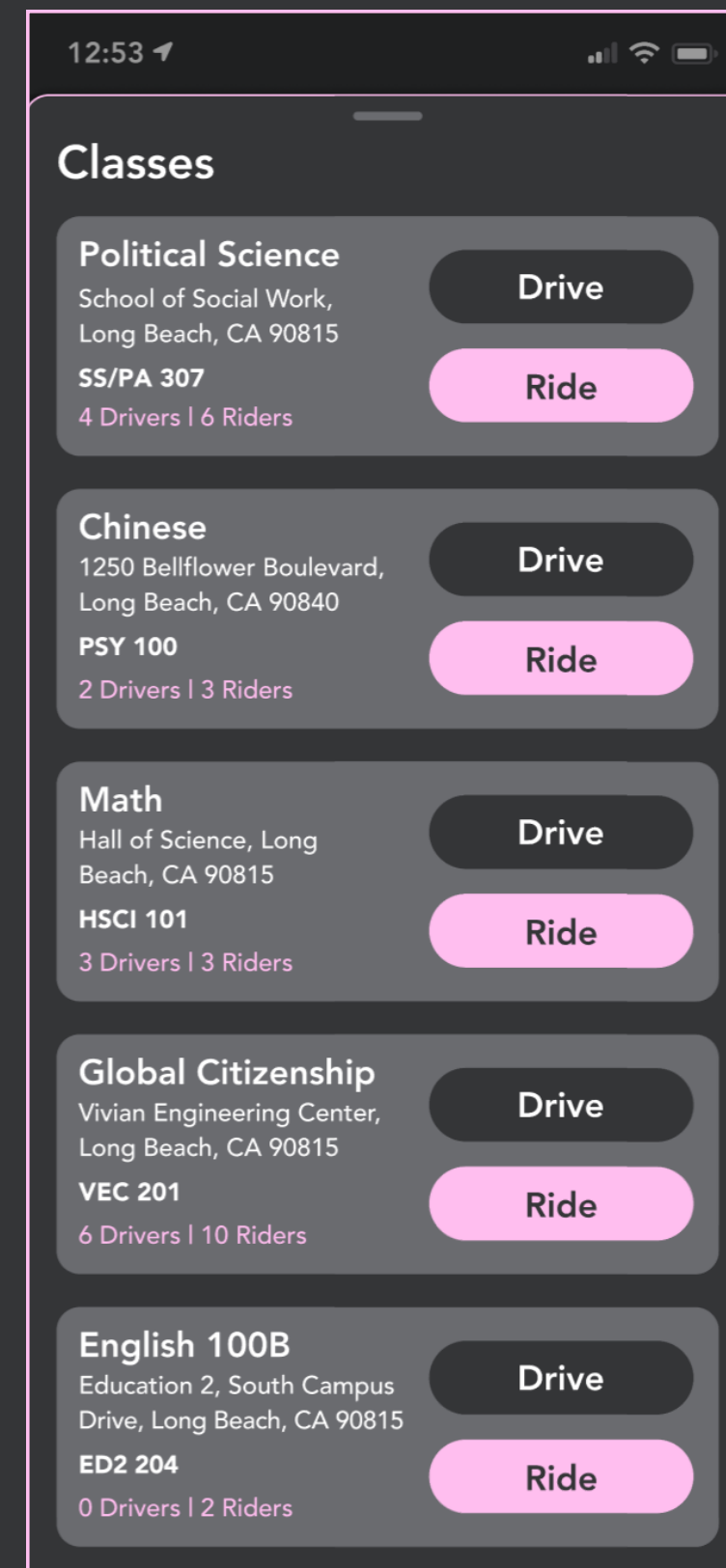
# Final Screens (continued)



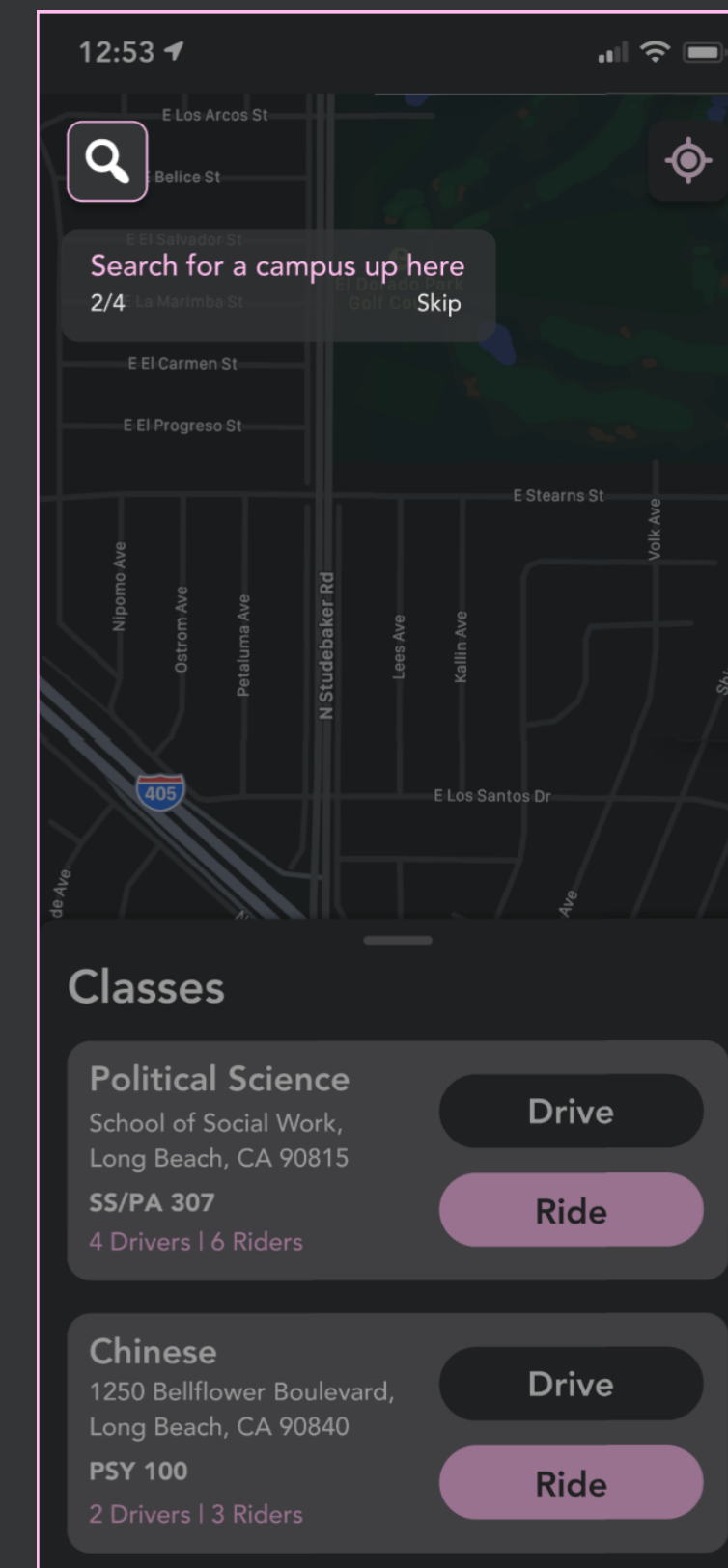
Transition to Tutorial



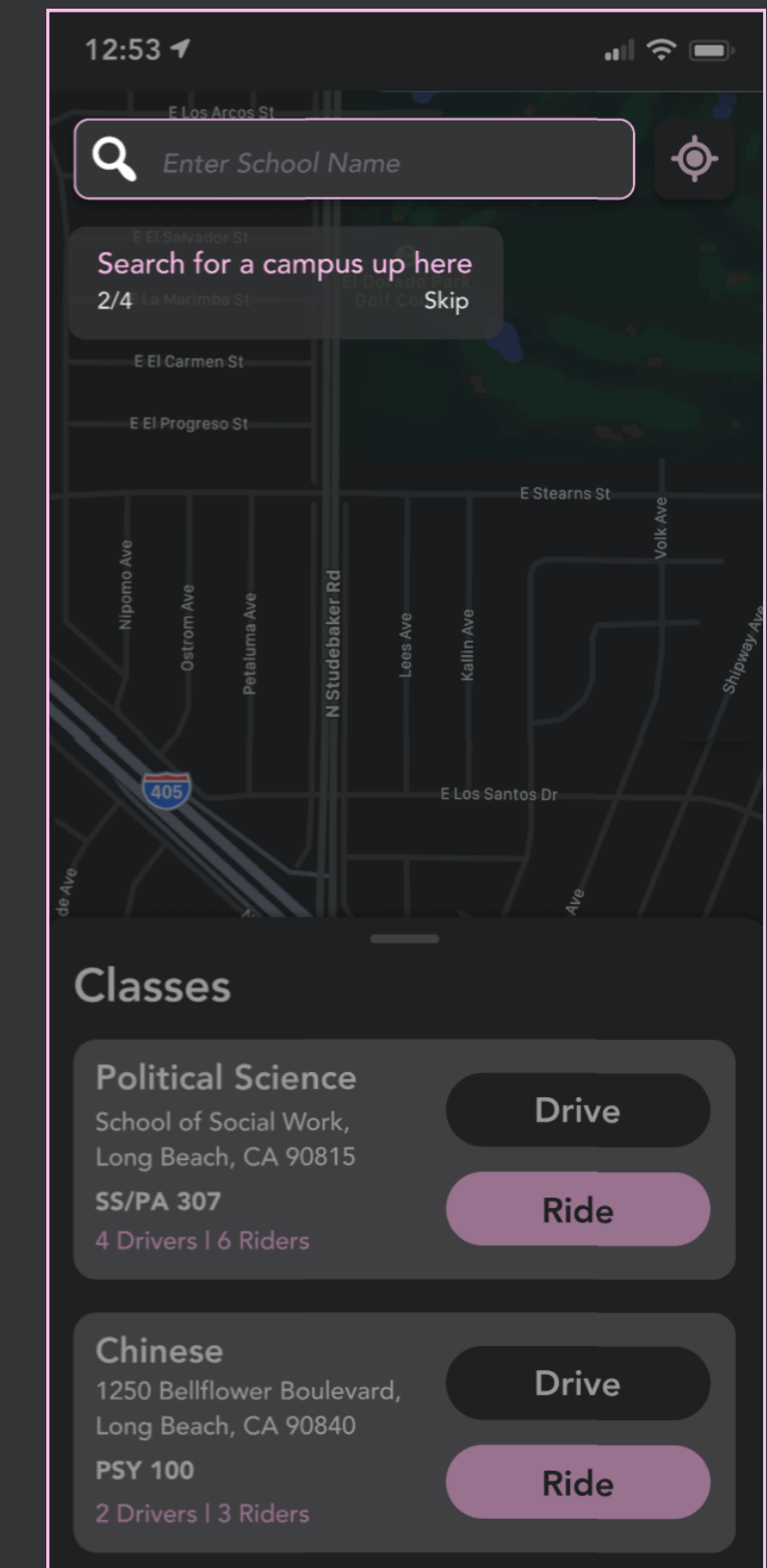
Tutorial 1



Tutorial 1.1



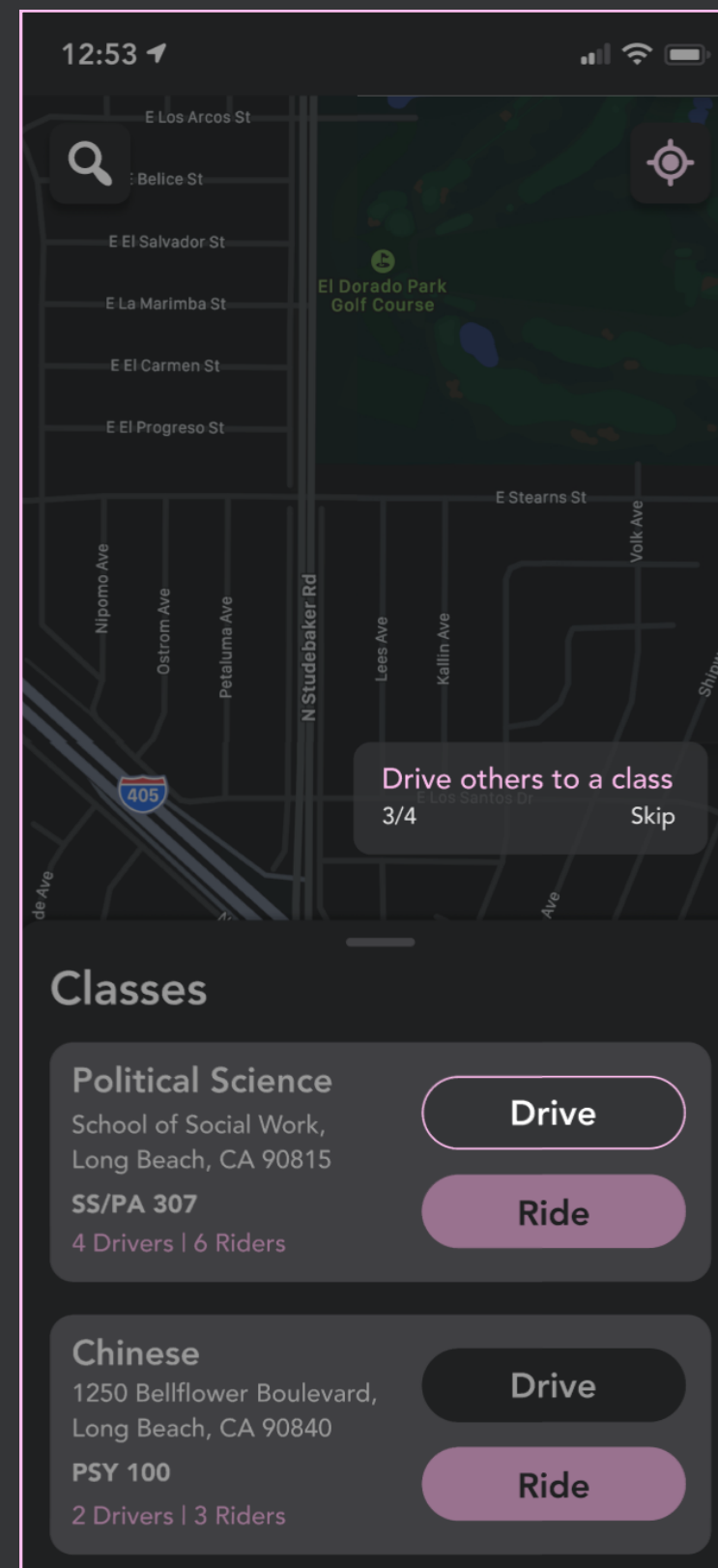
Tutorial 2



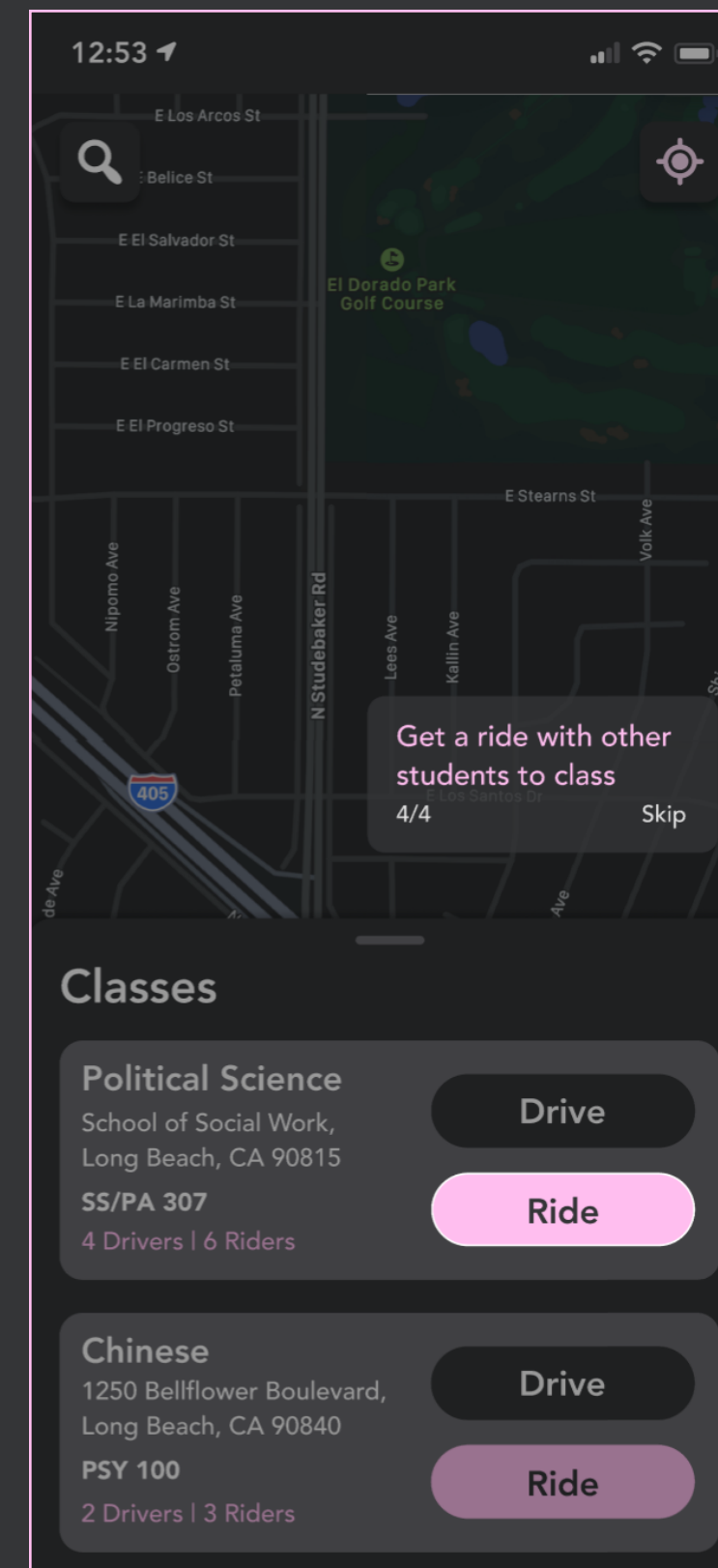
Tutorial 2.1



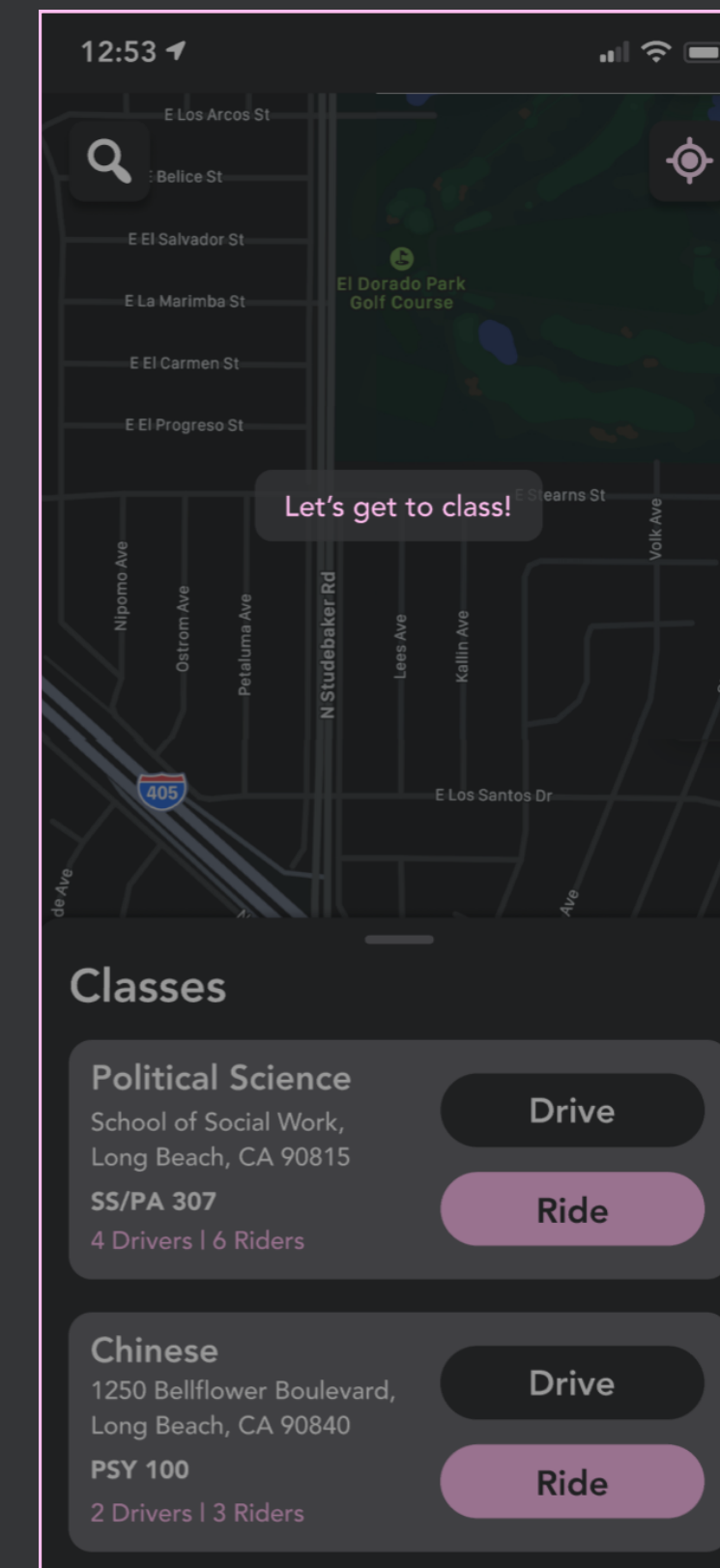
# Final Screens (continued)



Tutorial 3



Tutorial 4



Let's Get To Class!



# Appendix

## Figma File:

<https://www.figma.com/file/6Edyq9CchHivB9aVNYtkI2/ClassCars>

## FTUE Prototype:

<https://www.figma.com/proto/6Edyq9CchHivB9aVNYtkI2/ClassCars?page-id=0%3A1&node-id=131%3A1918&viewport=304%2C48%2C0.2&scaling=scale-down&starting-point-node-id=131%3A1918&show-proto-sidebar=1>