

Individual Project - Lyft

Calvin Fong

cfong46@gatech.edu

1 INTRODUCTION: TASK

The task I'll be redesigning in the Lyft app is the user action of adding a custom shortcut to the user's profile, selecting that shortcut as the destination, and having access to the shortcut hub that would include a variety of possible actions. The ability to add a custom shortcut exists, but is very difficult to locate. It lives within **You > Settings > Manage all shortcuts**. In addition, the ability to add a "Work" or "Home" shortcut exists immediately on the homepage, but anything custom beyond requires an extra set of steps. My redesign focuses on unifying this experience and giving the user the ability to add custom shortcuts in the same manner as "Work" and "Home".

2 NEEDFINDING PLAN

2.1 First Needfinding Activity

My first needfinding plan for this will include an apprenticeship with 2 people, which will span about an hour each. I'll be recruiting my fiancée and her sister. They use Lyft occasionally and are independently being interviewed.

The apprenticeship with 2 people will involve us spending time on the Lyft app, trying to add a custom shortcut to their profile and selecting it as their destination. The apprenticeship will dig deeper into the task flow – specifically addressing things like motivations, frustrations, and expectations. They are also more frequent users of ridesharing apps. All the interviewees should have the Lyft app on their phones with no existing shortcuts. I'd like for them to add a shortcut that is *not* Home or Work (since that is an available option once the user opens the app).

2.2 Second Needfinding Activity

The second needfinding activity will include conducting heuristic evaluations of an existing interface – Uber. The three (3) heuristics from Nielsen’s ten that I’ll be using are:

1. **Match Between System and Real World** - the design should speak the user’s language, with words and concepts that are familiar to them
 - a. Relates to discoverability and mental models
 - b. Does “shortcut” make sense or should it be “saved place”?
2. **Consistency and Standards** - users shouldn’t have to wonder whether different words, situations, or actions mean the same thing
 - a. Surfaces UX inconsistencies that cause cognitive friction
 - b. Are there consistent labels, placement, icons for adding versus selecting saved destinations?
 - c. Is “shortcut”, “saved place”, “favorites” consistent throughout Uber?
3. **Recognition Rather than Recall** - minimize the user’s cognitive load by making actions and options visible
 - a. Captures usability improvements tied to efficiency and learnability
 - b. The “shortcuts” feature should make it easier to recognize familiar destinations without retyping them
 - c. Test how visible shortcuts are when opening the app – do users have to remember they exist or are they reminded visually?

3 NEEDFINDING RESULTS

3.1 Apprenticeship Results

Fiancee: We were able to follow the activity as planned with great evaluation results. We walked through the process of opening up Lyft, selecting and finding the shortcut, and attempting to customize the shortcut. We also went a bit deeper into the user journey, from using the map at the bottom of the homepage, to entering the destination, clicking the ride type, reviewing the car post-ride, and even simple mode. Our notes are summarized as follows:

- Use Lyft mainly for office, airport, home, and when in Atlanta (where she’s from)

- Has used shortcuts before and even had her previous workplace as a shortcut
- She tapped “Work”, swiped left and right, and thought she could change it, but just ended up selecting it as her destination
- Tried adjusting her prior workplace to her new work address but when doing so, it didn’t show on the homepage and wasn’t immediately changed
- She then tried just deleting the Work shortcut altogether and then starting from scratch, but still didn’t see it even after closing and reopening the app
- When she searched for it, it showed up on the next screen as the “Work” shortcut option
- On the homepage there are also other addresses she presumably had requested rides to, but doesn’t remember them for. She mentioned it’d be helpful to have a Map app integrated to see what the labels are.
- The map at the bottom of the homepage doesn’t help much. Since it shows where the user is, it’d be helpful to see where the best pickup spots are (safest, most convenient).
- On the homepage, shortcuts would be better served as a tappable dropdown menu of sorts to see them expand, or even as one of the CTAs across the top next to the “Change rider” option.
- She said that it’d be helpful to know the quality of the car before requesting
- She also said the rating being higher makes her want to take Lyft more if she’s matched with better drivers than for Uber

Fiancee’s sister: We were able to follow the activity as planned as well as some good evaluation results. We walked through the process of opening up Lyft, finding the shortcut, and attempting to customize the shortcut. We also went a bit deeper into the user journey, from using the map at the bottom of the homepage, to entering the destination, toggling between personal / business accounts, and clicking the ride type. Our notes are summarized as follows:

- Use Lyft mainly for home, office, work, bingo and happy hours at bars
- Has seen shortcuts, but has never used it
- Issue was that the on the home page, her work address didn’t say Work on it

- Only when clicking the search bar does it show “Work” with the address
- In addition to it being available on the homepage, she found the ability to add Shortcut in the Settings after some digging
- When she added the “Custom Shortcut” and added “Home”, it didn’t immediately show up on the home screen → it was a bit buggy
- She expects the shortcuts to all be shown on the home screen, but you only see them on the next screen when clicking the search bar first.
- The map on the homepage right now is useless to her. She doesn’t need to know where she is currently or where cars are, but would rather see icons of places she’s been to or representative of places (martini glass for a bar).
 - Cannot put in an address to see what the destination area looks like – for example, it’s useless if she’s in Oklahoma, and is only useful in San Francisco where she knows the geography well.
- In addition to custom shortcuts, wheelchair access and default tip should also be more prevalent on the homepage and not deep in Settings.
- Lyft should also put the rider rating next to the user’s name, and give the ability to give post-ride reviews – similar to preferences before a ride, but post-ride issues with smells and cleanliness, or compliments about the car itself

3.3 Heuristic Evaluation

I conducted a heuristic evaluation using the 3 heuristics:

- 1. Flexibility and Efficiency of Use**
 - a. Within Uber, there are accelerators like shortcuts and quick hits for destinations that have been selected before
 - b. There are also personalization features that help tailor content and functionality for users, and allows for customization
- 2. Consistency and Standards**
 - a. “Shortcut” as a label seems to be consistent throughout the app
 - b. The ability to add a shortcut isn’t intuitive or similar to what other apps like Google Maps or Apple Maps
- 3. Recognition Rather than Recall**

- a. Customization labels and preferences should be up front and center. Instead, it lives deep in the Settings for a user.
- b. Shortcuts should be visible when opening the app so that the user doesn't have to remember where they exist or what they are. The same goes for wheelchair preferences and tips.

4 INITIAL BRAINSTORMING PLAN

4.1 Goal

I'd like to generate a variety of user-centered ideas for improving and redesigning the "Add Custom Shortcut" feature in the Lyft app, which allows users to quickly access frequently used destinations.

4.2 Needfinding Insights

There were several activities that helped me understand key user needs:

Speed and Convenience: Users want quicker ways to access recurring routes (ie. home, work, gym)

Ease of use: Users want to easily navigate to a shortcut hub that isn't buried in the settings pages.

Minimalism and simplicity: If there are too many options, that can increase friction. I need to design so that there are minimal taps involved with not much cognitive load or effort.

4.3 Brainstorming Approach

1. Divergent Thinking
 - a. Will be prioritizing individual brainstorming using AI co-creation and structured prompts
 - b. Duration: 30 minutes
 - c. Prompts:
 - i. How could Lyft help riders add shortcuts on the home screen?
 - ii. How could Lyft help riders add shortcuts in under 3 taps?
 - iii. What could shortcut creation look like with voice, widgets, wearables?

- iv. What does shortcut creation look like in other interfaces?
 - d. Rules:
 - i. No judgment of ideas
 - ii. Quantity is key here – we want 20-30 ideas
 - iii. Encourage any sort of thinking here, we are very greenfield
 - e. Transcript will be included in the Appendix
2. Convergent Thinking
- a. After individual ideas, will be clustering into themes like:
 - i. Predictive and Contextual Shortcuts
 - ii. Social and Shared Shortcuts
 - iii. Interface Simplification
 - iv. Gamified or Rewarded Shortcuts
 - b. I'll then select the top 3 concepts based on user value, feasibility, and alignment with Lyft's product goals

5 BRAINSTORMING RESULTS

I had two brainstorming sessions – one was individual and the other was AI-assisted. I generated 20 concepts to improve the Lyft “Add Shortcut” experience. The ideas ranged from small UI adjustments to more predictive, data-driven automation. Biases that I needed to look out for included confirmation bias by not favoring ideas I already believed in or expected and feasibility bias, which would have made me prematurely filter out ideas that seemed too hard or complex. As such, I categorized the ideas into four themes:

1. **Discoverability:** Make the “Add Shortcut” option more contextually relevant and at the top of the user journey funnel.
2. **Automation:** Suggest and predict shortcuts based on the patterns of users.
3. **Personalization:** Customizing shortcuts and recommendations to rider routines and preferences.
4. **Trust and Relevance:** Highlight benefits and perks – like time saved, convenience, etc.

5.1 Sample Ideas

Here are some of the ideas that were generated during the brainstorming sessions:

- Prompt users to add a shortcut after 2 repeated rides to the same destination
- Suggest shortcuts during peak commute times
- Add “+” buttons next to frequent destinations on the home screen
- Use conversational UI (“Want to add this as your ‘Home’ shortcut?”)
- Pre-fill shortcut info from recent rides
- Show messages like “You saved 5 seconds by using a shortcut today.”
- Allow widgets or Google / Apple Maps shortcuts integration
- Provide visual cues (like icons for Home, Work, Gym)
- Create a rewards, gamified option for using shortcuts regularly
- Include shortcuts area on the landing page when users open the app
- Use icons, colors, emojis to differentiate shortcuts
- Introduce a “Recent Places” carousel with one-tap options to add
- Enable smart shortcuts that automatically update if addresses change – like a new workplace
- Allow shareable shortcuts to coordinate group rides
- Provide onboarding tooltips for shortcut setup
- Integrate with voice-assistants for voice-activated shortcuts
- Allow users to pin shortcuts to their phone’s home screen as a widget
- Add contextual nudge to users to add shortcuts if they’re going to a repeated destination
- Allow editing shortcuts inline instead of having to go to hub

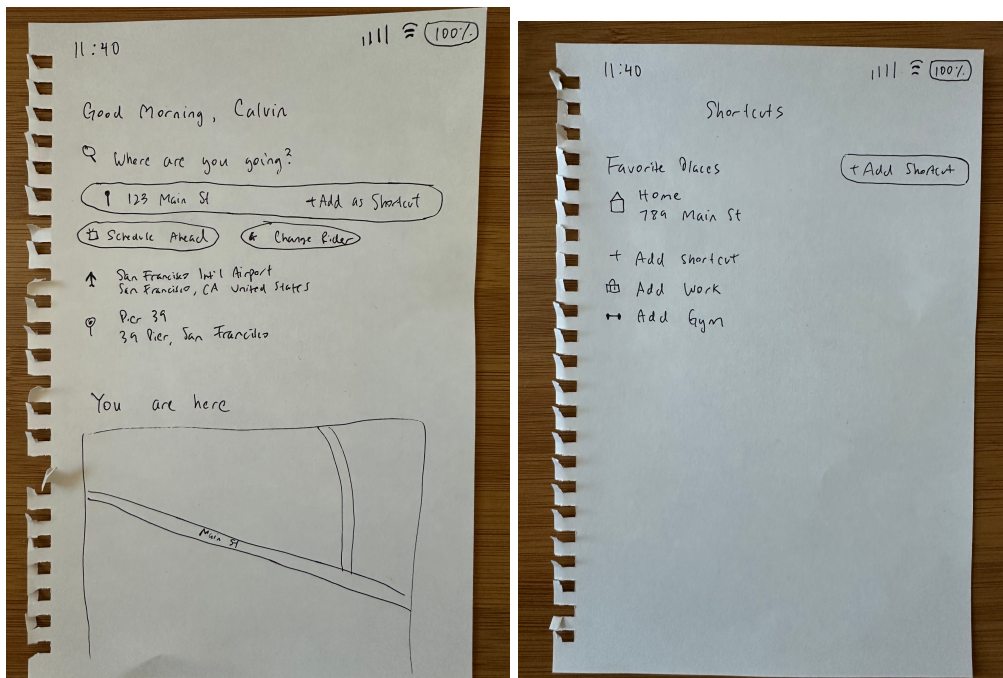
5.2 Design Alternatives + Prototypes

- **Inline Add Shortcut Button on Home Screen**
 - Add a persistent “+ Add Shortcut” button that appears near the search bar or next to recent trips inline.
 - **Textual Prototype:** On the home screen (first screen users see), next to the “Search for destination” bar, users will see a “+ Shortcut”. When that’s tapped, it opens an overlay with pre-filled recent destinations and editable labels.
- **Shortcut Management Hub**

- A new section on the homepage that shows all shortcuts, allowing users to rename the hub and its shortcuts, reorder, and see insights.
- **Textual Prototype:** In the hub, users can view all shortcuts in a list with icons and quick actions like “Edit”, “Reorder”, and time insights. This hub reinforces shortcut utility through small performance stats.
- **Contextual Smart Suggestion**
 - Lyft will detect recurring ride patterns and prompt users with: “This is the 3rd time this week you’re riding here around 8PM - want to make this a shortcut?”
 - **Textual Prototype:** When Lyft detects repeated rides to the same destination and/or that are around the same time, a pop-up (akin to a tooltip) displays: “Looks like you come to this restaurant often – “Add as shortcut?” “Yes” / “No”

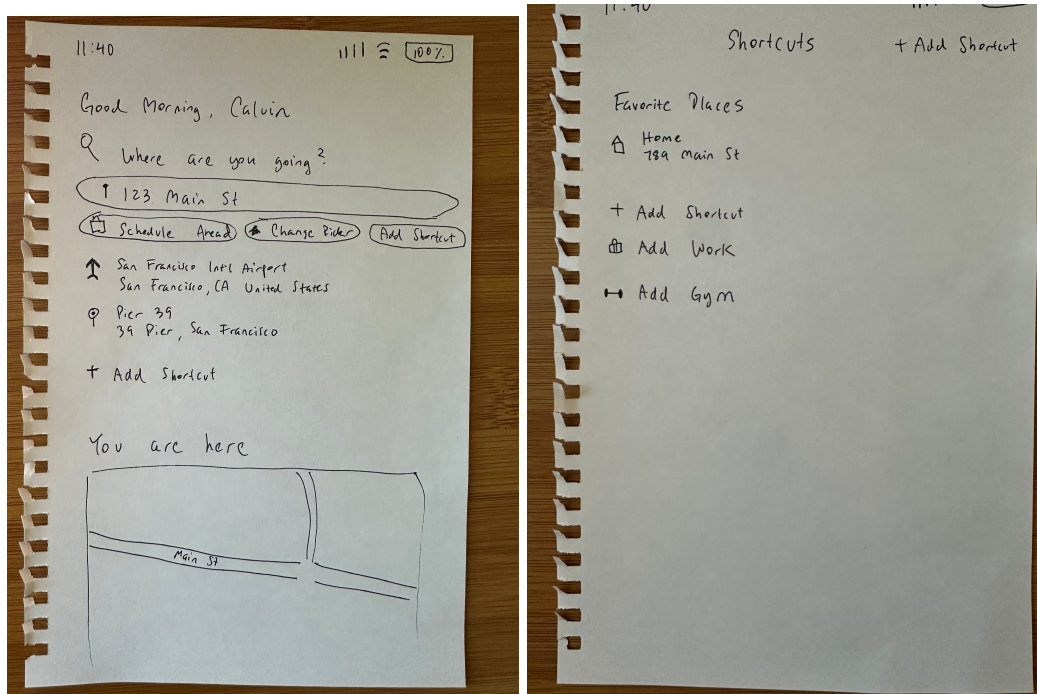
6 INITIAL PROTOTYPING

Prototype A: Inline Add Shortcut Button on Home Screen



This screen is the first one that users see when they open the Lyft app. This allows riders to quickly create personalized ride shortcuts in line. Labels like “Home” and “Work” can be created, along with several others, without leaving the main booking flow. Instead of burying customization in the settings page (which is where it exists today), the button appears alongside existing destinations, which encourage personalization with each use. When users tap “Add as Shortcut”, Lyft can add that very destination as a shortcut (in this case: 123 Main St). This design helps to improve efficiency and engagement. Further, the challenge here is to make this feature feel helpful, and not cluttered by surfacing naturally within the user’s mental model of selecting their destination for their ride but also making the user aware of shortcut convenience.

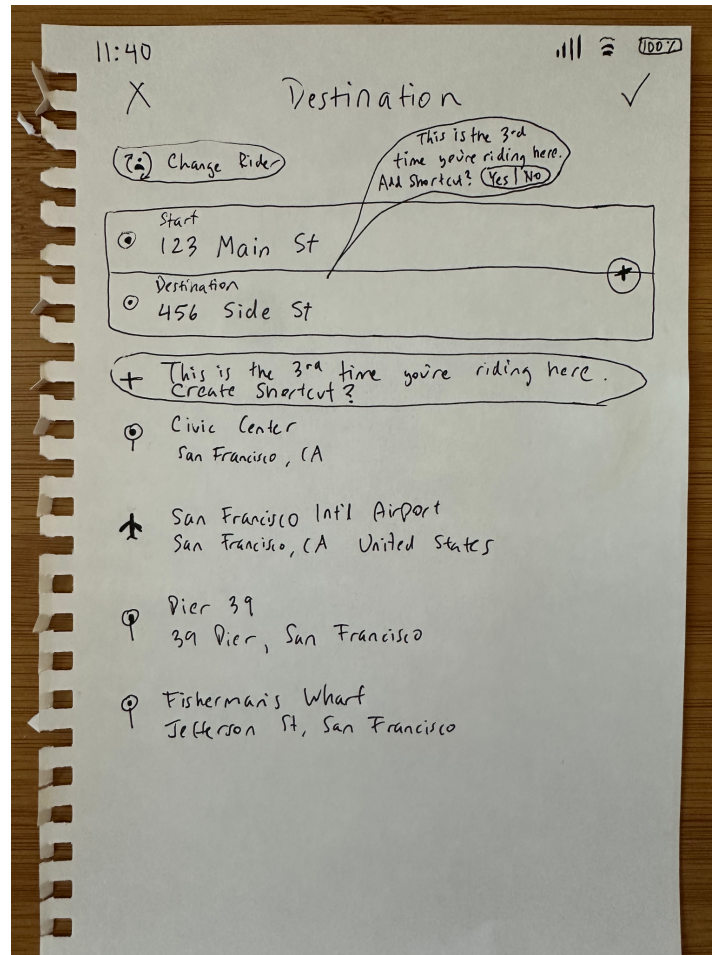
Prototype B: Shortcut Management Hub



The new Shortcut Management Hub in Lyft should evolve from a feature embedded in Settings, to a more discoverable workspace for managing saved destinations. Today, the hub lacks visibility, hierarchy, and aesthetic consistency with Lyft’s design language. A reimagined hub would centralize user shortcuts and in applying usability heuristics, improve visibility of system status (like showing which shortcuts are active and when they were last used), strengthen user control and freedom (like deleting and reordering interactions), and

reinforcing aesthetic and minimalist design through clear typography and iconography. It should feel more like a personalized control center than a settings menu to make travel more stress-free and predictive.

Prototype C: Contextual Smart Suggestion



This screen is what users see when they click the Destination search bar, which is essentially the second screen users see. Here, Lyft proactively anticipates where or when you want to go based on the context. It essentially learns your habits and environment to reduce friction during setup. A moonshot suggestion could be a smart suggestion system that combines machine-learning prediction models with contextual signals like location, time, and even calendar data to suggest the most likely ride destination. The goal is to make the suggestions feel intuitive and not intrusive – both for new users and existing users alike.

7 EVALUATION PLANNING

7.1 Participants and Recruiting

I'm going to be recruiting 5-6 people – either classmates, coworkers, or friends who have used Lyft or any ride-hailing app in the past year. I'll be buying them a coffee for their time. They'll be asked to preview the paper prototypes that I've created in the previous section.

7.2 Study Design

I'll start by asking for consent and prompting them with the context of the study. The study will be within-subjects where each participant will preview all 3 paper prototypes. For these 5 participants, I'll be walking everyone through each prototype in the same order – in person and over FaceTime. I'd like for a think-aloud session where participants will walk me through their thought processes on what they like / dislike, what they expect, and reasoning behind their tapping. For some of the screens that are not included in the paper prototypes, I'll be filling in the blanks with a Wizard of Oz approach.

The tasks / questions will include:

1. Where would you go to add a shortcut?
2. How would you add a custom shortcut?
3. Rename an existing shortcut to "Work"
4. Select that "Work" shortcut as your destination
5. Reorder shortcuts so "Work" appears first

For quantitative results, I'll be measuring a few things:

1. How easy was each task (1-10 with 10 as easiest)
2. How long did each task take? (seconds)
3. How many steps did the task take (number of interactions)
4. How many errors were there? (number of missteps)
5. Preference (1-10 with 10 as best)

For qualitative results, I'll be calculating a few things:

1. Think-aloud notes (thoughts, expectations, confusions)

2. Observations (notes, body language, hesitation)

8 EVALUATION RESULTS

For the study, I got 5 participants, and I recruited all friends who have used Lyft this past year.

8.1 Quantitative Results

The quantitative results called for simple statistical metrics since there were only 5 samples to go off (non-normal distribution), where the goal was to see which prototype performed best for usability and preferences. The variables were: ease of use, time per step, number of steps, number of errors, and preference.

Since statistical significance isn't relevant for this study, here are the median metrics that we'll want to take with us into the next iteration.

Based on the table below, I'll want to use elements from all prototypes since each had its own set of merits.

Metric	Prototype A	Prototype B	Prototype C
Median Ease	8	7	9
Median Time	13	10	9
Median Steps	6	6	5
Median Errors	1	0	0
Median Preference	8	9	8

8.2 Qualitative Results

- **Prototype A:**
 - Think-aloud notes:
 - Participant 1: Adding a shortcut is fairly easy to see - it says to add shortcut.
 - Participant 2: The + and bubble show where to add shortcut and the bottom too.

- Participant 3: Adding a shortcut is one of the first things I see.
- Participant 4: Adding a shortcut is hard to miss.
- Participant 5: Can see it clearly (adding a shortcut)
- Observations:
 - Participant 1: They were fairly confident on all steps.
 - Participant 2: They completed all steps pretty easily.
 - Participant 3: All steps were completed.
 - Participant 4: Steps were completed but there was a question on the reordering.
 - Participant 5: Steps were completed but there was a question on the reordering.
- **Prototype B:**
 - Think-aloud notes:
 - Participant 1: Easy to see where to add (shortcut)
 - Participant 2: Can see the + which makes sense (to add a shortcut)
 - Participant 3: Harder to see along with the other text (to add a shortcut)
 - Participant 4: Not hard to see (to add a shortcut).
 - Participant 5: Easy to see (to add a shortcut).
 - Observations:
 - Participant 1: They were confident on all steps.
 - Participant 2: They were confident on all steps.
 - Participant 3: They were confident on all steps.
 - Participant 4: Everything went well but they did say this was not as clear.
 - Participant 5: Same as participant 4
- **Prototype C:**
 - Think-aloud notes:
 - Participant 1: Self-evident with the blurb. (to add a shortcut).
 - Participant 2: Shows up clearly (to add a shortcut).
 - Participant 3: It's in your face (to add a shortcut). But does it take you to the shortcut hub?
 - Participant 4: Hard to miss. (to add a shortcut), maybe it's a little invasive or not aesthetic.

- Participant 5: Adding a shortcut is easy to spot.
- Observations:
 - Participant 1: They were confident on all steps.
 - Participant 2: They were confident on all steps.
 - Participant 3: They were confident on all steps.
 - Participant 4: All went well, and liked the blurb prompt.
 - Participant 5: Liked the blurb prompt.

9 SECOND ITERATION PLANNING

The first iteration of the design process focused on exploring three distinct prototypes for improving the shortcut flow. Each prototype emphasized different heuristics of usability. After evaluating these prototypes, I gathered both quantitative data and qualitative observations.

The results of this evaluation served as a needfinding activity for the next phase of design. Participants valued streamlined workflows and clear feedback. Prototype B scored lowest in task ease (7/10) but high in efficiency (10 seconds). Users did mention it being harder to see alongside text. Prototype C was nice, but a bit intrusive with the blurb and added to clutter. Prototype A, while it lacked complexity and forward-thinking, seemed straightforward overall.

The users needed easy access to existing shortcuts and visibility. They expressed that they needed to verify or reorder shortcuts without going too far into settings. As such, the secondary goal was providing transparency as well as control to help with the objective of faster task completion.

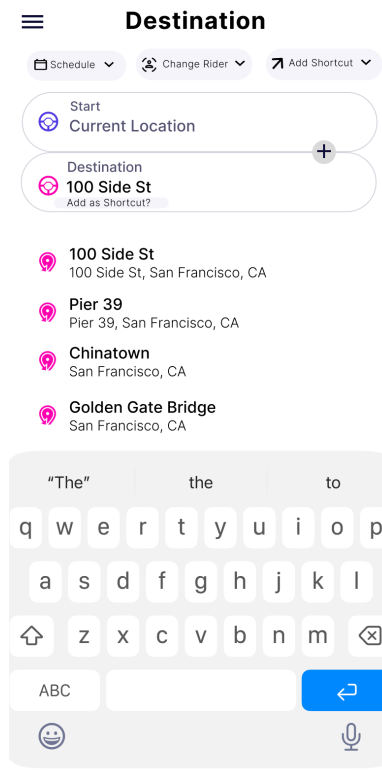
Second Iteration: Design Direction

My second iteration is going to focus on combining one prototype that combines the best features of the first three prototypes. What was most evident among the prototypes was that the two screens for entering destinations on Lyft were a bit confusing. That was a bit on me for not expanding on the paper prototypes as much as I should have. But, I do have several takeaways from the evaluation and previous iteration:

- The final prototype should contain a flow for the home screen, but also the subsequent screen when the user taps on the search bar to enter their destination
- The “Add Shortcut” CTA should exist within both of those screens – a persistent entry point that leads to a visually clean, modular management view that supports reordering, renaming, and removing shortcuts
- A blurb or tooltip on the homescreen might overclutter the screen, especially for more novice users

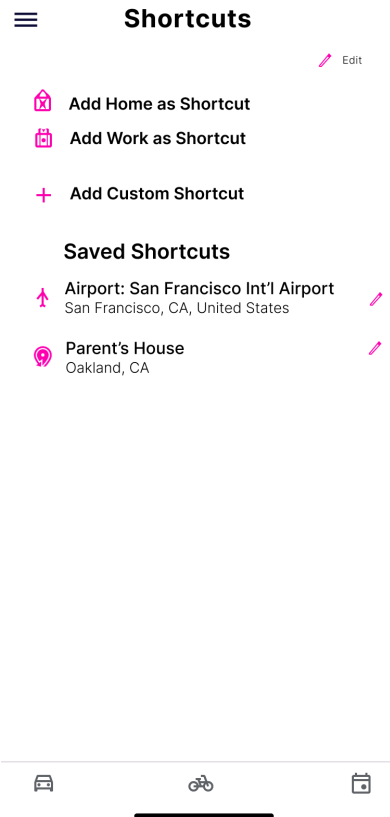
10 FINAL PROTOTYPE

For the final prototype, I added an “Add as Shortcut” CTA on the top carousel, as well as in context just under the destination address.



Both lead to the “Shortcut Hub”, which is redesigned to more easily see quick shortcuts users can add, as well as more custom ones denoted by the “+ Add

Custom Shortcut”. Users can also see their saved shortcuts and edit, reorder, and delete them as needed:



The rest can be seen in more detail with the video prototype in the next section.

11 VIDEO PROTOTYPE

The video prototype can be seen in Loom as a recording.

<https://www.loom.com/share/c90671c8cab419cb4a2a05f967d72bf>

In addition, I’ve included the Figma link to the prototype that users can play around with.

<https://www.figma.com/design/BlhsLhUuUsnufITYGV6moT/Calvin-Fong---Individual-Project-HCI?node-id=9-12&t=murEduBbEtgwDNkO-1>

12 FINAL EVALUATION PLANNING

The final evaluation is going to involve classmates with both qualitative and quantitative elements. The qualitative elements involve open-ended questions at the end of the survey with thematic analyses, and the quantitative elements are the questions numbered 1-5 (strongly disagree to strongly agree), where I plan to conduct Wilcoxon Signed-Rank tests. This was presented as a set of questions on PeerReview for classmates to review.

The participants were classmates who agreed to review my prototype via PeerReview. They were incentivized by participation in the class, but also with me responding to their surveys as an exchange. They were asked to fill out a survey containing several questions about my prototype after watching my Loom video and having access to my Figma prototype.

The specific questions include:

1. Are you able to view the Loom video using the link?
 - a. Yes / No
2. Are you able to view the Figma prototype using the link?
 - a. Yes / No
3. It is easy to understand the final prototype
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
4. I could easily navigate to the shortcut hub
 - a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
5. The prototype clearly shows how to add or edit a shortcut

- a. Strongly Agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly Disagree
6. What do you like about this prototype?
- a. Free Form
7. What can be improved about this prototype?
- a. Free Form

13 FINAL EVALUATION RESULTS

The final evaluation was done on PeerReview with a set of questions that I asked classmates (and friends) about my final prototype. I received 20 participants.

13.1 Quantitative Results

Question: It is easy to understand the final prototype

- 5, 5, 5, 5, 4, 4, 4, 4, 5, 4, 5, 5, 5, 4, 4, 5, 5, 5, 4, 5
- Null hypothesis: Median = 3 (no different from neutral)
- Alternative hypothesis: Median > 3 (participants agreed more than neutral)
- Sample size: 20
- Mean = 4.55
- Median = 5
- Standard Deviation = 0.51
- One-sample Wilcoxon Signed-Rank test indicated that ratings are significantly higher than neutral midpoint of 3, $p < 0.001$
- This suggests the prototype was easy to understand and flow was clearly communicated to users

Question: I could easily navigate to the shortcut hub

- 5,5,5,5,4,4,4,4,5,5,5,5,4,4,4,4,5,4
- Null hypothesis: Median = 3 (no different from neutral)
- Alternative hypothesis: Median > 3 (participants found it easier than neutral)

- Sample size: 20
- Mean = 4.45
- Median = 4.5
- Standard Deviation = 0.51
- One-sample Wilcoxon Signed-Rank test indicated that ratings are significantly higher than neutral midpoint of 3, $p < 0.001$
- This suggests the prototype navigation and entry points to the hub were clear and discoverable to almost all users

Question: The prototype clearly shows how to add or edit a shortcut

- 5,5,5,5,4,4,4,4,5,5,5,5,4,4,4,4,5,4
- Sample size = 20
- Mean = 4.45
- Median = 4.5
- Standard Deviation = 0.51
- One-sample Wilcoxon Signed-Rank test indicated that ratings are significantly higher than neutral midpoint of 3, $p < 0.001$
- This suggests that the interface clearly communicated how to add or edit shortcuts

13.2 Qualitative Results

Question: What do you like about this prototype?

Simplicity & Clarity - Mentioned 9 times (% Participants: 45%)

Ease of Use & Navigation - Mentioned 6 times (% Participants: 30%)

Clean & Aesthetic Design - Mentioned 4 times (% Participants: 20%)

Usefulness & Relevance - Mentioned 3 times (% Participants: 15%)

Customization & Personalization - Mentioned 1 time (% Participants: 5%)

This suggests that users valued the prototype's simplicity, clarity, and ease of navigation, which are core usability heuristics.

Question: What can be improved about this prototype?

Visual Clarity & Layout - Mentioned 6 times (% Participants: 30%)

Iconography & Visibility - Mentioned 5 times (% Participants: 25%)

Usability & Intuitiveness - Mentioned 4 times (% Participants: 20%)

Functionality & Control - Mentioned 3 times (% Participants: 15%)

Privacy & Safety - Mentioned 3 times (% Participants: 5%)

No Comment / N/A - Mentioned 3 times (% Participants: 15%)

This suggests that the prototype performed fairly strongly on clarity and simplicity, but could have been refined more in visual hierarchy, icons, and interaction affordances to enhance usability.

APPENDIX

Loom Video: <https://www.loom.com/share/c90671c8cab419cb4a2a05f967d72bf>

Figma

Prototype:

<https://www.figma.com/design/BlhsLhUuUsnufITYGV6moT/Calvin-Fong---Individual-Project-HCI?node-id=9-12&t=murEduBbEtwDNkO-1>

Needfinding Activity #1

Interviews

- Questions:
 - Can you tell me about how often you use Lyft?
 - What kind of trips do you usually use it for?
 - How often do you use shortcuts?
 - Do you usually plan rides ahead or request on the spot?
 - Have you ever added a Home or Work shortcut on Lyft?
 - If yes, can you walk me through what you did?
 - If not, can you try walking me through it now?
 - *What did you expect to happen when clicking that option?
 - How confident are you that it saved correctly?
 - Could you redo what you just did?

Apprenticeship

- Questions:
 - When do you use shortcuts like Home or Work?
 - How did you first notice you could use shortcuts?
 - How easy or hard is it to add one?
 - What do you think happens when you add a shortcut?
 - Have you ever entered the wrong destination or had to re-enter it?
 - If you could make this faster or smarter, what would that look like?

- Fiancee:

Liz - have iOS26 - 3 options – Add Custom Short. Work-related events

- *Office. Airport. Home. Atlanta.*
- *Add Custom shortcut. Put in address. Name it Work.*
- *Added 2nd shortcut Work. It was her old work address at xxx Main St.*
- *Liz hit “Work” and thought she could change but it just selected it as her destination*
 - *Right swipe and left swipe – doesn’t work*
- *She doesn’t know.*
- *Luyn > Settings > found it embedded in there.*
- *Delete Work shortcut. Then add a new one. But she doesnt see it on the homepage.*
- *Still doesnt see it after closing it and opening it*
- *When Liz searches, she sees it as “Work” option.*
- *Liz doesn’t know where 101 Fairmont is – she didn’t know it was her AirBnB. Wants to have a Maps integrated. They want to see if it’s labeled as bar or hotel, or a streetview.*
- *The map doesn’t matter much to see where you are.*
 - *There should be suggestions to tell you where the best pickup spot is.*
- *Dropdown menu would be preferred – Shortcut dropdown and you can tap it so that you see all them expand.*
 - *If you’re going to a conference, you can pull it up, you can label it and don’t have to put it on the calendars.*
- *Change rider – thats a good option*
- *Inbox gets jammed up and way to toggle for a full day receipt instead of individual*
- *Nothing needs to be highlighted – the price is most important. Price lowest at the top. Or the shortest to the longest time (probably for business accounts)*
- *Liz doesn’t care about rating next to name.*
- *Liz says Uber is ugly in simple mode.*
- *Liz says they need to know the quality of the car, not just the driver servicing*

- Liz says that the rating being higher makes her want to take Lyft more.
- Uber: search area is too much
 - Likes the Eats area that you can just swipe over.
- Fiancee's Sister-in-Law:

You see it but you've never used it

Luyn – have iOS18 - 4 options, you have bikes. Add Work option shortcut. Home. Work. Bingo. Happy Hours. Bars.

- Home. Office.
- Work - xxx Main St. It's the first one.
 - But it doesn't say Work on it.
 - Only when you click on search bar, does it show "Work xxx Main St".
- Now her iOS shows the 3 options and her Work shortcut.
- She added Custom Shortcut and Added "home" and doesn't show up on the home screen.
- The shortcuts should all be on the home screen, but you see them only when you click the search bar.
- They see the map but it doesn't do much.
 - The map is useless to you.
 - Map of everywhere you've gone – house icon, if it's Blue Light it's a martini glass for a bar.
 - Don't need to know where you are currently
 - Don't need to know where cars are.
 - Can't put in an address or anything in Oklahoma or something. If you're in San Francisco, you know the geography and it's small. But at that point you might as well use Google Maps.
- Integrate Lyft with Outlook / Gmail
 - At this calendar block I need to get into destination based on what time like a specific address at a specific time.
- It could be an option next to "Change Rider"
- A way to toggle between business and personal account.

- *There's a way to integrate calendars for airport rides only?*
 - *Kind of confusing as to what it does, is it only for airports?*
- *There is a business profile you can set up – click “You” and go to Business Profile.*
- *Set Default Tip & Wheelchair Access*
- *Lyft - request ride is very simple*
- *Lyft looks like Uber's simple mode all the time, it's not noisy.*
- *Lyft should give you post-ride preferences on smells and dirty and stuff, immediately instead of having to open an inquiry*
 - *Also wants to know the quality of the car*
- *Put your rider rating – makes you feel good and what if it drops one day and people are declining you.*
- *Uber: You have to click on the search bar and then scroll to the bottom.*
 - *Uber is too busy and too many tiles.*

Brainstorming Results

Appendix A – AI-Assisted Brainstorming Transcript

Date: October 25, 2025

Tool: ChatGPT (GPT-5)

Session Duration: ~30 minutes

Objective: Generate and expand design ideas for improving Lyft's *Shortcuts* experience—focused on discoverability, customization, and contextual intelligence.

Part 1 – Prompting for Divergent Ideas

Calvin:

I'm brainstorming ways to improve the Lyft “Shortcuts” experience. Users find

the current feature hidden and unintuitive. Can you list 10 creative ways to make shortcuts easier to find and use?

ChatGPT:

Sure! Here are 10 ideas to spark your thinking:

1. **Inline Add Shortcut Button** – surface a “+ Add Shortcut” tile on the home screen.
2. **Voice Shortcut Creation** – “Hey Lyft, save this route as ‘Work.’”
3. **Smart Suggestions Feed** – surface contextual prompts like “Heading Home?” based on location/time.
4. **Shortcut Hub Dashboard** – a new visual screen showing all shortcuts as editable cards.
5. **Recent Rides to Shortcuts Swipe** – convert recent destinations into shortcuts via quick swipe.
6. **Widget Integration** – iOS/Android widgets for one-tap rides.
7. **Gamified Setup Flow** – badges or streaks for creating and using shortcuts.
8. **Dynamic Map Pins** – tapable pins for favorite locations on the main map.
9. **Collaborative Shortcuts** – share a shortcut with a friend (e.g., “Airport pickup”).
10. **AR Pickup Zones** – visualize shortcuts via AR markers in airports or venues.

Part 2 – Expanding with Design Principles

Calvin:

I like #1, #3, and #4. Can you expand those ideas while referencing usability heuristics like visibility, feedback, and flexibility?

ChatGPT:

Absolutely.

- **Inline Add Shortcut Button:** Improves *visibility* (feature is discoverable without searching menus). When tapped, shows a *modal confirmation* for feedback.
 - **Contextual Smart Suggestions:** Adds *flexibility* by letting users accept, dismiss, or snooze a suggestion. Clear feedback ("Shortcut added!") reinforces the action.
 - **Shortcut Hub Dashboard:** Promotes *user control and freedom* through edit and reorder options. Also improves *consistency* with Lyft's tile-based visual language.
-

Part 3 – Bias Check and Refinement

Calvin:

How can I avoid biasing myself toward ideas I already like?

ChatGPT:

Two approaches:

1. **Forced Reversal:** Imagine doing the opposite—what if Lyft *hid* shortcuts intentionally? What unique value could that bring? (e.g., minimal mode that surfaces shortcuts only when contextually relevant).
2. **Analogical Transfer:** Look at similar systems—Spotify playlists, Apple Shortcuts, or Google Maps pinned locations—to spark unexpected

parallels.

Calvin:

Interesting—Spotify analogy fits. Maybe “Shortcut Playlists,” where you can group rides (e.g., “Weekend Errands”). I’ll add that to the idea board.

Part 4 – Convergent Filtering

Calvin:

Let’s narrow it down. Which three ideas are most feasible and user-valuable based on our earlier needfinding (discoverability, personalization, visual clarity)?

ChatGPT:

Top three:

1. **Inline Add Shortcut Button** – simplest, directly fixes discoverability.
2. **Shortcut Hub Dashboard** – addresses organization and visual clarity.
3. **Contextual Smart Suggestions** – adds adaptive personalization, differentiating Lyft from competitors.

Calvin:

Agree. Those three move forward to prototyping. Thanks!

ChatGPT:

Glad to help! Remember to test each prototype with heuristic evaluation (visibility of system status, user control, aesthetic design) and track metrics like task completion time, number of taps, and preference scores.

Final Evaluation Results

- Are you able to view the Loom video using the link? Yes / No
- Are you able to view the Figma prototype using the link? Yes / No

- It is easy to understand the final prototype
 - 5, 5, 5, 5, 4, 4, 4, 4, 5, 4, 5, 5, 4, 4, 5, 5, 4, 5
- I could easily navigate to the shortcut hub
 - 5,5,5,5,4,4,4,4,5,5,5,5,4,4,4,4,5,4
- The prototype clearly shows how to add or edit a shortcut
 - 5,5,5,5,4,4,4,4,5,5,5,5,4,4,4,4,5,4
- What do you like about this prototype?
 - Straightforward
 - The prototype is very straight forward and a useful feature that I am surprised Lyft does not already have.
 - the easy access to the shortcuts
 - I like that it is very clean
 - Easy to navigate
 - It's clear how to add a shortcut and it easy to execute it
 - simple use case
 - I like that you can add custom shortcuts
 - Very straightforward on the new feature
 - Really clean
 - Aesthetic and easy to use
 - Simple to use
 - Straightforward
 - Cool feature
 - Really nice feature
 - Straightforward
 - Easy to navigate the app
 - Easy to access
 - Clear how to use
 - Clean
- What can be improved about this prototype?
 - I would say minimizing clutter
 - Would have been useful to see what is available in the custom shortcut workflow. I see some of the custom shortcuts have custom icons and you didn't show how that was selected.
 - maybe the design of the shortcut page, the spacing felt off
 - Better icons
 - Hard to see where to find add shortcut

- Maybe have a way to delete the shortcuts directly in the search bar
- na
- I think there should be just a little more functionality with the different tabs
- Add some safety design to protect privacy
- N/A
- A little cluttered
- Hard to see the buttons
- Icons could be better
- Improve the flow
- A little confusing
- Shortcut spacing
- Hub could be better designed
- N/A
- Not much
- Could be more intuitive