



SIMPLIFYING Fetii



What's the deal?

Fetii is an on-demand and scheduling group ride-sharing app that helps users save money by splitting their fares while riding more eco-consciously to any destination.

Fetii's operation is led by creating smarter, more efficient cities by partnering the current transit systems with on-demand group transportation markets to increase ridership and reduce costs. By deploying a network of digitized vehicles, Fetii allows everyday consumers and corporations in metropolitan areas to decrease traffic congestion and carbon emissions.

Before I jump in, let me explain the importance of this study.

Why am I here?

I want to simplify and modernize the Fetii app to add value to its core proposition of a user-friendly app experience.

Why am I doing this?

As a frequent user of Fetii, I feel confused when navigating the app interface; the profile page has no uses or uniqueness, and all other features are only accessible on a single click-exit-click-exit process. Users should be able to glide across the platform and quickly access all features.

This will help create stronger retention as Fetii expands its ridesharing operations to new metropolitan areas.

How will I accomplish this?

Framework for the feature development:

- 1) Define an end goal**
- 2) Highlight pain points and provide solutions**
- 3) Current State of Fetii**
- 4) Solution**
- 5) Metrics, Risks & Mitigation**



1) Defining an end goal:

To **simplify** and **enhance** the **user experience** by creating a **frictionless** layout that paves the way to **use all features**.

2) Users' Pain Points:

With our end goal out of the way, we can now get into it.

I am ideating on these pain points around the thoughts of any struggle a user might experience while booking a ride or running through the platform to check it out. I surveyed active users to gather information on how Fetii could improve its in-app experience. These are what I found to be the top pain points.

App needs:

- Ridding of multiple taps to complete a common task
- Information architecture overhaul to simplify menus and flows
- Transparent visual design system and hierarchy to the eye
- Intuitive and universally recognizable iconography

Current pain points:

- Confusing interface
- Lacks visual hierarchy
- Feels outdated/derivative
- Unclear meaning

To determine high-priority pain points for the rideshare app redesign, each issue will be ranked from **LOW** to **HIGH** urgency based on the following factors:

- (1) User impact - How severely does this pain point negatively affect users?
- (2) Feasibility - How realistic and viable is it to solve this issue in the redesign?
- (3) Differentiation - How well does resolving this set the app apart from competitors?
- (4) Business impact - How significantly does this issue affect core business metrics?

| Pain Point | User Impact | Feasibility | Differentiation | Business Impact |
|--|-------------|-------------|-----------------|-----------------|
| <i>Ridding of multiple taps to complete a common task</i> | HIGH | HIGH | LOW | HIGH |
| <i>Information architecture overhaul to simplify menus and flows</i> | HIGH | HIGH | MODERATE | HIGH |
| <i>Transparent visual design system and hierarchy to the eye</i> | HIGH | HIGH | LOW | MODERATE |
| <i>Intuitive and universally recognizable iconography</i> | HIGH | HIGH | MODERATE | LOW |

Closing in on the end goal:

Since we have identified three major pain points that are relatively clustered, we can solidify our end goal by visualizing market data for products that launch on the platform.

Enhancing user experience by creating a **frictionless** experience that allows easy access to **all features**.



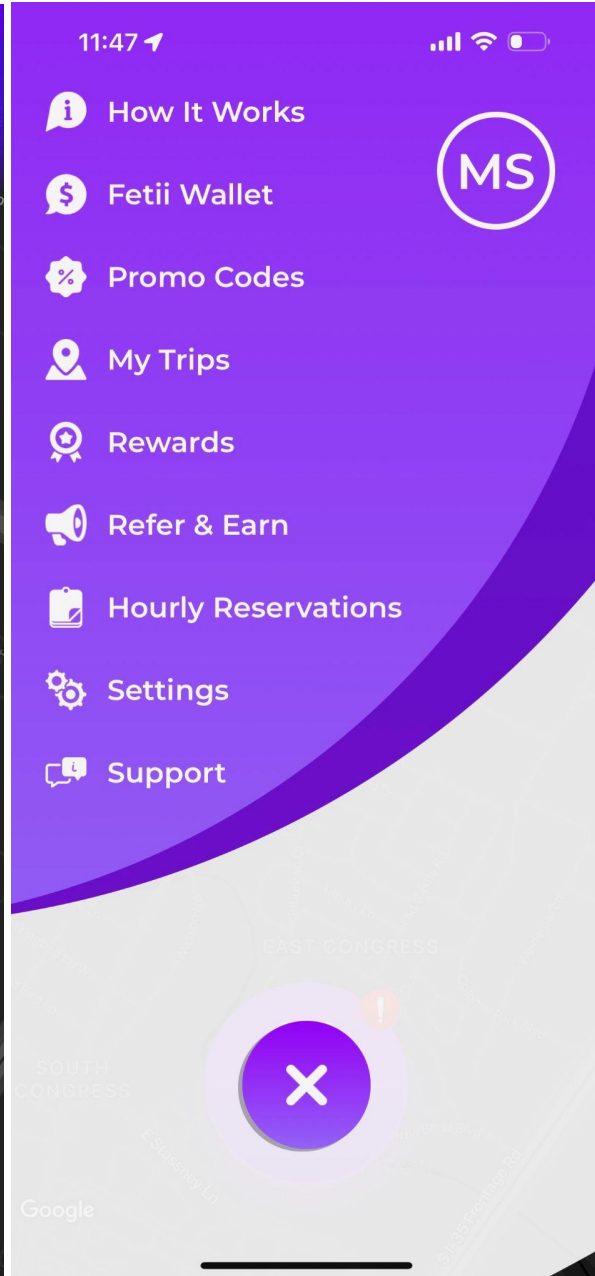
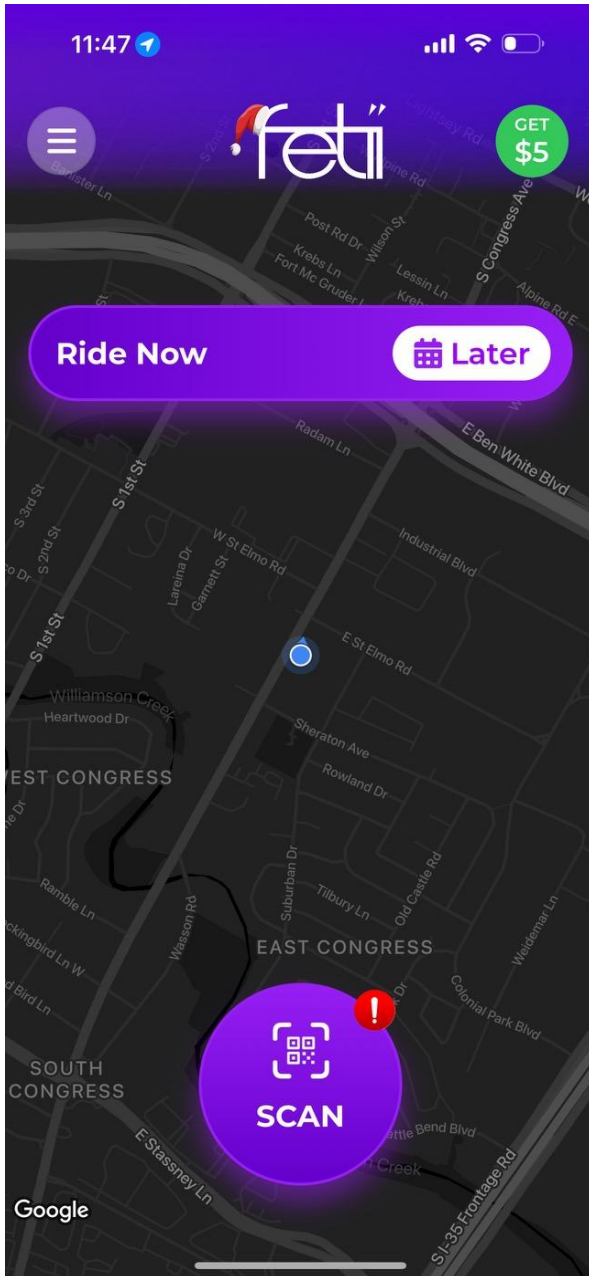
So, What is the solution?

Leaning out the app in its entirety.

This idea stems from a few areas:

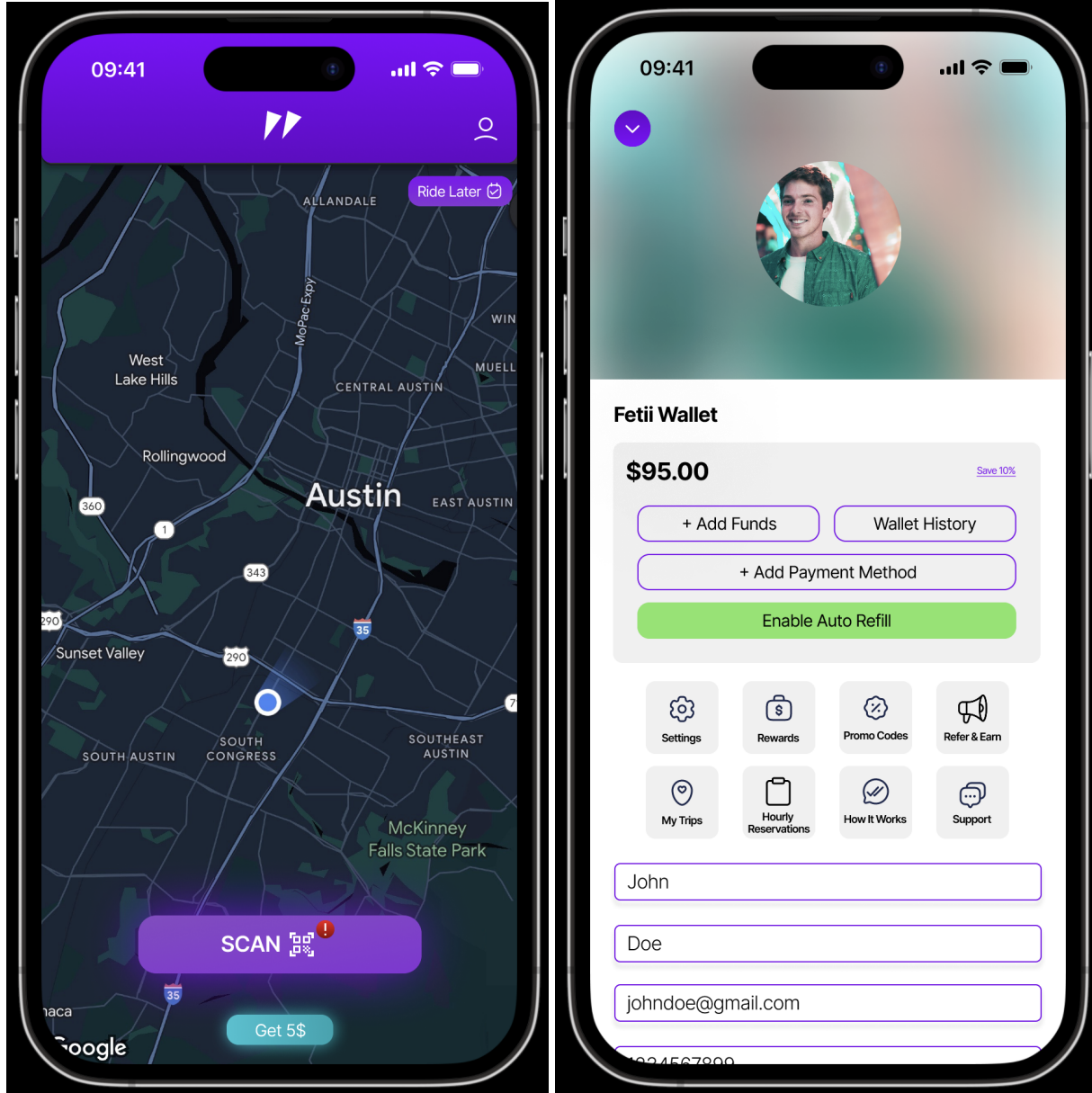
- **Frictionless:** Reducing taps directly minimizes friction in key user workflows like ordering rides. This makes the app experience smoother and more seamless.
- **Simplified:** Cutting down navigation, information architecture, and screen layouts to streamline and declutter the app interface.
- **Scannable:** Using fewer taps to complete tasks makes key actions more visually prominent and discoverable. This facilitates quick scanning for suitable options.

CURRENT STATE BREAKDOWN:



In its current state, Fetii is chunky and designed with little to no modernity. As revenue grows and cities operate in expansion, users will want a more delightful experience. The page to access all settings and profiles is 10 pages that can be **combined into one**.

SOLUTION:



Simplifying Fetii — An entire remodel to please the user

With this redesign, Fetii can now encourage its users to explore the app without segmented features. Streamlining processes allows users to get more out of the group rideshare experience through the company, not just the party bus-esque ride.



Now, How is success measured?

True success means creating an effortless and intuitive booking experience. But we can gauge effectiveness through metrics.

Metrics:

- **Task completion rate** — Are core flows like ordering rides requiring fewer taps?
- **User satisfaction** — Are ratings and NPS scores increasing?
- **DAU/MAU** — Is our daily/monthly user count higher? Lower?
- **Churn** — Has the redesign lowered churn and increased retention?
- **Error rates** — Has simplification reduced user errors and confusion?

While no metric tells the whole story, they can indicate if the redesign simplifies flows. If tasks are finished faster, satisfaction improves, bookings increase, churn drops, and errors decrease, which signifies success.

The North Star metric is task completion rate - directly measuring if the use of features rises through the tap reductions in core flows. A significant increase would show the redesign removed friction and barriers. However, all metrics contribute insights on ease of use and user experience. The goal is an undeniably smoother, more straightforward booking experience.

Okay, risks?

Risks are unavoidable and must be taken into account for any feature. I have listed several and brainstormed how to mitigate them if they arise.

| Risks | Mitigation |
|---|--|
| Existing users may resist or be confused by the new design | Implement a comprehensive user education program, including tutorials and notifications about new features |
| Implementing the proposed changes might be more complex and resource-intensive than anticipated | Introduce changes in phases, testing each step with a segment of the user base |
| The redesign might not resonate with the target market as expected | Regularly gather user feedback and market data to refine the app continuously |
| The project could exceed the allocated budget due to unforeseen development complexities | Have a contingency budget and regularly review project expenses against projections |