

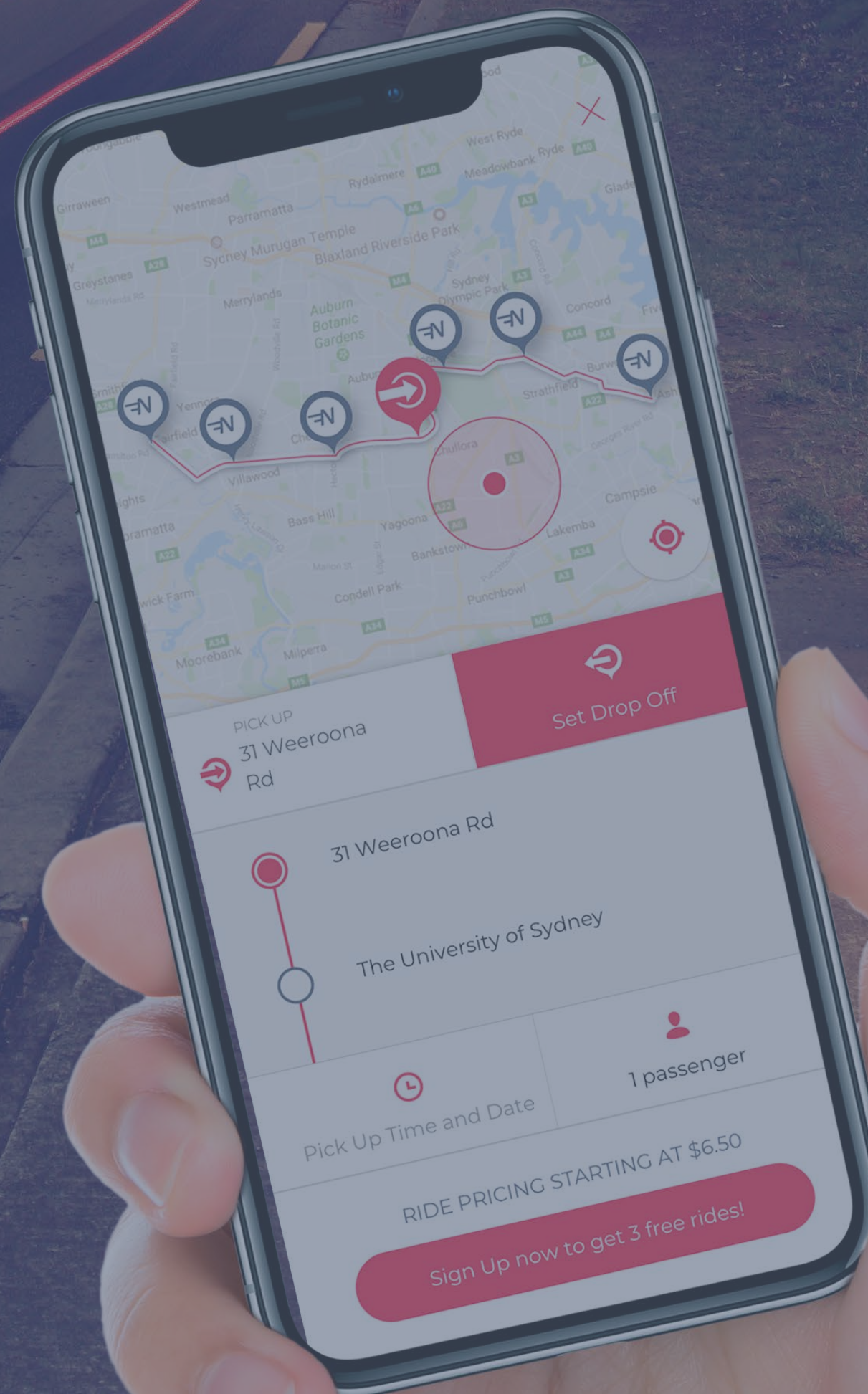
AltexSoft & Niftie: Designing Ride Sharing App as Public Transportation Alternative

Project Background

Niftie is an Australian ride-sharing company that connects travelers with coach drivers to facilitate a comfortable city commute. The service caters to passengers that expect to get a guaranteed and timely ride to their destinations regardless of public transportation overload. While the initial business model entailed commute to events - such as concerts, football matches, and festivals - the client decided to expand for all types of daily commutes.

Thanks to the mobile app – which is the main connection point between drivers and commuters – people can pay up front and track their bus online.

AltexSoft UX team considered the new business model and fully designed new applications, covering iOS and Android platforms.



**Challenge:
Complete redesign
to enable growth**

Niftie was planning to expand beyond sports and events travel. But the old Niftie app wasn't meeting modern mobile standards. It was also limited in terms of functionality. For instance, the existing system allowed for commuting only between the very departure and very end points of the route without any intermediary stops. Besides that, the app had an outdated interface and poor performance.

AltexSoft's UX team had to solve the existing problems and lay the groundwork for the new business model:

1. Conduct business model research
2. Elaborate user flows in the main application
3. Modernize and enhance core functions
4. Introduce new flexible commute options for city- and country-wide use
5. Automate driver interactions with passengers
6. Prepare the app for white label distribution

**Driver-Commuter
Interaction Model**



Commuter

Commuters use the app to choose the ride, purchase tickets, set pickup and drop-off, register for the ride, and receive boarding pin codes that they enter on the driver's tablet.



Driver

Each driver has a tablet with an app to track their route, see registered commuters for the ride, and allow travelers to check in using their individual pin codes.

Step 1: Business model analysis and user flow mapping

Deep business model analysis



The initial stage of UX design workflow entailed deep analysis of the client's anticipated business model and traveler app flows. As Niftie was planning to expand user coverage beyond events and also market their app as a white label product, our design team focused on the research phase to align user experience.

The UX team conducted a series of interviews to clarify bus route specifics, scheduling, monetization models, ticket package specifics, and set a roadmap for further development.

As a result, the team could assume and further specify user flows.

Mapping user flows in the commuter app

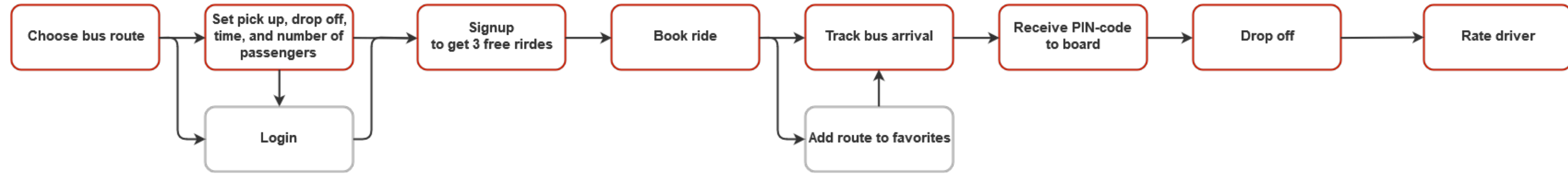


Usual rider experience consists of three main elements: choosing a destination and time, booking a ride, and drop off with the optional opportunity of rating the driver. Bus transportation, unlike taxi, has some restrictions, namely the need to account for timeframes and set routes.

Another point of the research considered different user flows depending on whether a commuter has used the app before or they launched it for the first time. The AltexSoft UX team designed two main user flows.

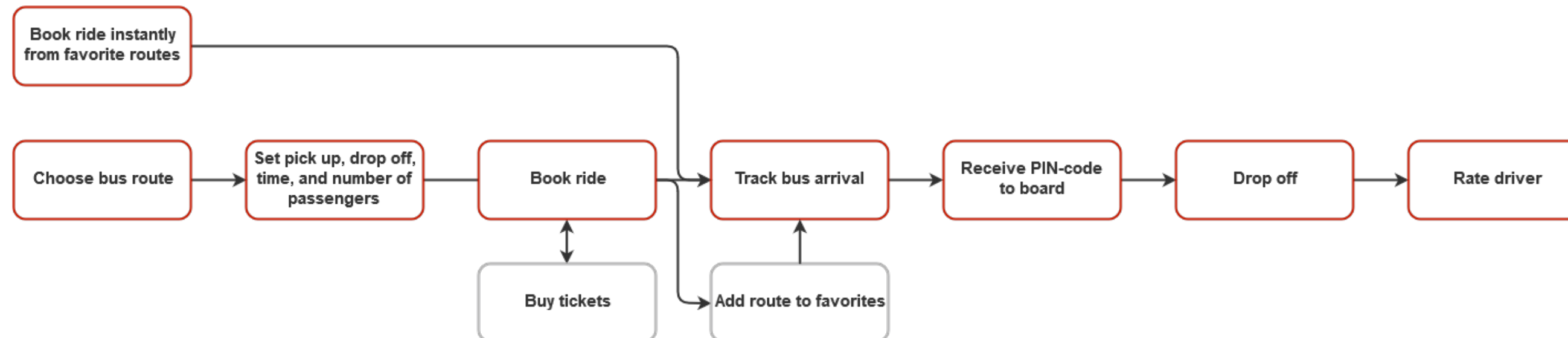
New user flow

A rider goes through brief onboarding and receives three free rides that can be redeemed after login to complete a booking. This allows travelers to get better acquainted with the service.



Main user flow

A rider can skip multiple steps and directly book a ride choosing from previous ones. Once free rides are used, a commuter can purchase ticket packages.



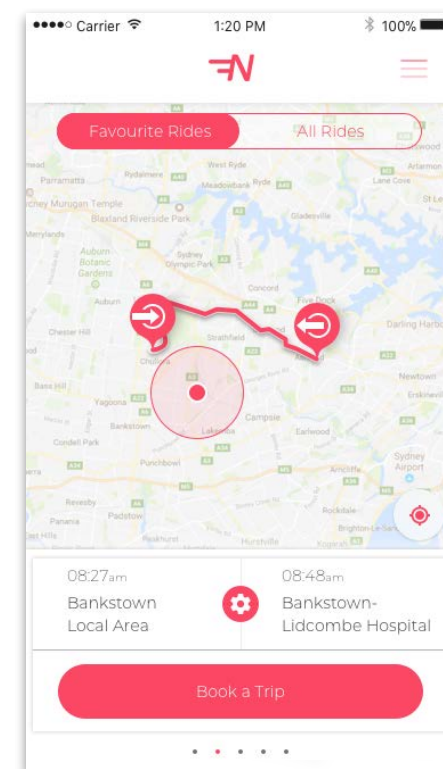
Step 2: Commuter application UI design

Redefined core application functions to expand market coverage

Because the old application is focused on events travel, route options are limited. As Niftie aims to expand, our team had to rethink the ways passengers will be interacting with the app and introduce new features that include a wide variety of available routes for new commuters and a convenient workflow for existing ones.

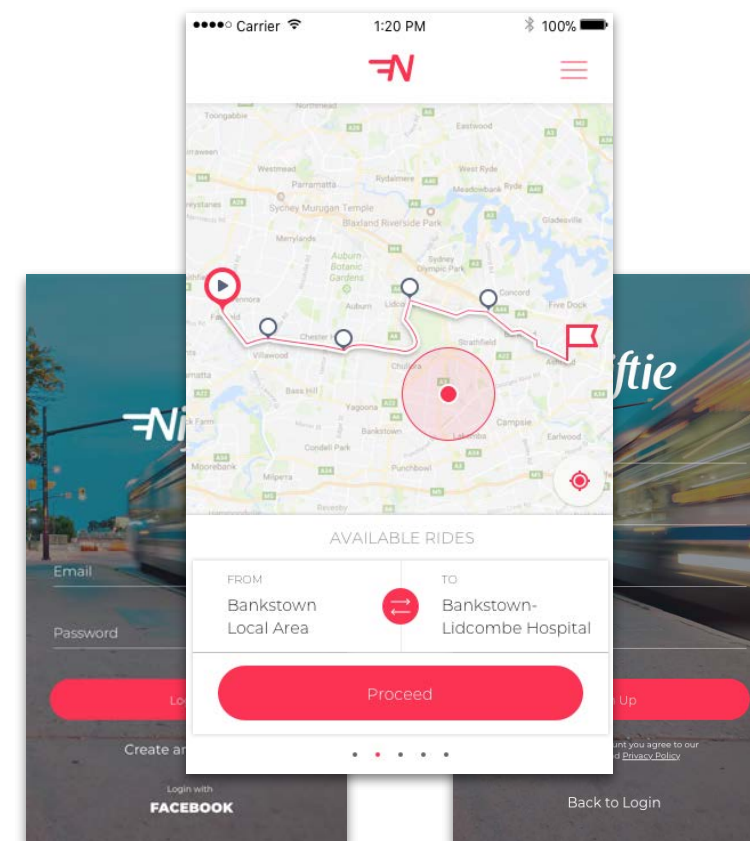
Instant booking from favorite routes

Existing users can set favorite routes and book the ride bypassing all setup (routes and scheduling) stages instantly.



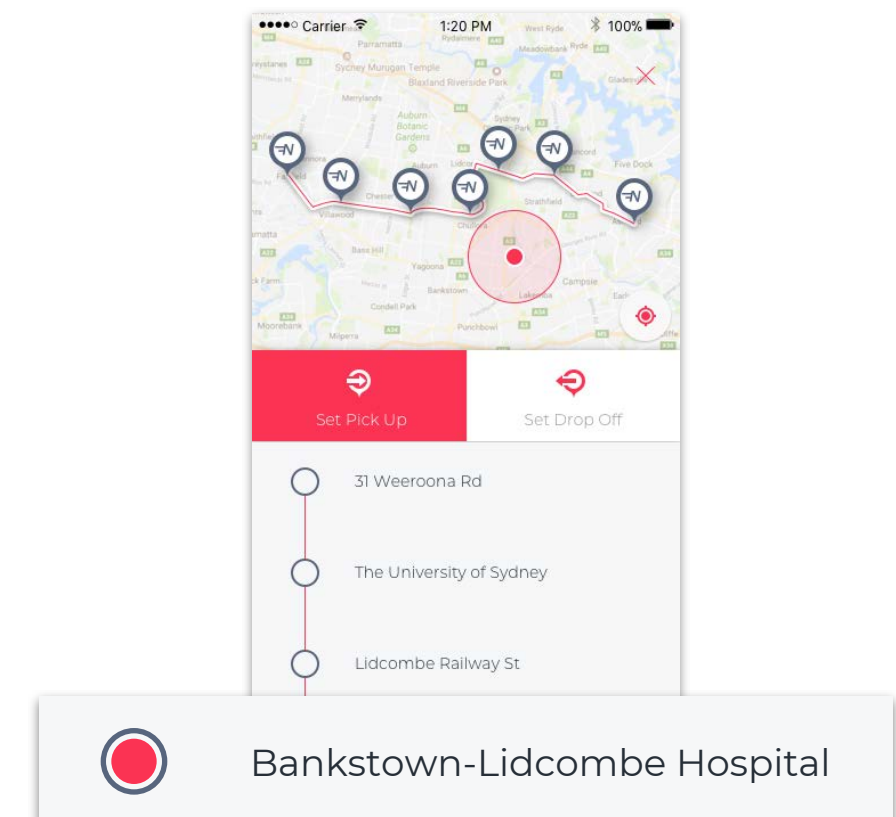
Informative onboarding

To start using the app, commuters don't have to register right after the splash screen. They can explore all available routes and are only required to sign up prior to booking.



Setting intermediary pick up and drop off

The old Niftie app allowed travelers to ride only from the very start to the very end of the route. The new design offers multiple intermediary points to choose from.

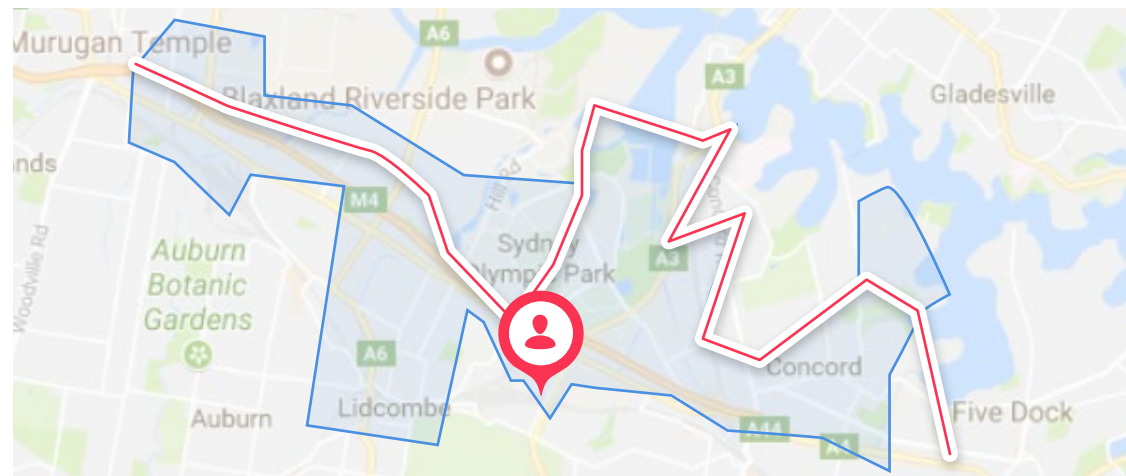


Introduced flexible commute and payment options for city- and country-wide use

The project goal was to lay groundwork for further growth and white label distribution. We introduced two new features that bring flexibility to the app and make it more attractive for local organizations that may consider using it as a white label product.

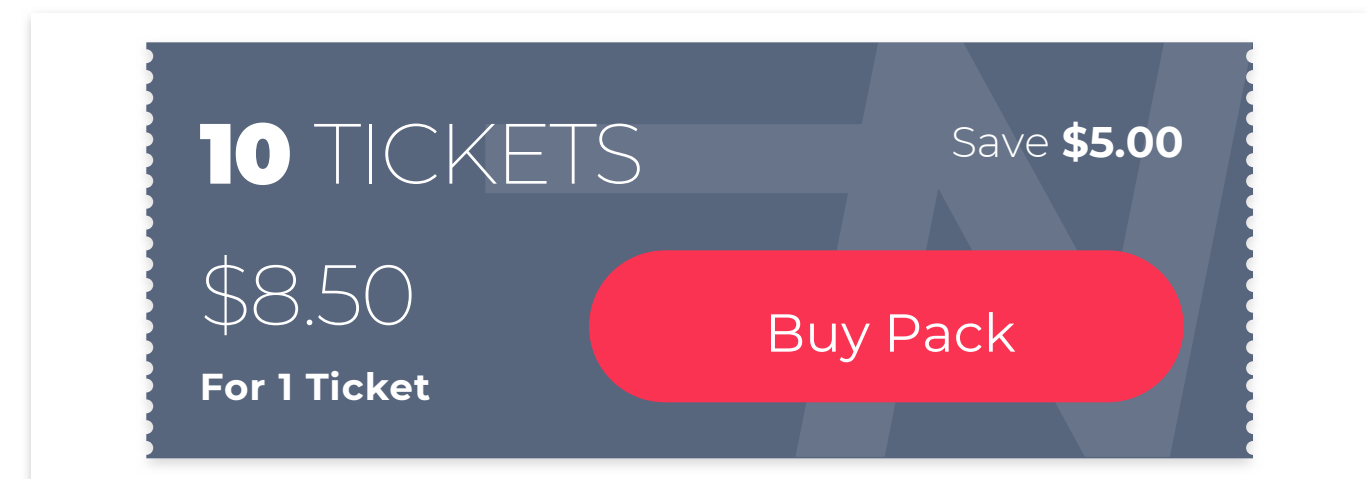
Flexible pick up

A flexible pickup feature allows commuters to request a pickup from points close to the main route locations, which is more convenient than requiring commuters to wait at predefined locations only.

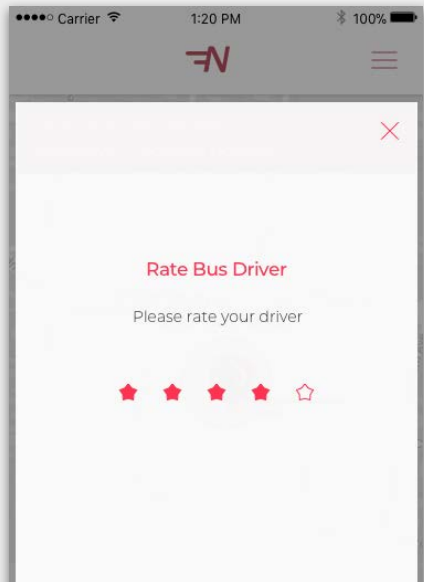
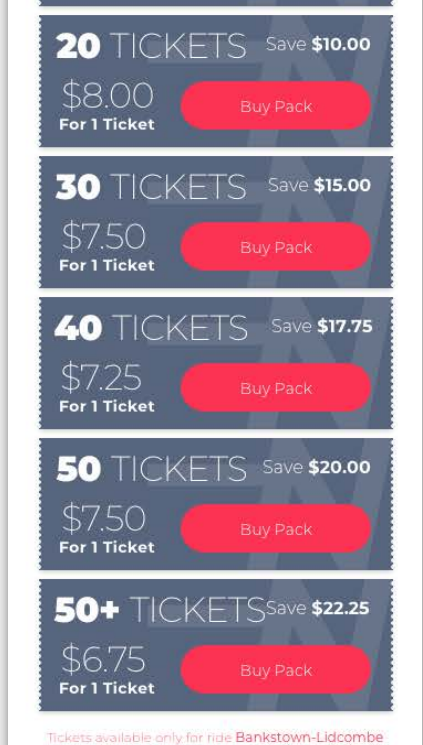
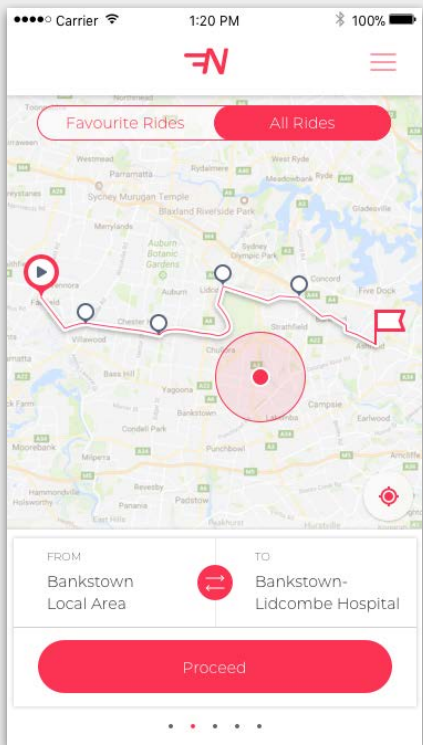
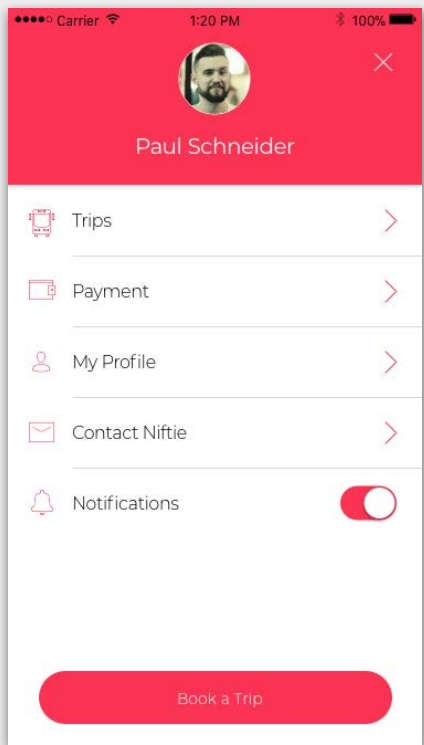
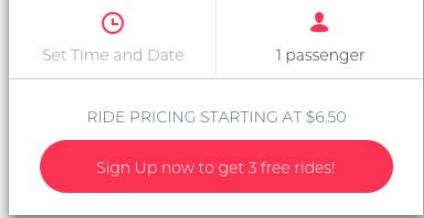
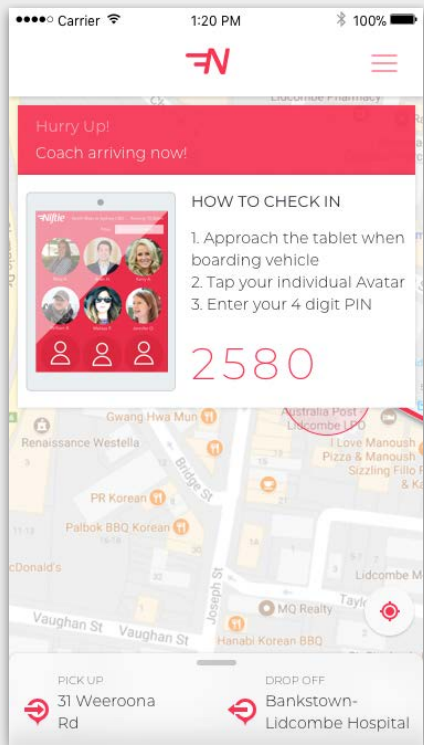
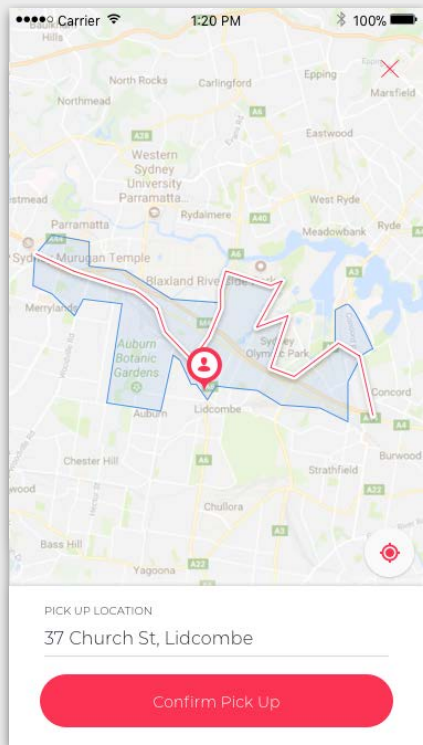
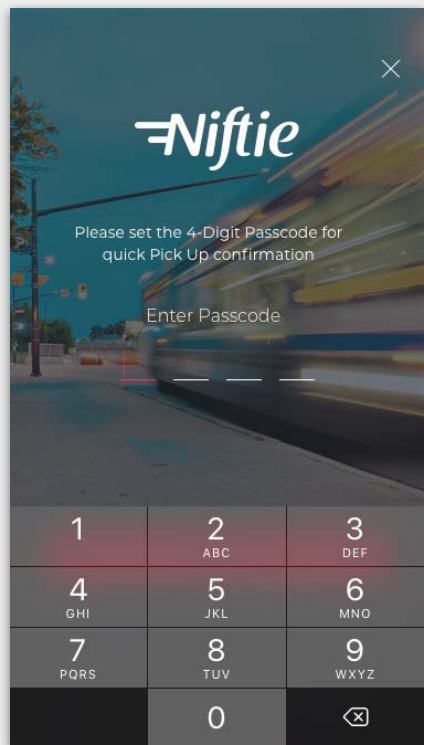
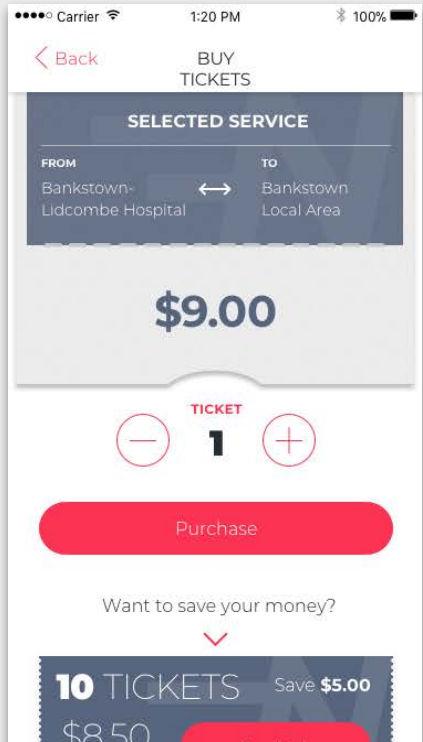
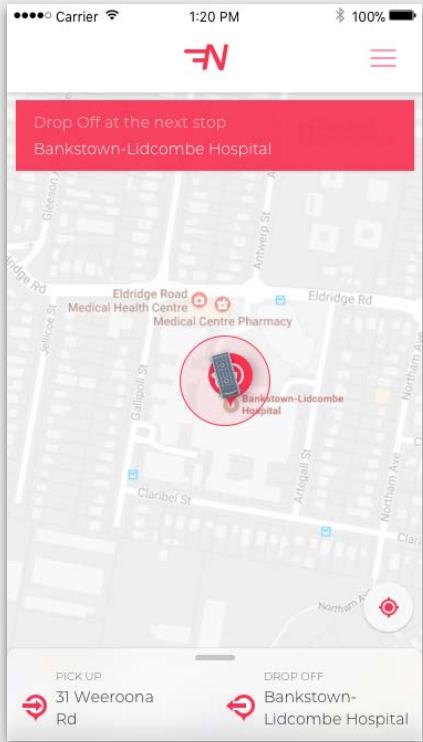
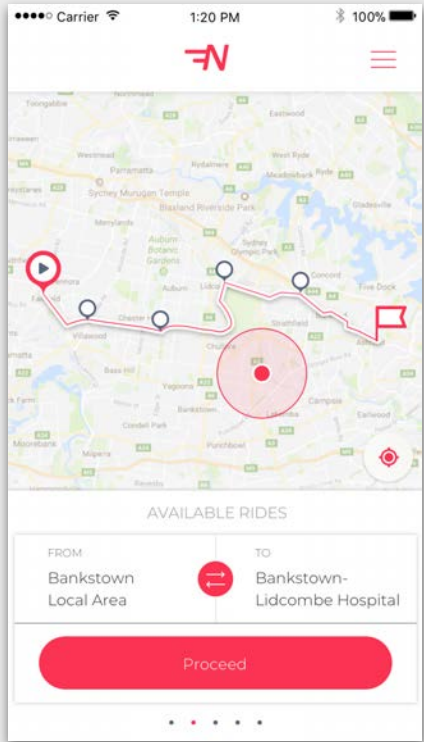
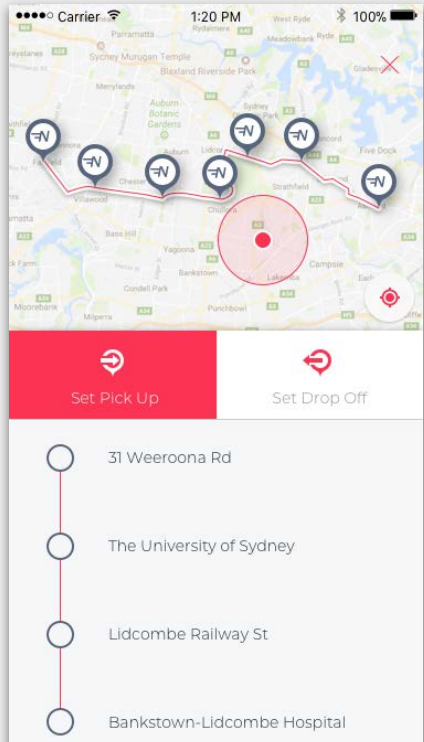
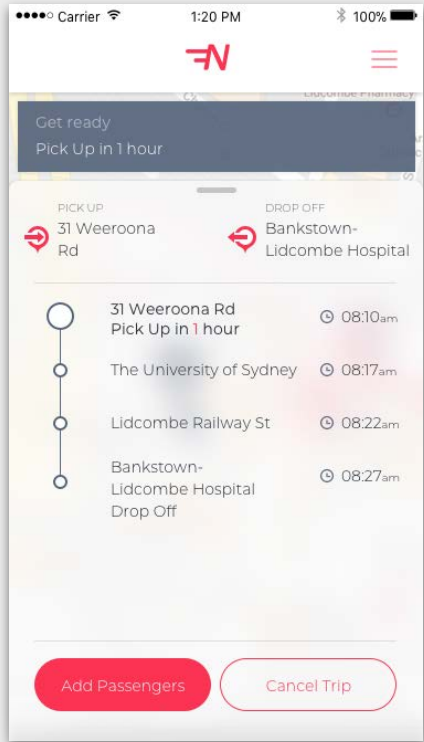
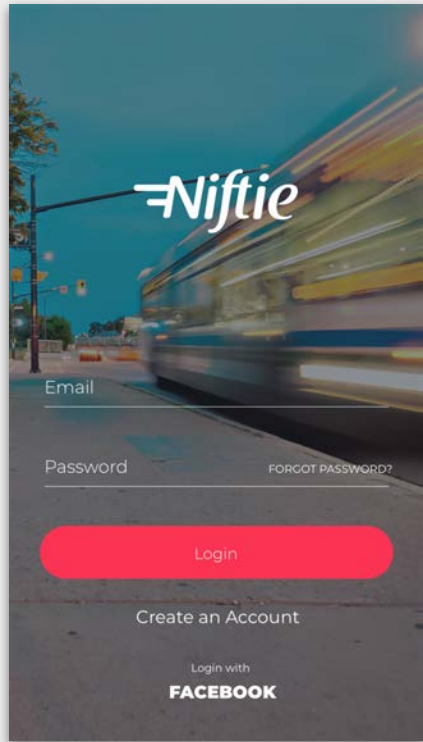
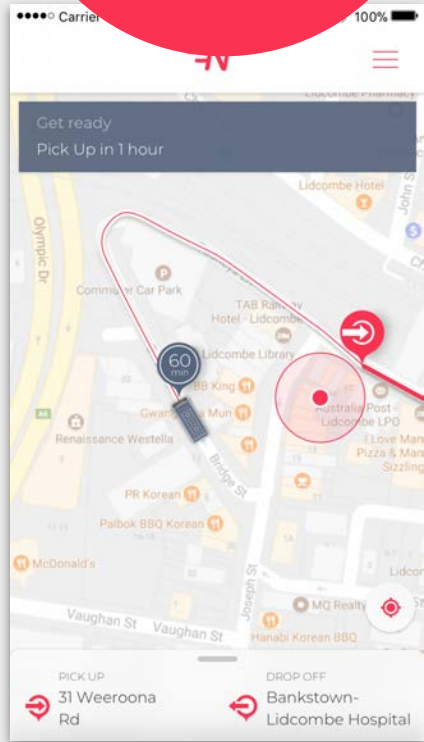


Ticket packages

Getting discounts for purchasing multiple tickets at once is a common practice at transport organizations, so it was included in the app as an additional option.



80+
screens



Step 3: Tablet application for drivers

Automation and self-service approach minimizing driver effort

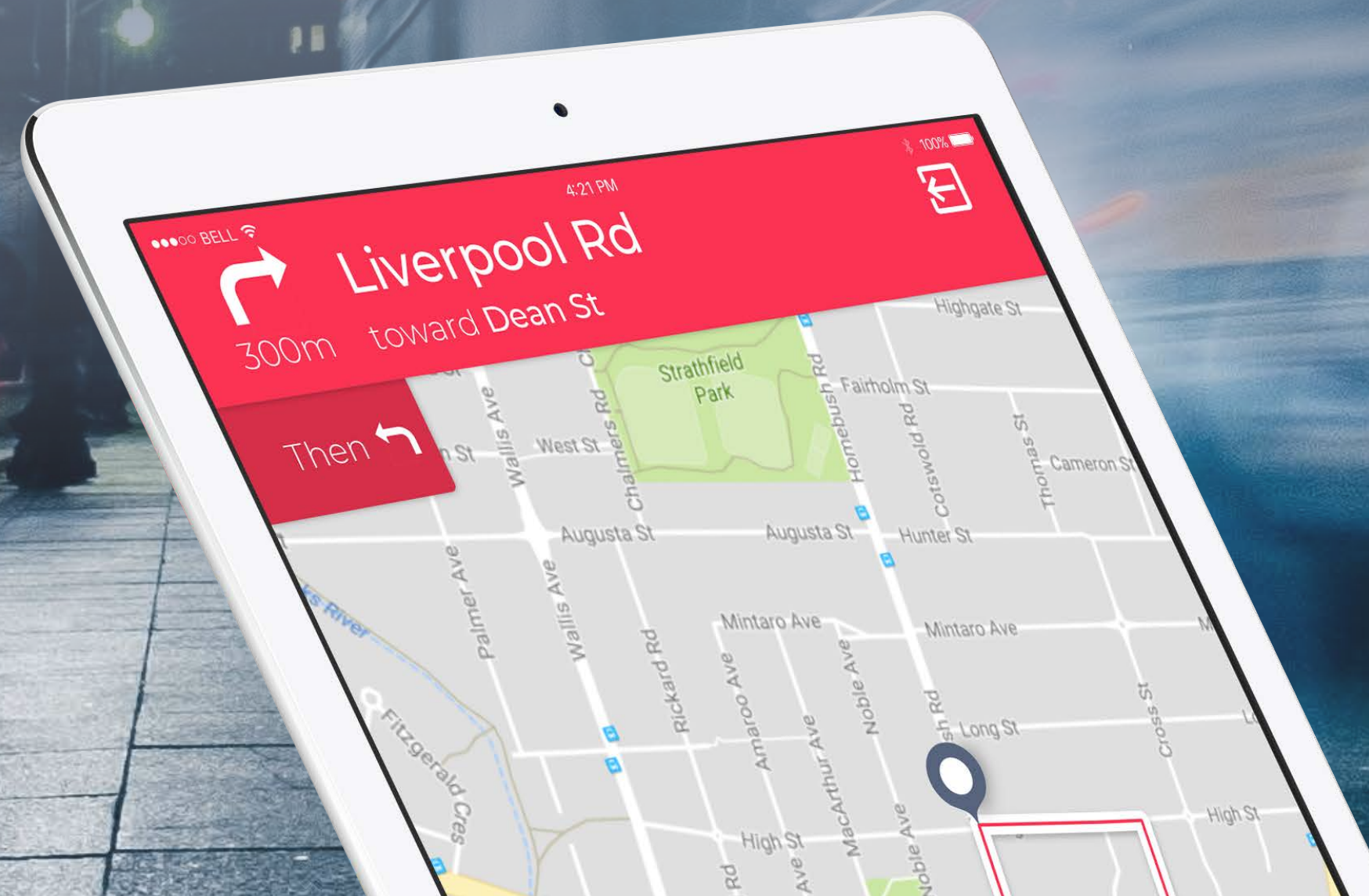
The goal of the driver app is to reduce the effort that drivers must put into manipulating the app. Basically, the only action the drivers must complete manually is logging in. The app is expected to automatically navigate a driver, while passengers must check themselves in, allowing drivers to focus on their main duty.

Personal driver accounts with routing and timing

Each driver has their own account. This is where they receive route info and navigate through each stop on the way.

Personal driver accounts with routing and timing

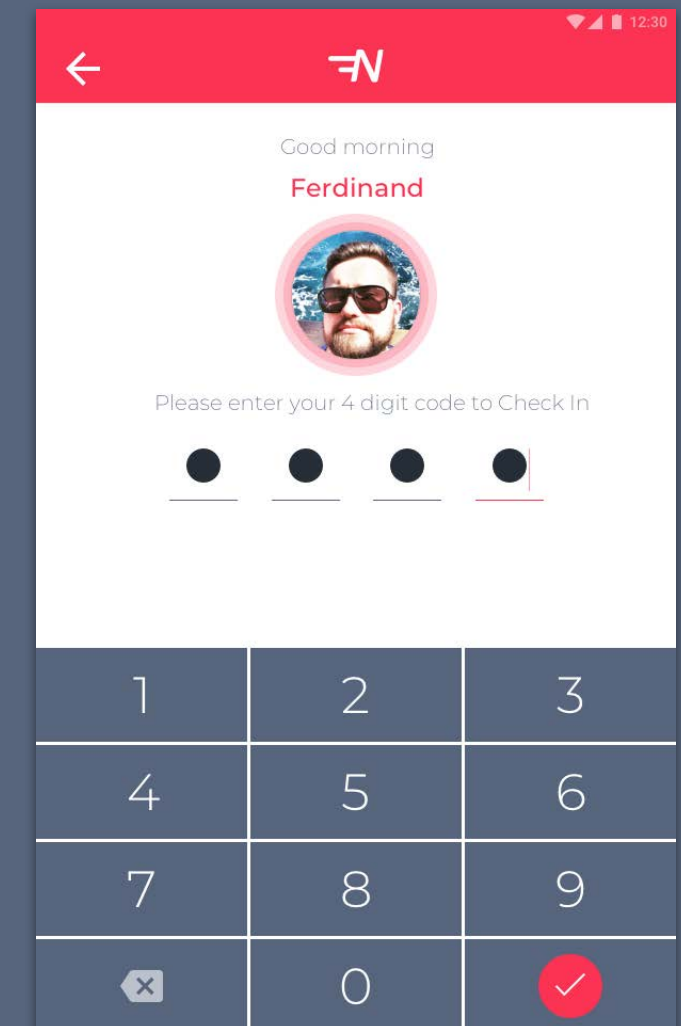
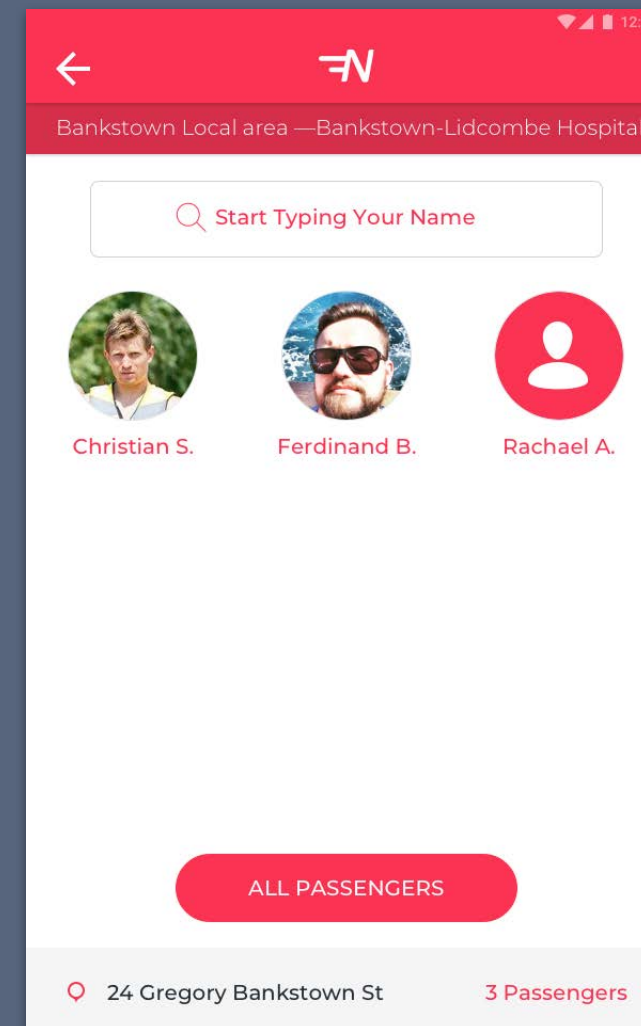
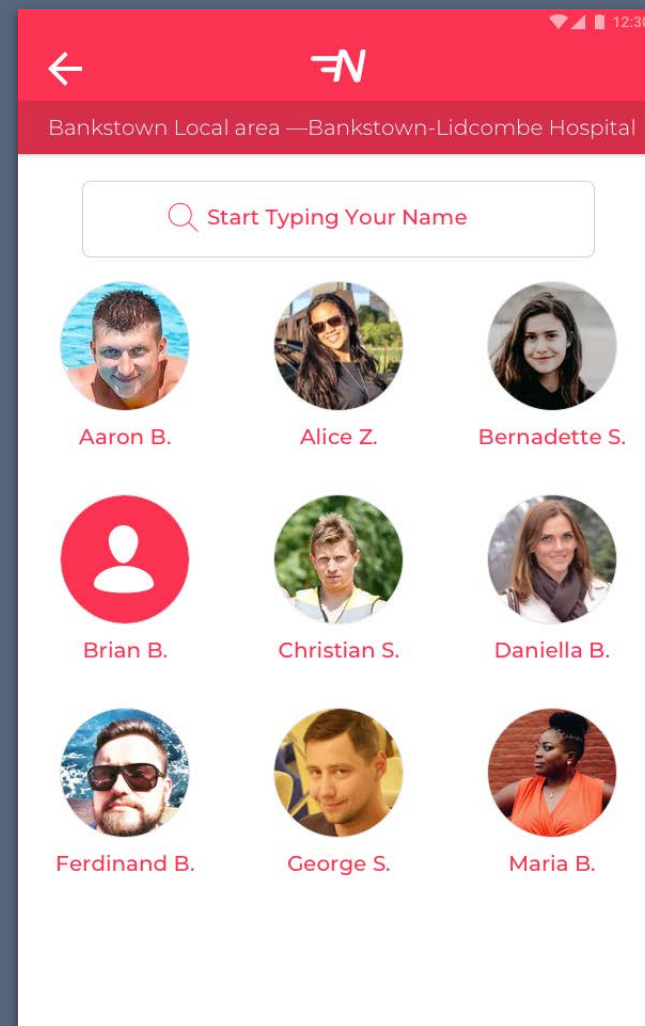
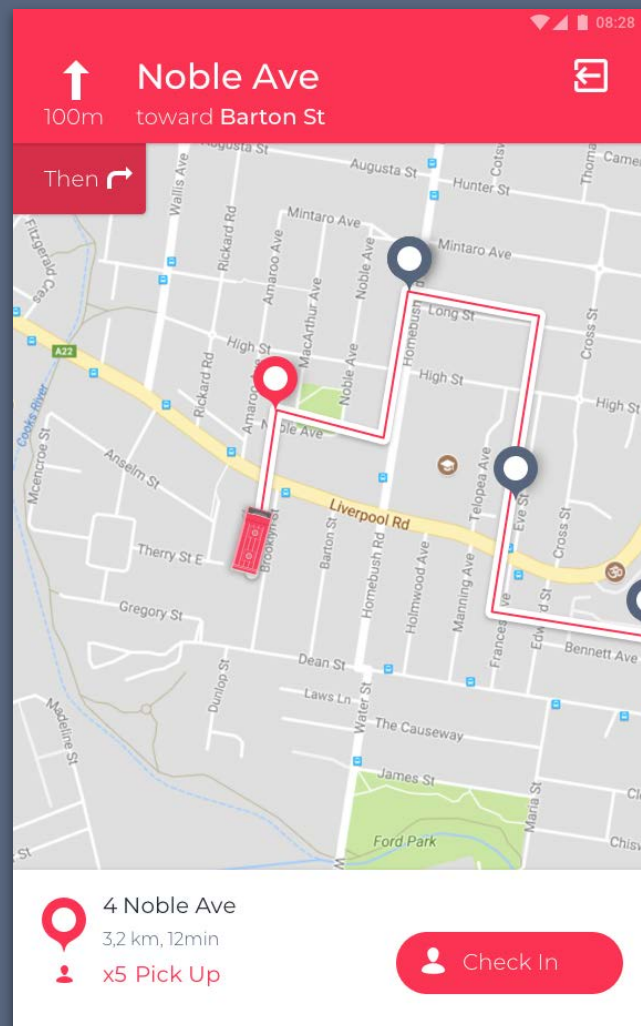
To streamline passenger check-in, the interface suggests commuters find their name among registered passengers, then check in with their pin code.



Realized minimalist driver app flow

The app for drivers is expected to be used on tablets mounted in buses. As commuters must confirm their pickup by entering their pin, the driver app is to be used both by driver and customer. Drivers will use the app mainly for navigation and commuter tracking.

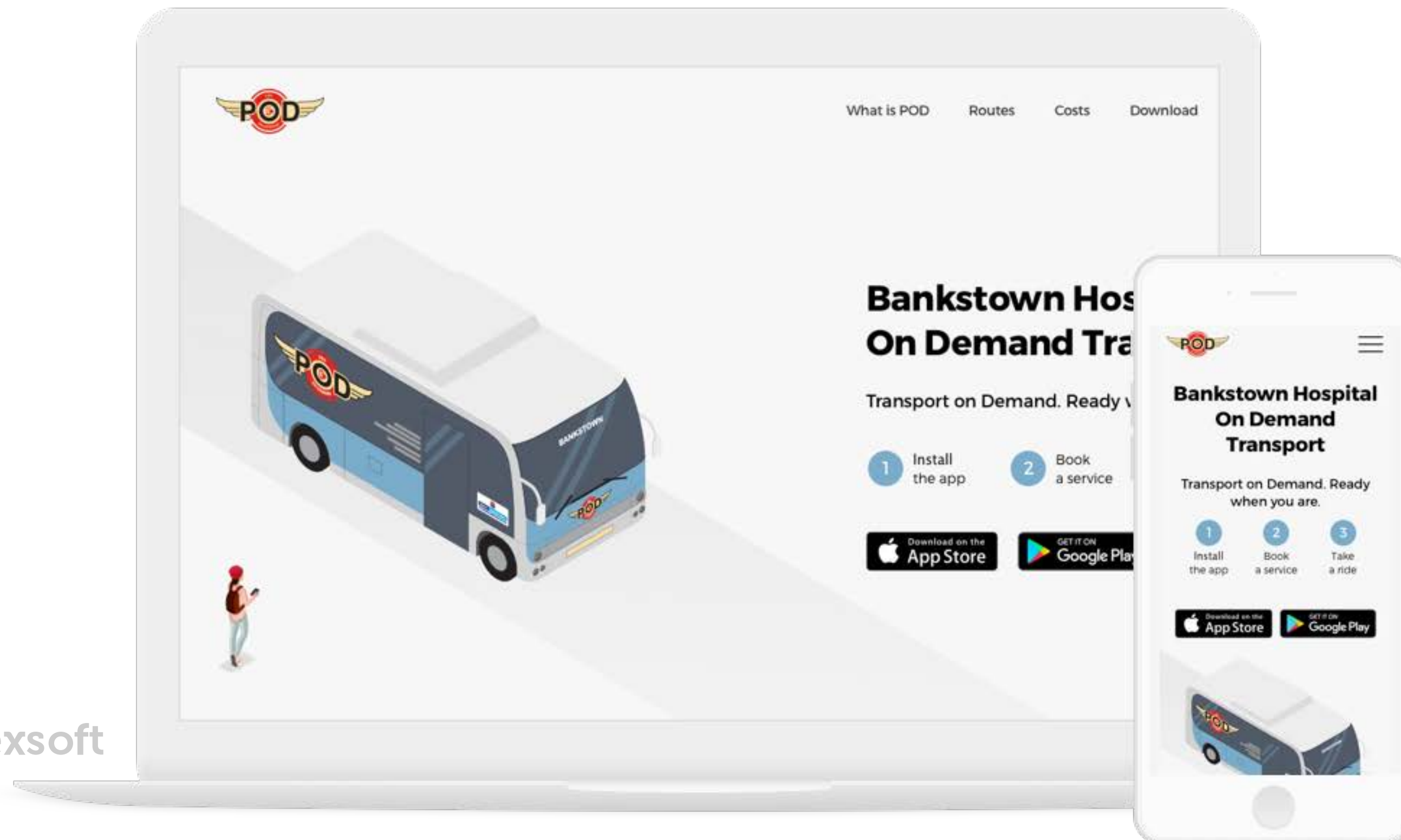
Our main goal in designing the flow in the driver app is to make it as clear, functional, and uncomplicated as possible. As a result, it has only four main actions.



Step 4: Landing page design

Preparing universal landing page for white label distribution

Our team has also designed a simple landing page that can be used by local travel organizations that will apply and customize the system. This is a single page prototype that contains all necessary information about available routes, rates, and applications that users should download. The design includes both desktop and mobile versions.



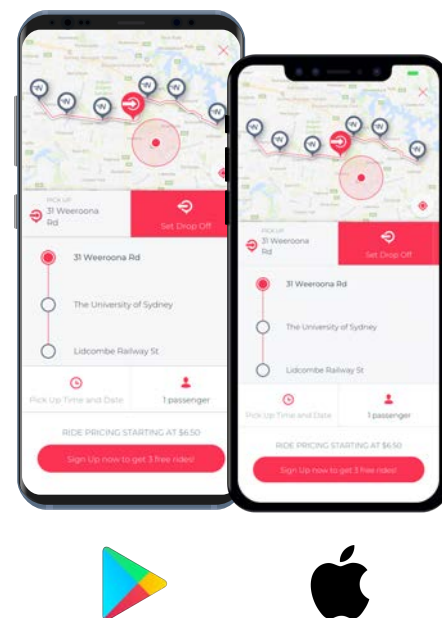
Project Outcomes

UX/UI consulting and design works were handled by two dedicated UX specialists, covering mobile iOS and Android platforms, and a web landing page. The overall mobile UX development took 120-man hours.

As the UX project is finished, mobile and web engineering teams have all necessary information to start software development procedures:

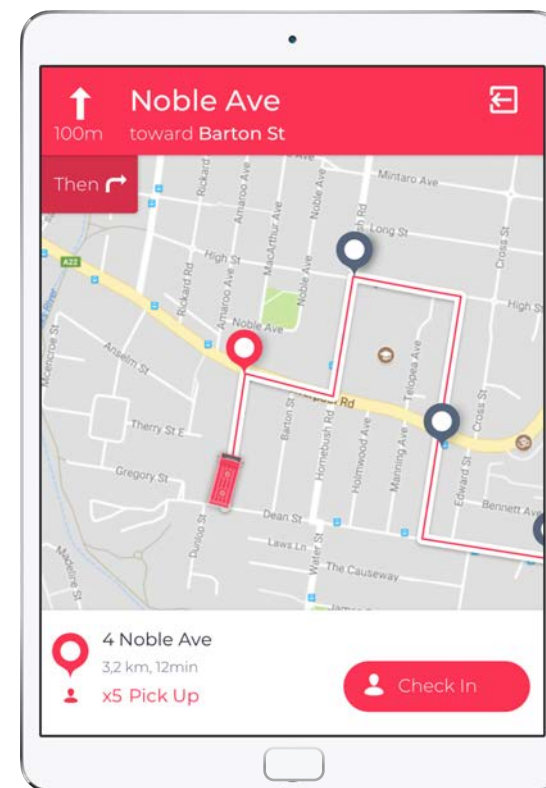
iOS and Android user coverage

Clickable prototypes for mobile have both iOS and Android versions that are adjusted to design guidelines for their respective platforms.



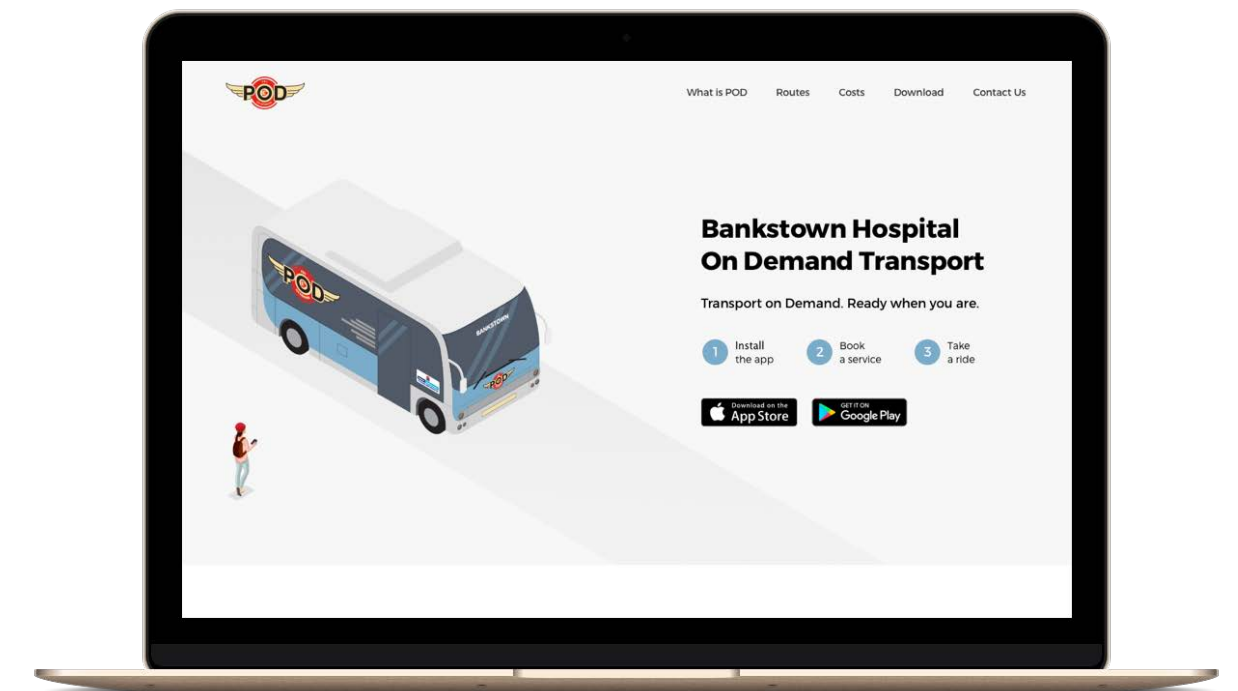
Driver app for tablets

The app for drivers streamlines the passenger boarding procedure and provides straightforward navigation support.



White label distribution-ready landing page

The landing page design discovers main app features and allows transportation businesses to embark on the app use right away.



Testimonial



AltexSoft UX team has impressed me with their attention to how the business is supposed to work and how the user experience they suggest aligns with our strategic goals. Our communication started with elaborate interviews that synchronized our vision. Once it came to design, they delivered stellar results and always contributed their own expertise to the final product. I'm happy to work with AltexSoft and would recommend their UX team for challenging design and business analysis projects.



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