DOOR 3

GroundLink

User Flows & Wireframes

Version 1.1
Published February 27, 2012

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Change History

Version 1.0 :: February 21, 2012

- Initial Draft, sans annotations

Version 2.0: February 27, 2012

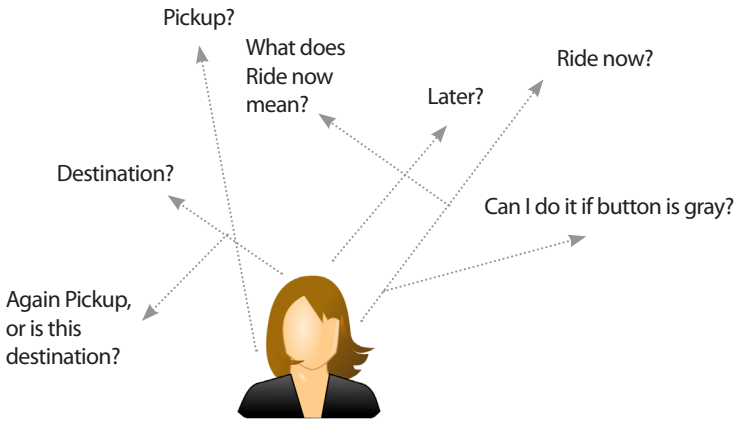
- Second Draft, with Airport Flow and First Time User Flow

Dashboard Concept

Current Mindset Vs. Dashboard Concept

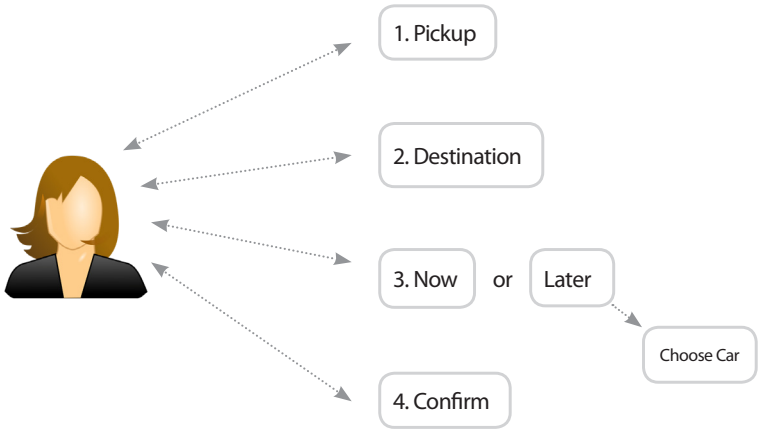
Current Mindset

- User is unsure of what the steps are to successfully book a car.



Dashboard Concept

- The Dashboard concept is based on creating a clear mental model of where the information is located and how to quickly access it.
- By applying a dashboard concept the system facilitates the requirements and the simple steps needed in order to complete booking a car.
- Covers all markets with one flow (New York City, San Francisco, Los Angeles, Worldwide)



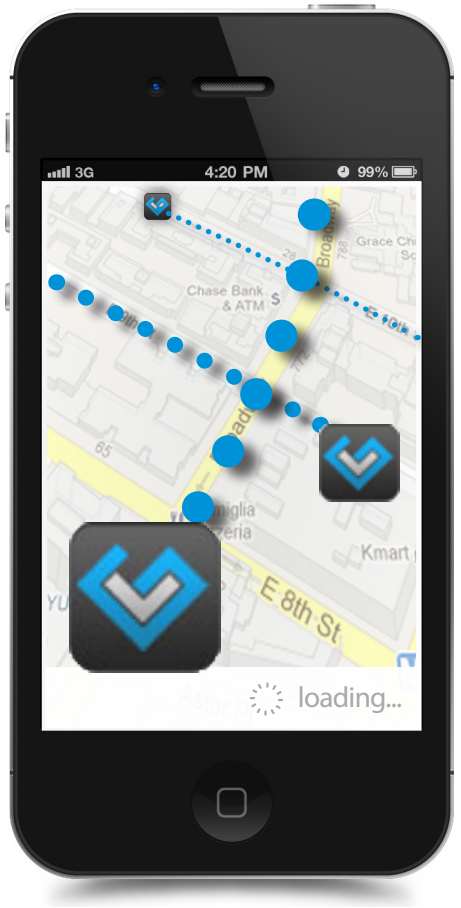
What About the Map?

Pros

- Helps to indicate the volume of cars that GroundLink has in the area
- Helps to indicate to the user that a car is nearby and ready to pick them up
- Cool factor

Cons

- Interferes with the usability of setting up a ride (now or later)
- Only useful in NYC (currently)
- Only useful for ride now

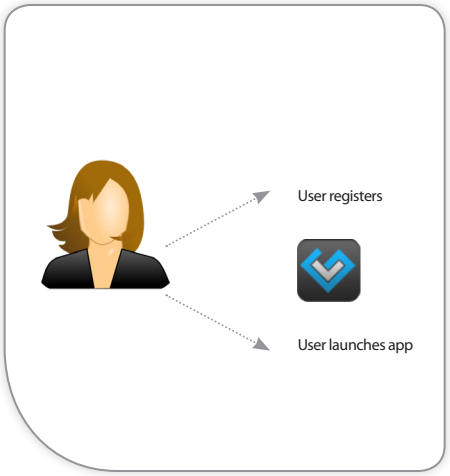


Our Recommendation

- Remove the map from the main screen
- Indicate in a different way that a car is nearby and ready to pick you up
- Maintain the cool factor and give users a sense for the immediacy as well as the amount of GroundLink vehicles using a customized splash screen or animation.
- Use the additional splash time to pre-load dashboard and pre-determine GPS coordinates.
- The map should remain as a feature after teh ride has been booked and the car is on its way.

User Flows

First Time User Flow



1. **APP LAUNCH**

User can either come into tutorial from initial launch or after registering

2. **SPLASH SCREEN**

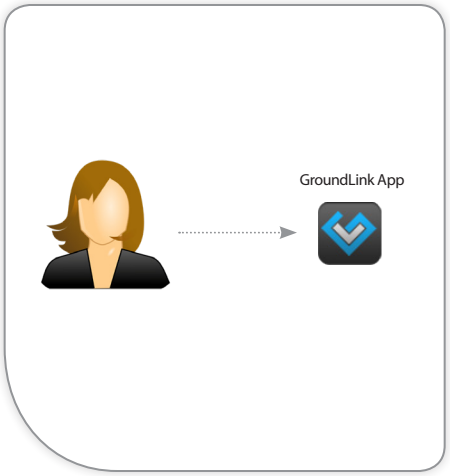
3. **WELCOME SCREEN**

Welcome page greets the user and prompts the user to swipe to the next page.

4. **PICK UP SCREEN**

The first tutorial screen introduces the user how to assign a pick up location.

Ride Now Flow



1. **APP LAUNCH**

User launches App.

2. **SPLASH PAGE / ANIMATION**

Opportunity to display a splash page (or quick animation) that illustrates the concept of GroundLink being everywhere on the map (and around you) at all times.

This would translate to the "cool factor". It shows that we have a lot of cars near you ready to pick you up **now.**

SYSTME

- While the splash page or animation is playing the system starts accessing the user's GPS location.

3. **MAIN HUB**

User lands on the main page which serves as a hub of information. This is the place where all desitions will be made regarding pickup, destination, ride now/ later.

The proposed flow follows a dashboard concept in which users permanently have access to the different variables or choices.

SYSTEM

- By now the system has succesfully loaded the user's current location.

4. **SELECT PICKUP LOCATION**

User taps on pickup location to determine the departing point. User can seacrh, choose from favorite, recent visited locations and iphone contacts.

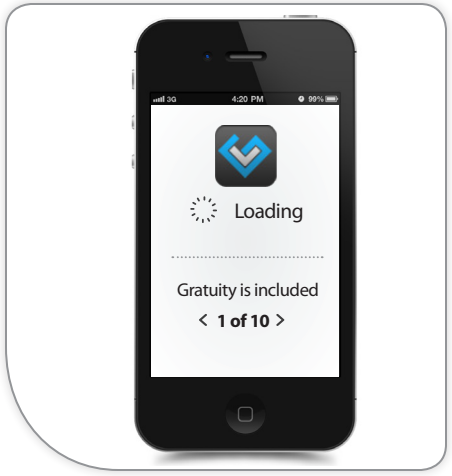
User chooses a location.

SYSTEM

- GPS will prepopulate pickup location but the UX ensures that the app always provides an option for the user to choose from.

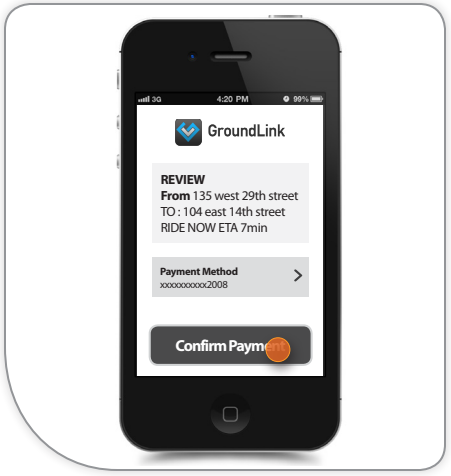
5. **SELECT DESTINATION / REVIEW**

Once user done choosing the destination (which respects the same model as pickup location) goes back to dashboard and taps Review / Confirm the ride.



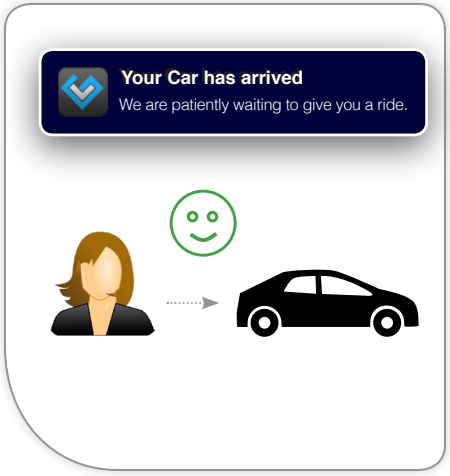
6. **LOADING / USEFUL ADVICE**

While the system loads, the user will temporarily see a loading screen with tips full of important information. i.e. Gratuity is included.



7. **CONFIRM PAYMENT METHOD**

User reviews and confirms payment method.



8. **INCOMING TEXT & RIDE**

[Post payment screens not considered]
After 5 minutes the car arrives. User receives a text message and enjoys a great ride home.

Ride Later Flow

1. **RIDE LATER / CHANGE TIME**

After Pickup and Destination have been determined, user selects the ETA button in order to Ride Later

2. **DATE & TIME**

A date picker appears which allow users to select their desired date and hour.

SYSTEM

- Recognizes the new date and sends user to car selection screen.

3. **SELECT CAR**

User selects a Car.
This action takes him back to the dashboard.

UX

Copy should inform the user that the abiliy to choose a car is only available when Riding Later.

4. **REVIEW**

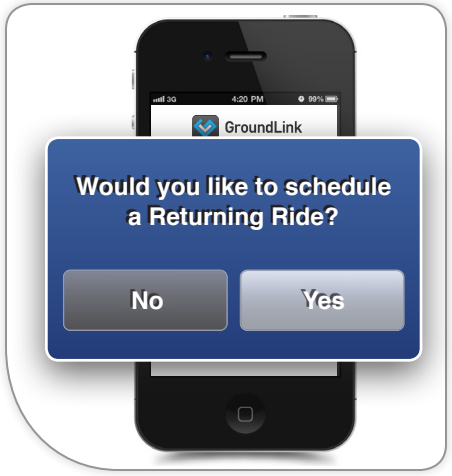
User sees that a new car section has been added to the dashboard and it also includes the price for the Ride.

User taps on Review / Confirm and proceeds to complete the transaction.

Schedule a Returning Ride Flow

1. **REVIEW**

After users have set up a ride and taps on Review / Confirm.



2. **RETURNING RIDE?**

When choosing to ride later, users will be asked if they'd like to schedule a returning ride.

3. **YES**

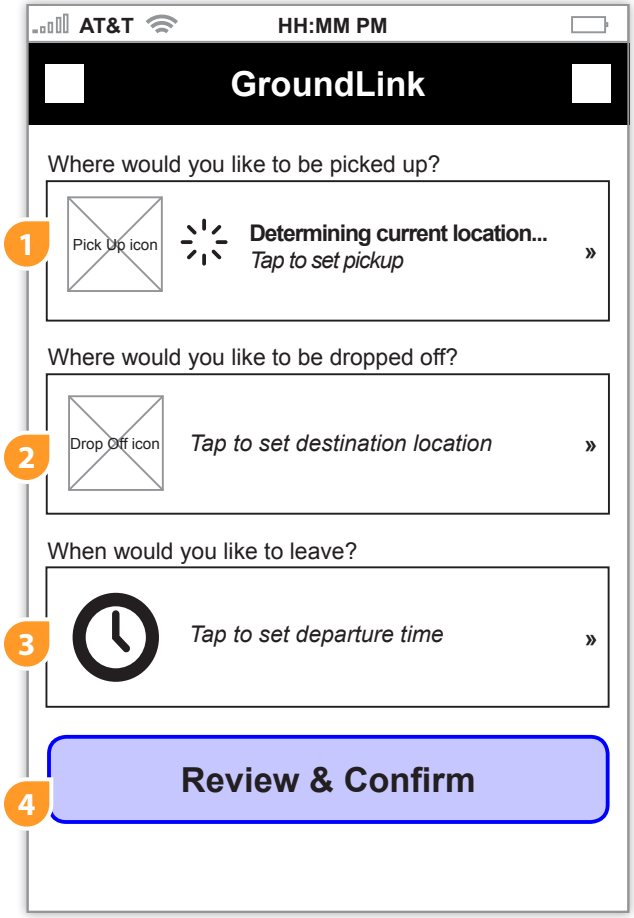
If user chooses to schedule a returning ride they will be taken to the Ride Later flow.

4. **BOTH RIDES REVIEW**

After setting up the returning ride, user reviews both rides and proceeds to complete the transaction (and subsequently enjoy their ride)

Wireframes

1. Dashboard



Components

1. Pick up location

This space is assigned to the user's current destination and can be tapped to change where they want to be picked up.

2. Destination location

This space is assigned to the user's desired destination and can be tapped to change where they want to go.

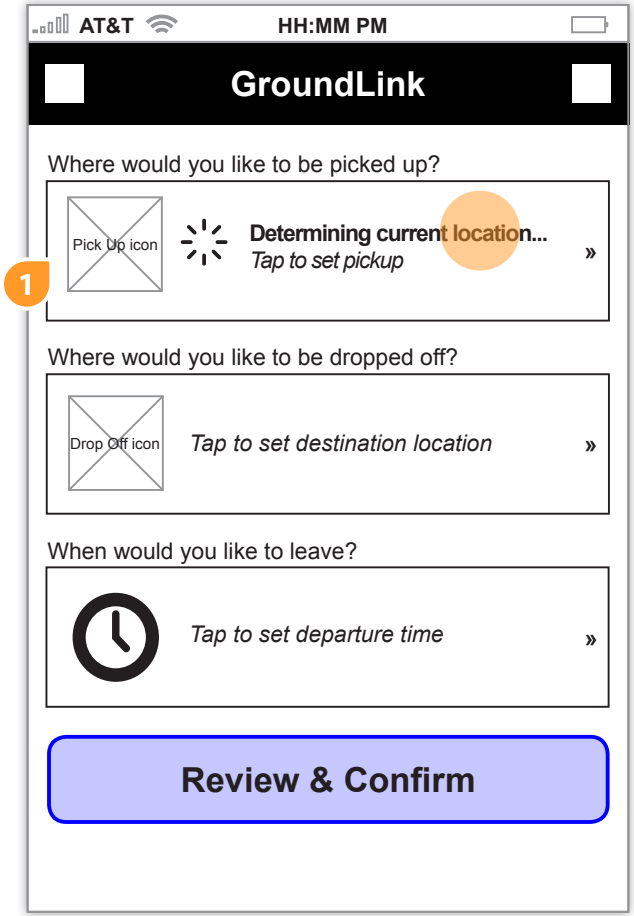
3. Departure time

This space is assigned to the user's desired departure time and can be tapped to change what time they want to leave.

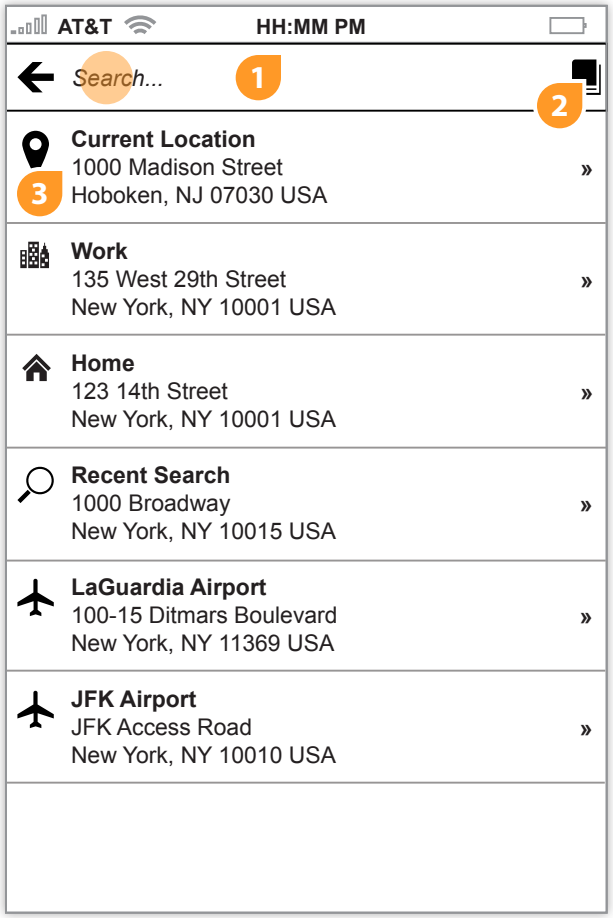
4. Review & Confirm button

This button allows the user to review and confirm their trip.

2. Pickup / Destination



1. GPS locates the user's location. If user does not want to be picked up at the GPS location, user can tap to change pick up location.



1. Naked Search

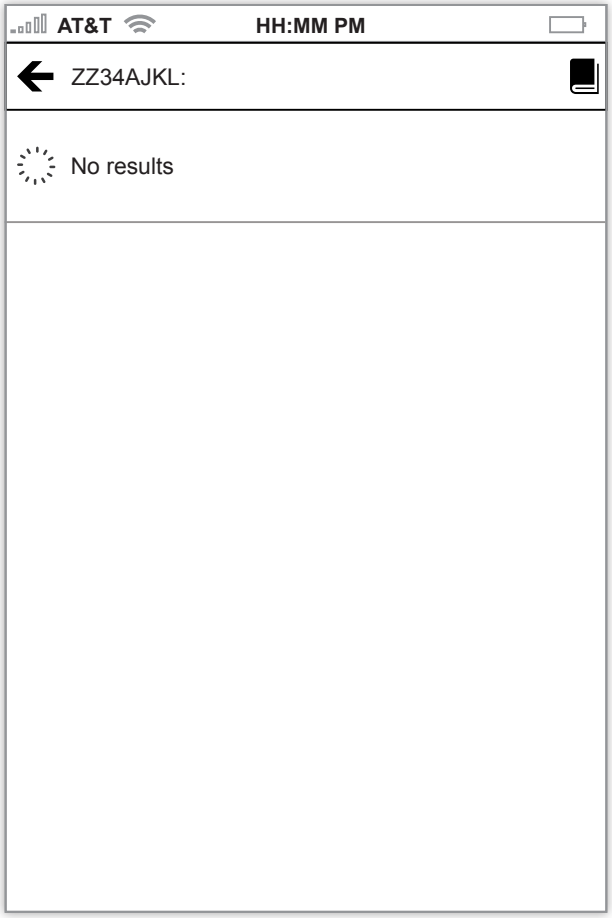
The pickup / destination search screen removes all additional navigation including the GroundLink header. As an example, this functionality is similar to the Bing for iPhone app.

2. User can select to accesss an an address from their phone's native address book.

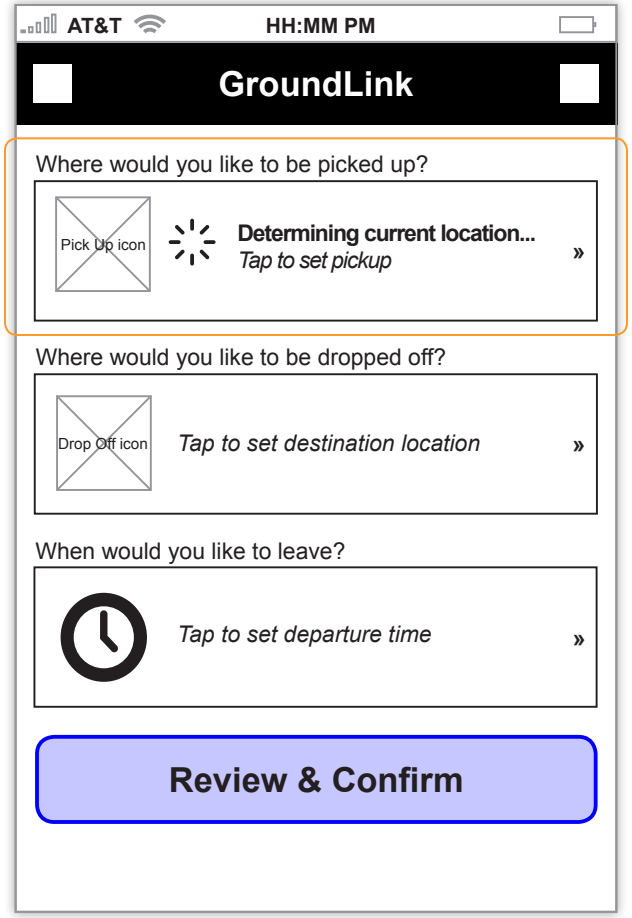
3. The search results appear before user input in the regression of GPS location, favorites, up to 3 recents searches followed by local airports. Current location is for pickup only.

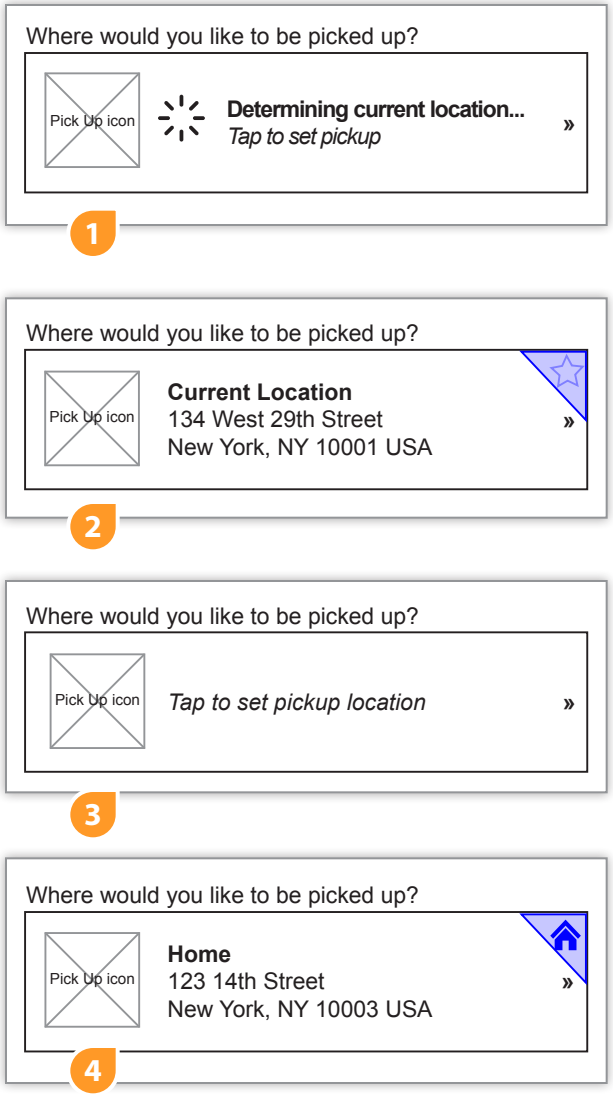
1. Once the address is displayed, the user taps on the search and returns to the dashboard. System should wait a minimum of three characters to begin search. System should prioritize results returned against users current location to avoid errant results as user begins search query.

2.v1. No Results



3. Pickup / Destination (State Changes)





Components

1. Determining current location

This is the view the user sees if their current location is still being searched.

2. Current location

This is the view the user sees if their current location is known.

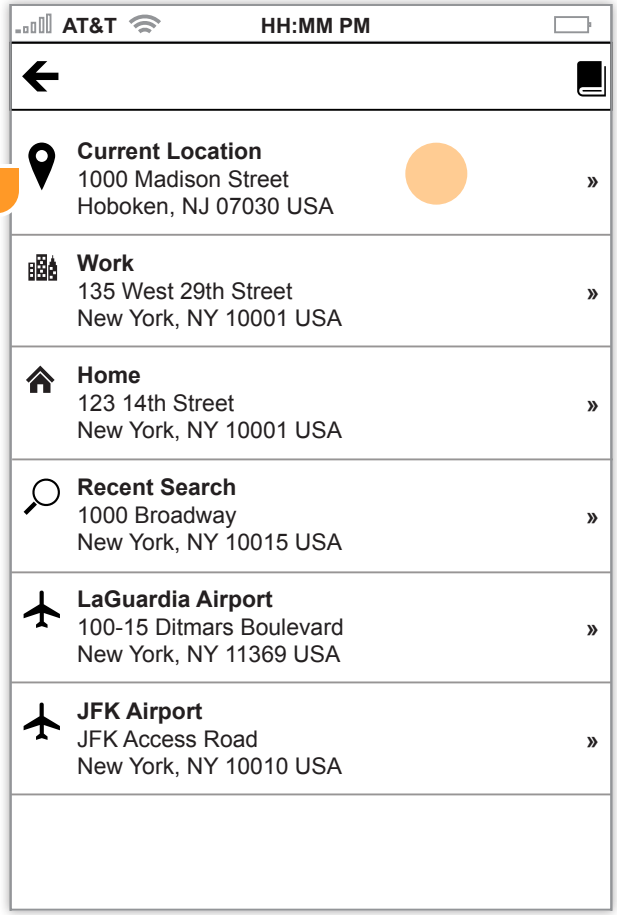
3. Unknown location

This is the view the user sees if their current location is not known.

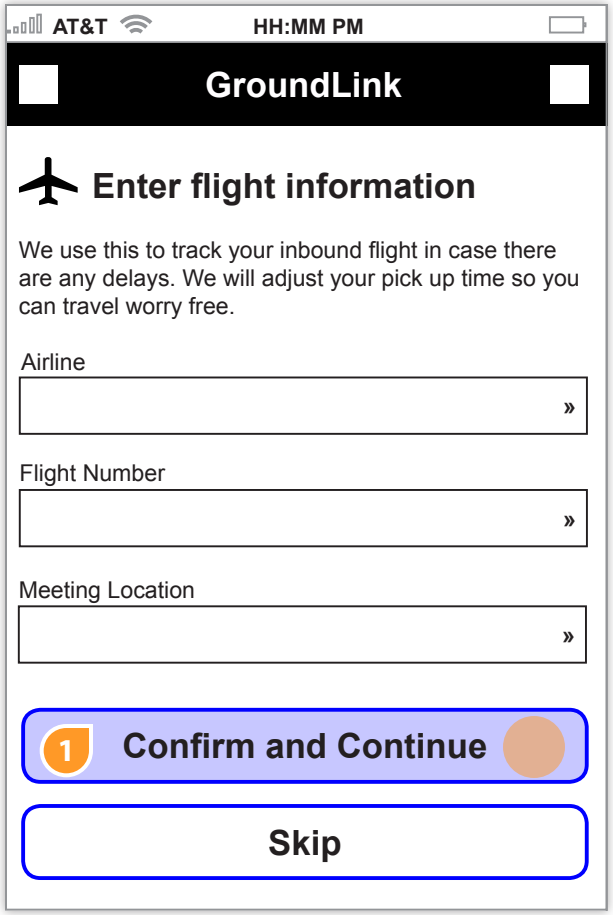
4. Favorites location

This is the view the user selects a location marked as favorite.

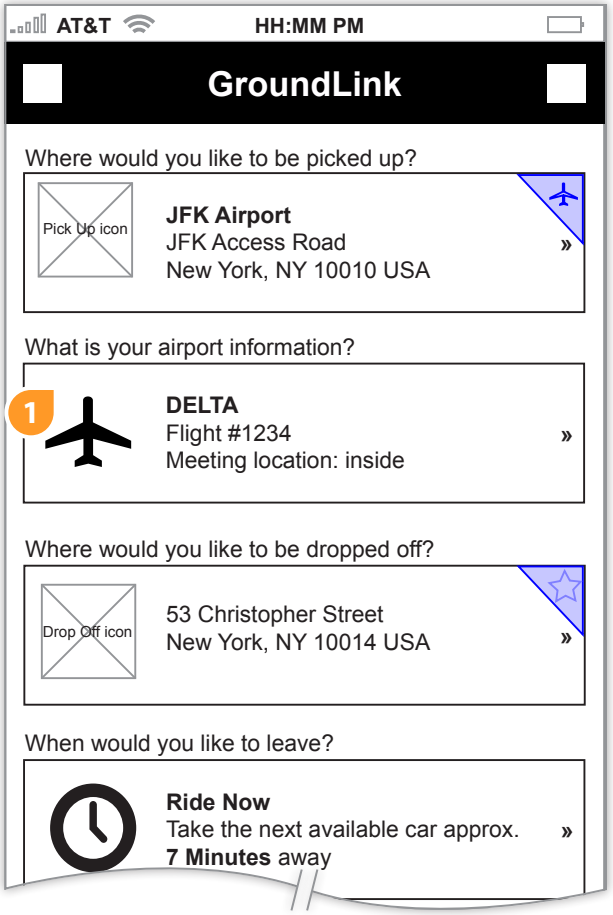
4. Airport Flow



1. User selects the airport address and goes to the Flight Information screen. Flight info is for pickup location only.

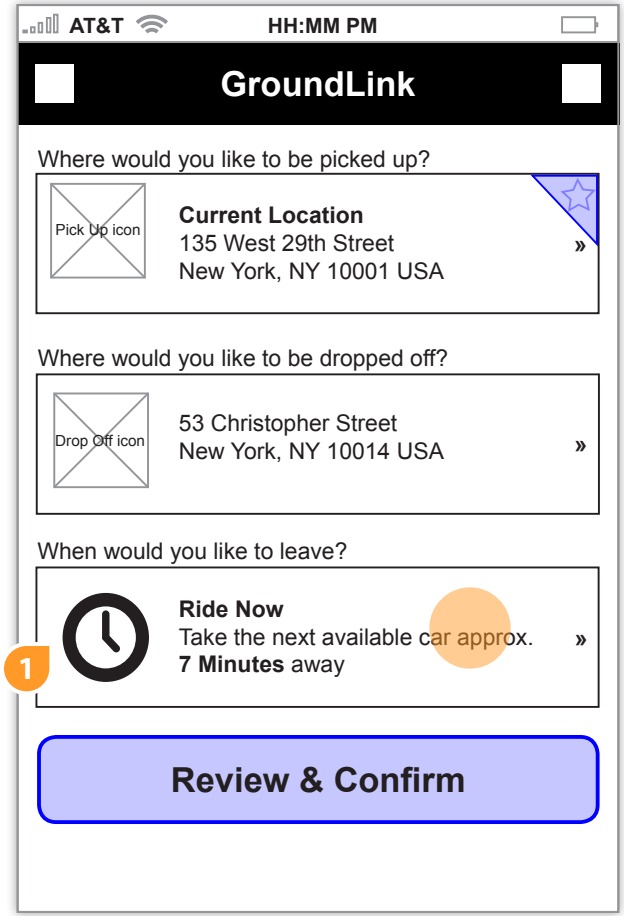


1. User enters in their flight information and confirms. Upon confirmation, they return to the dashboard.

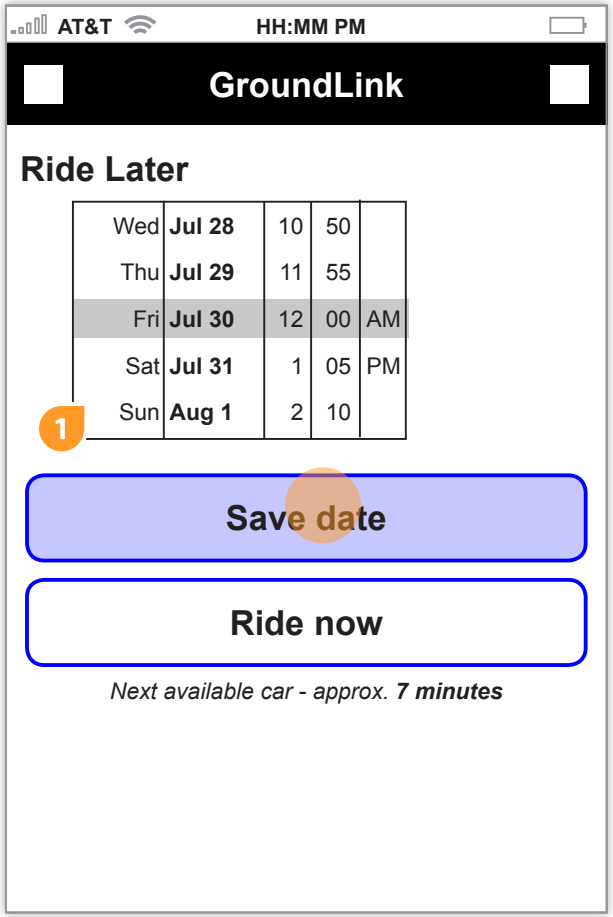


If entered, flight info will be displayed on Dashboard. User can tap to return to change flight info without having to reset pickup information.

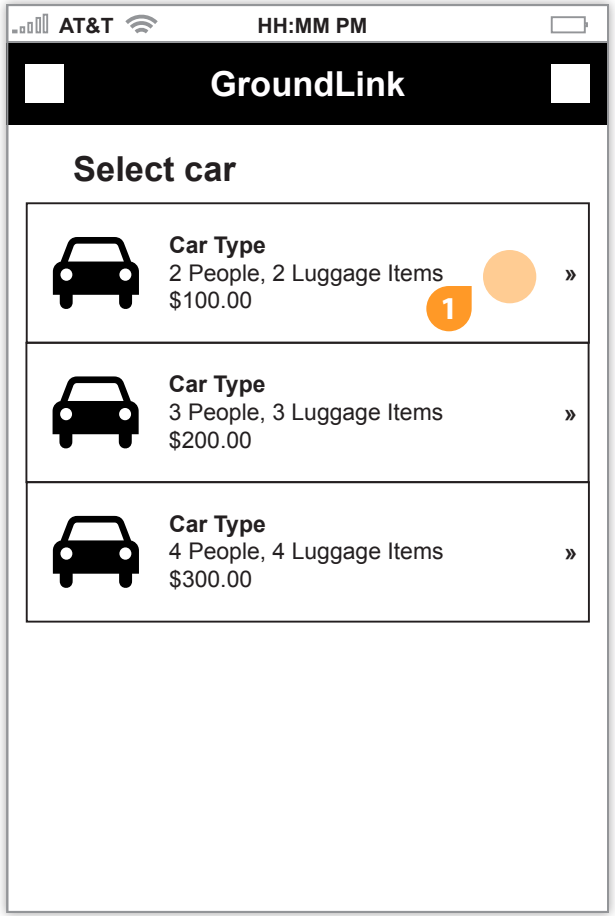
5. Ride Later



1. User taps the ride now button if they want to select a later date and time for their ride.

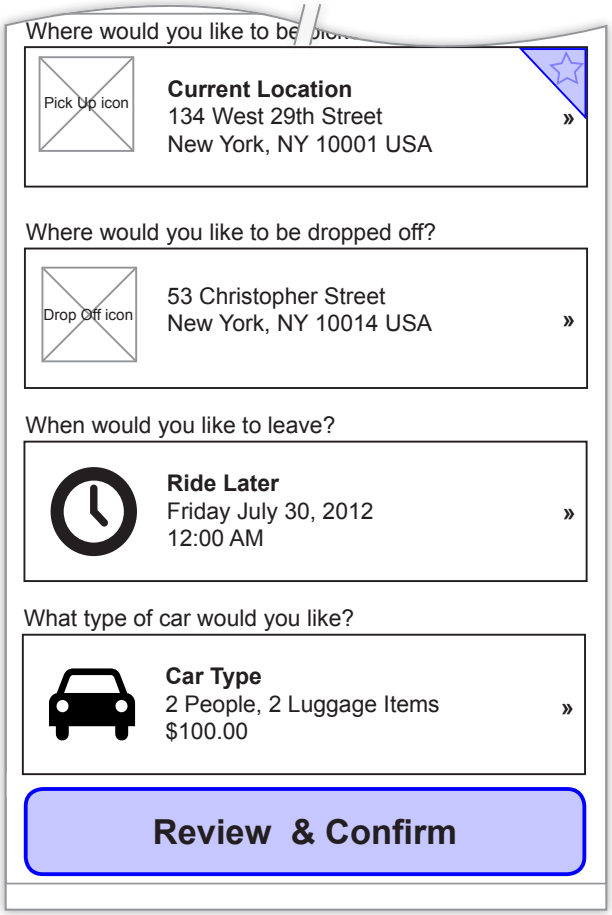


1. User inputs the desired date and time into the date and time widget and selects save date to move to the Select Car screen.

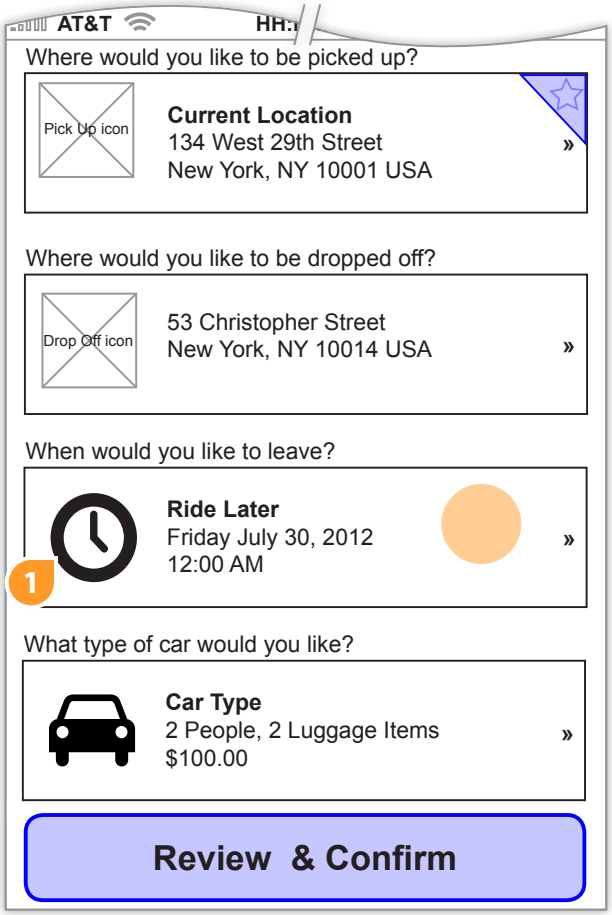


1. User taps the car that they want and returns to the dashboard screen.

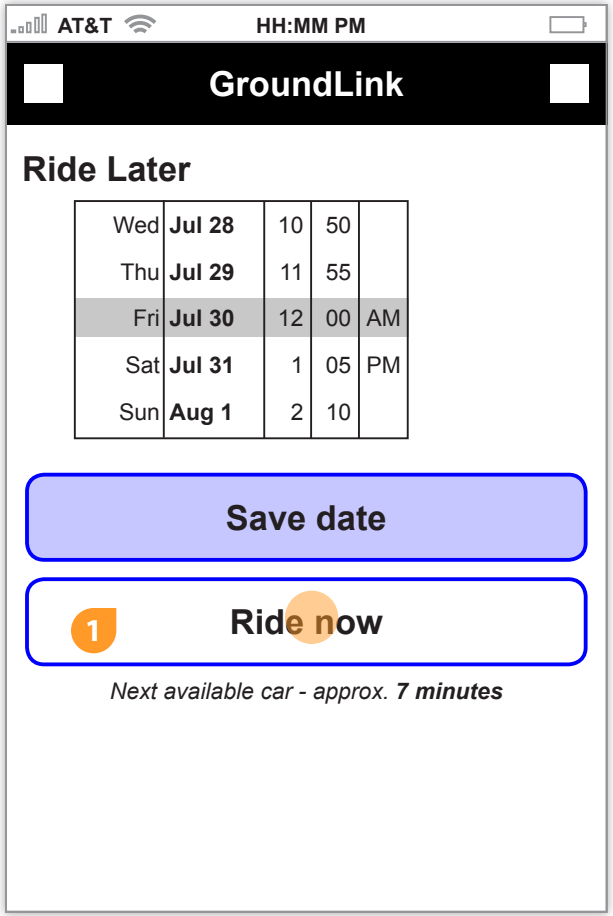
Ride Later


Where would you like to be
Pick Up icon
Current Location
134 West 29th Street
New York, NY 10001 USA
»
Where would you like to be dropped off?
Drop Off icon
53 Christopher Street
New York, NY 10014 USA
»
When would you like to leave?
Ride Later
Friday July 30, 2012
12:00 AM
»
What type of car would you like?
Car Type
2 People, 2 Luggage Items
$100.00
»
Review & Confirm

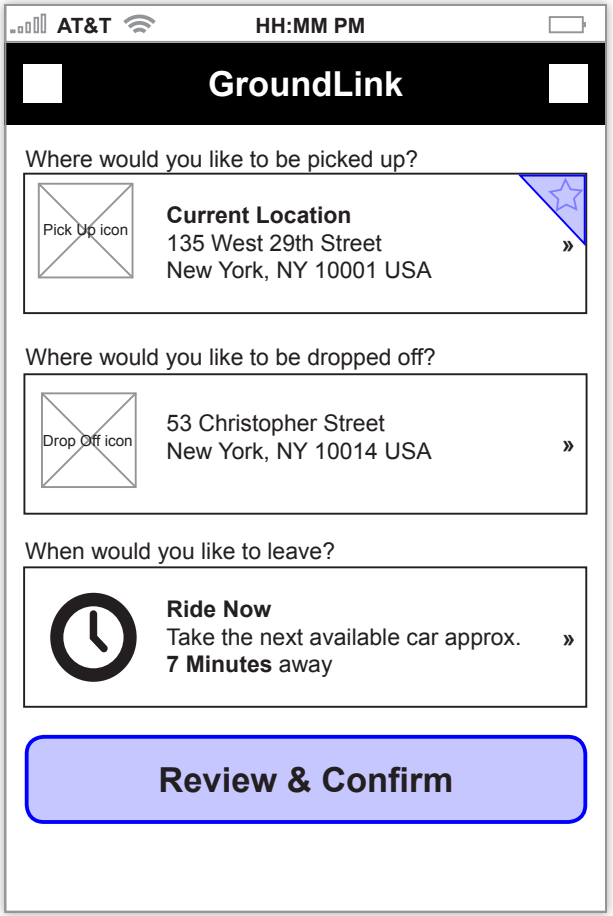
5.v1. Change back to Ride Now



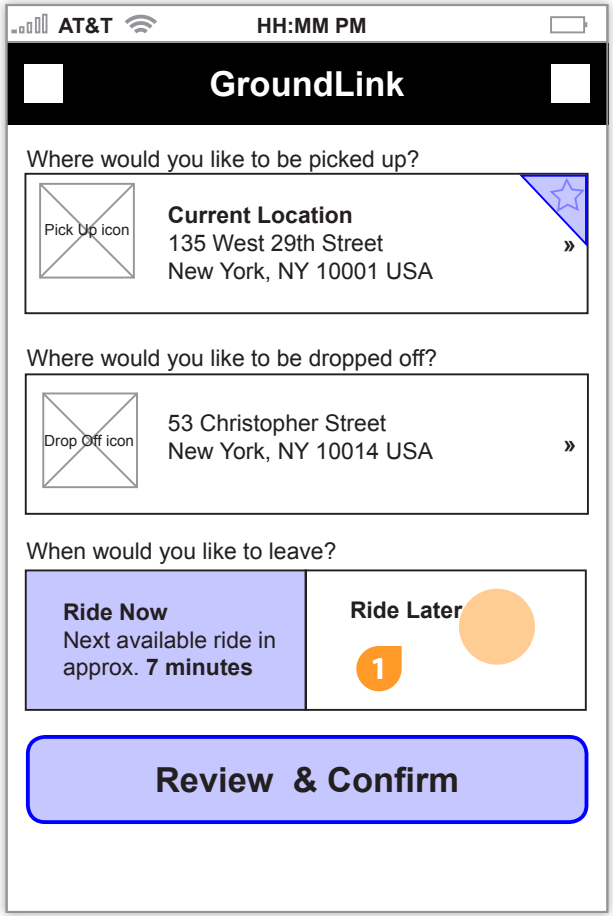
1. If user changes their mind that they want a ride now, they tap on the time button.



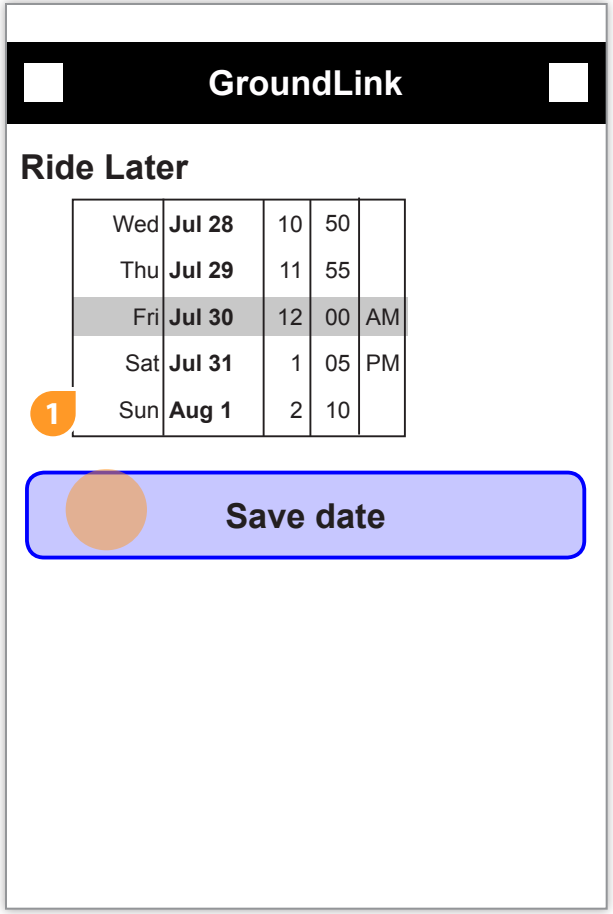
1. User taps the Ride Now button and returns to dashboard.



5.v2. Alternate View Ride Later

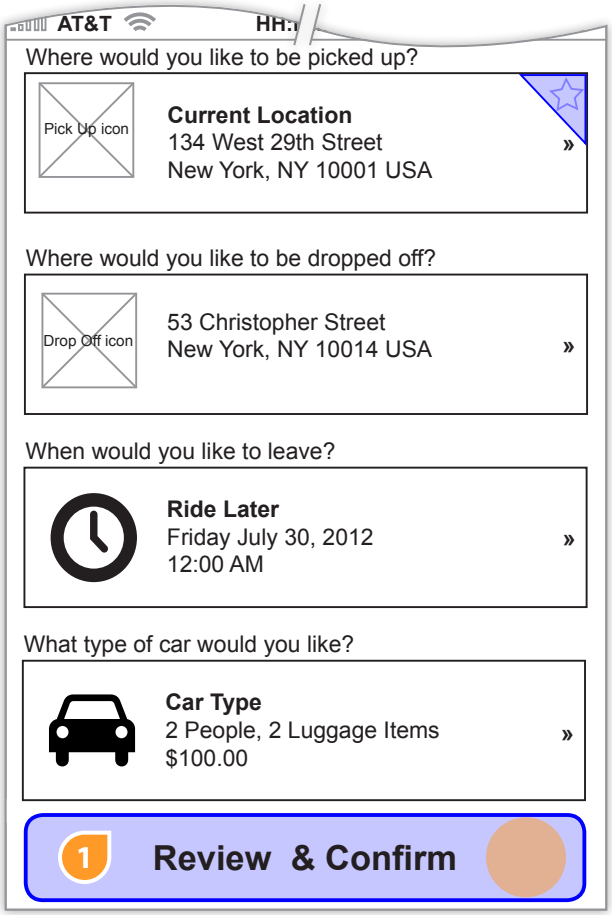


1. The ride time toggle starts with the Ride Now being selected. If the user wants to change to Ride Later, they tap on the Ride Later portion of the toggle.

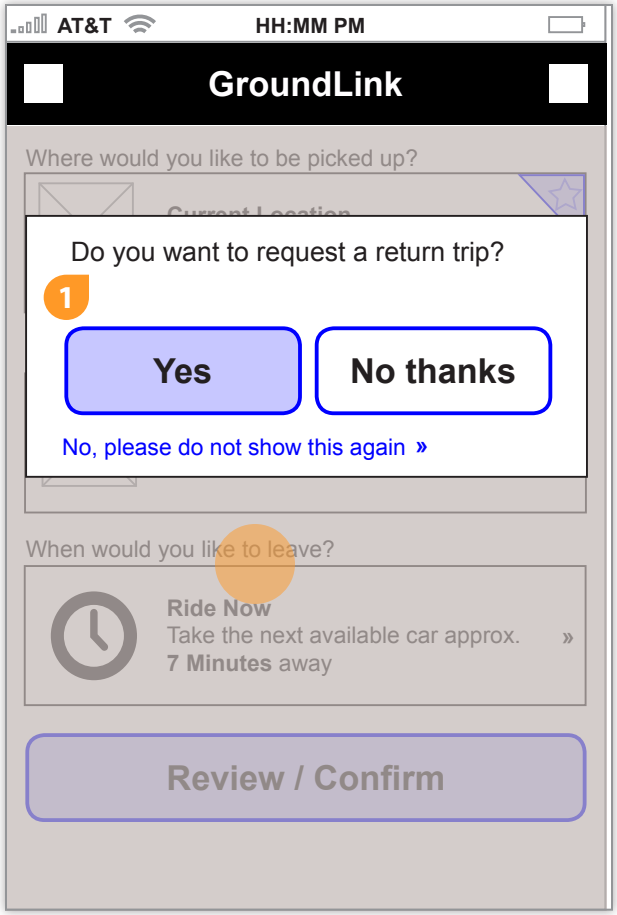


1.User selects the date and time they want car service and taps the Save Date button to return to the dashboard.

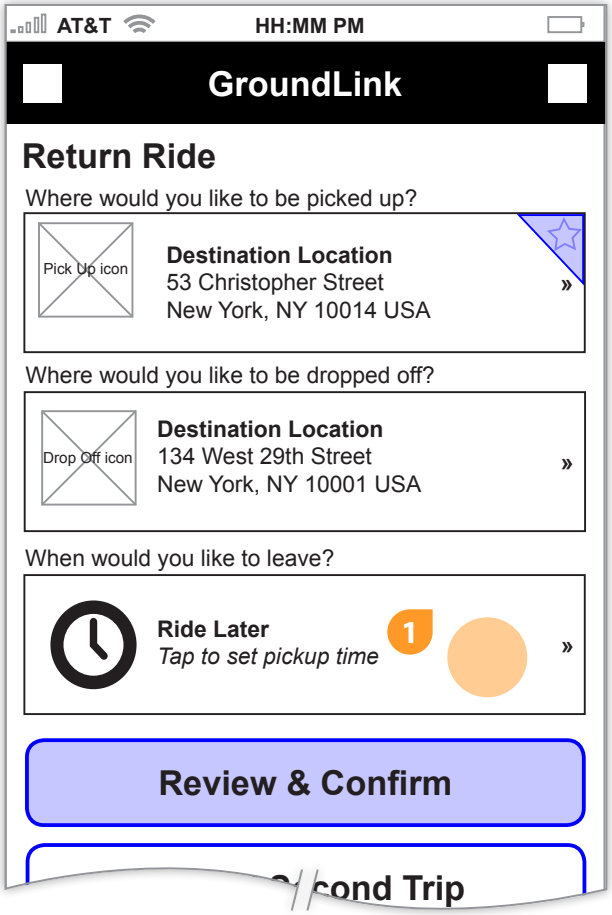
6. Request a Return Ride



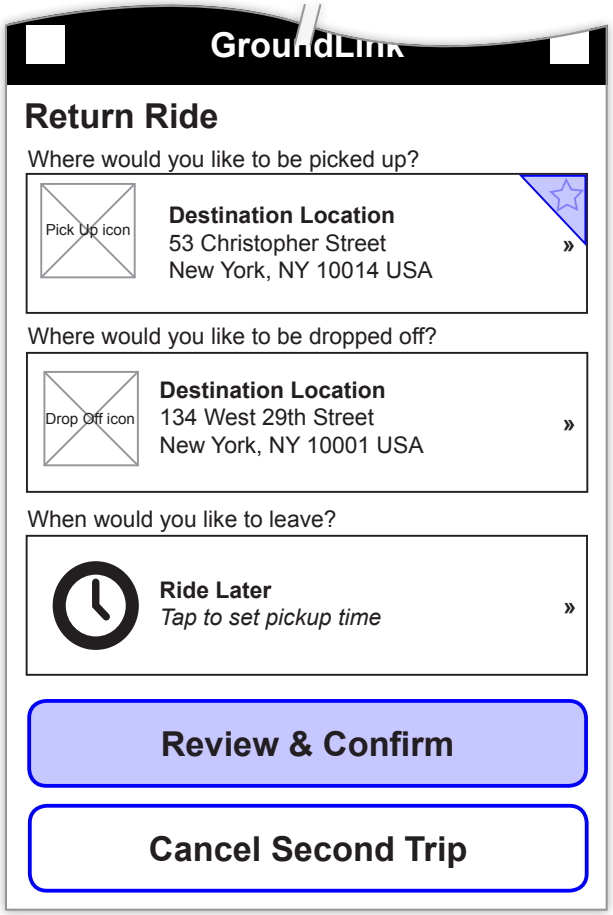
1. Once user is finished with planning their ride, they can now review and confirm their ride.

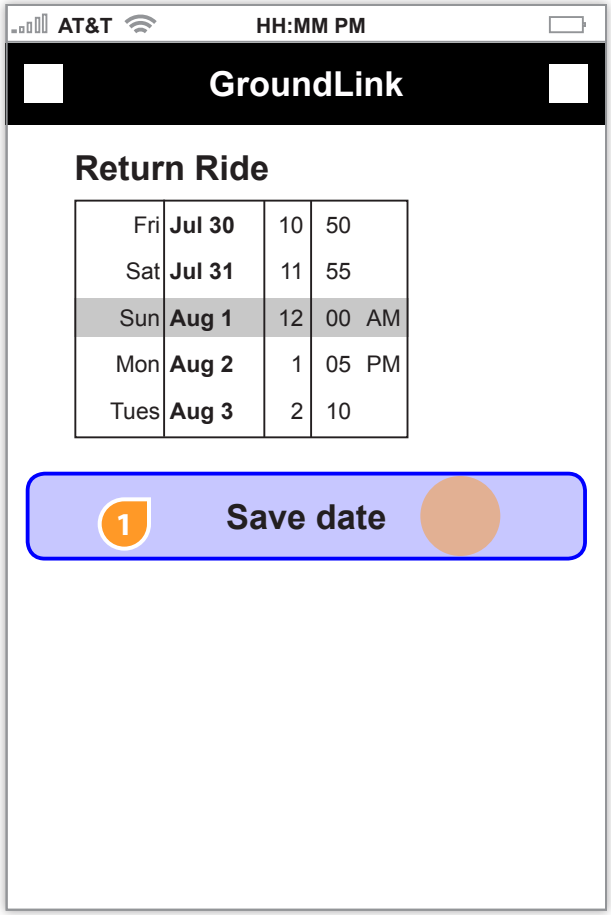


1. After the user taps the Review and Confirm button, they are asked if they want a return trip. This prompt can be removed through their user settings.

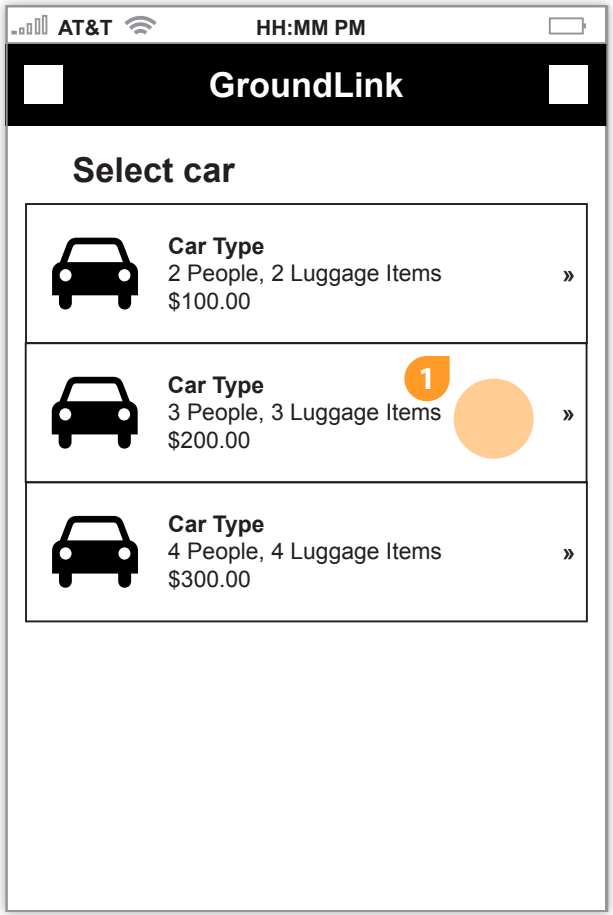


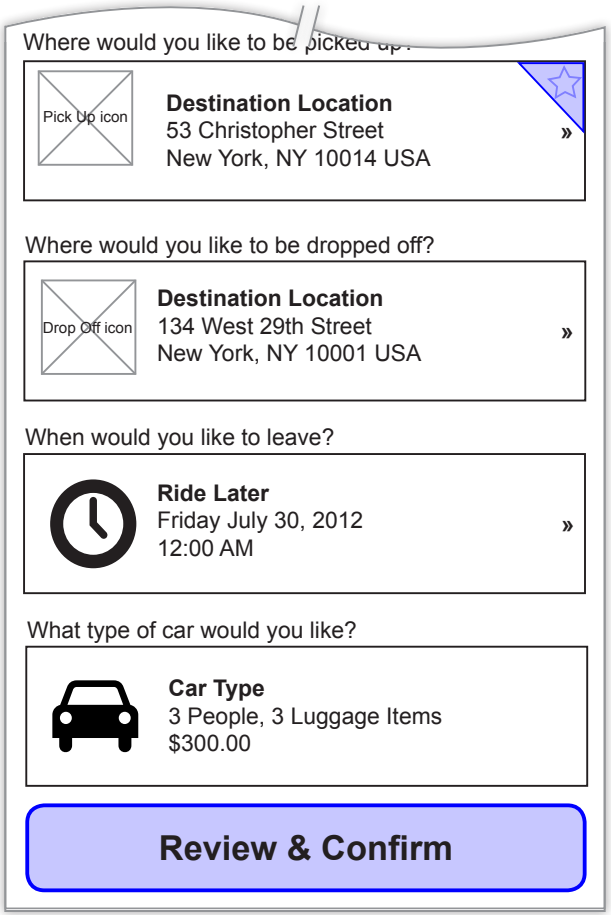
1. The return ride is pre-populated with their pick up and return destinations and user is only required to enter the time they want to leave.





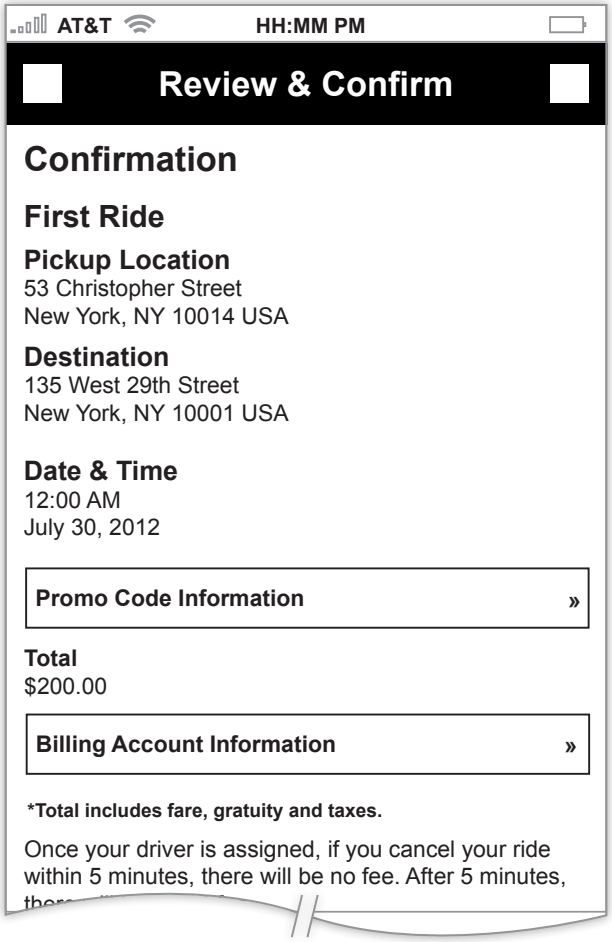
1. User enters the date and time they want to return and taps the Save Date button to request their car.

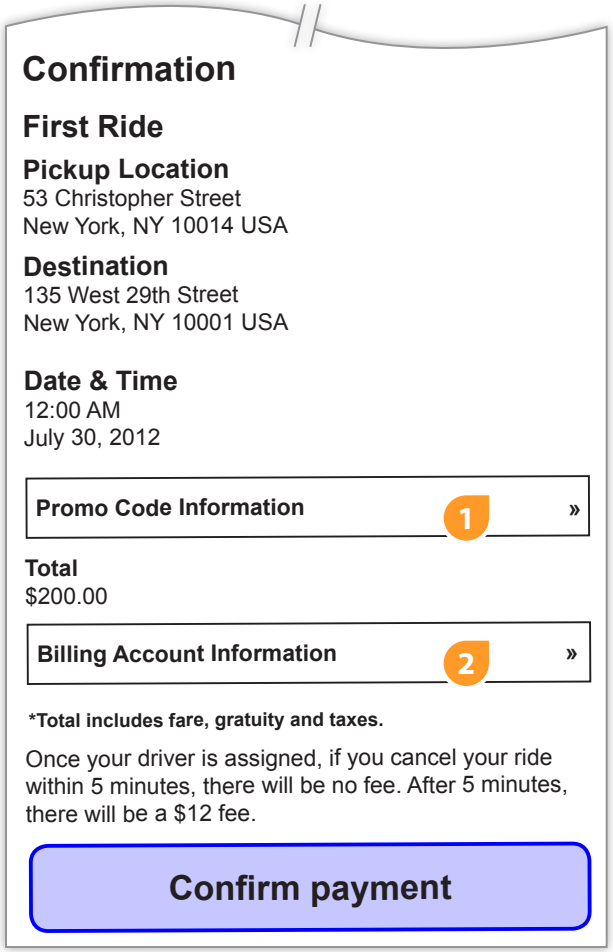




1. User taps on the car they want to return to the dashboard.

7. Confirmation Single Ride

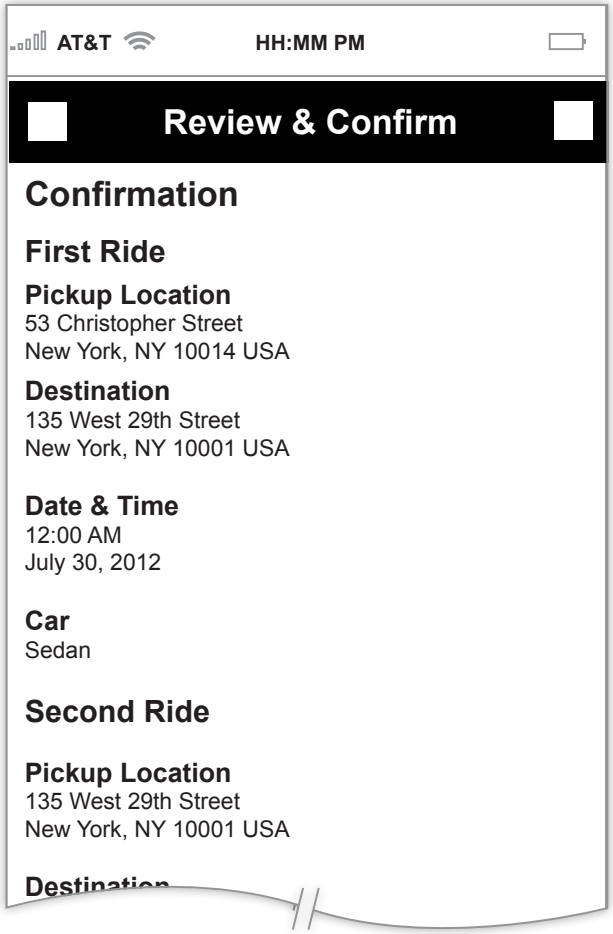


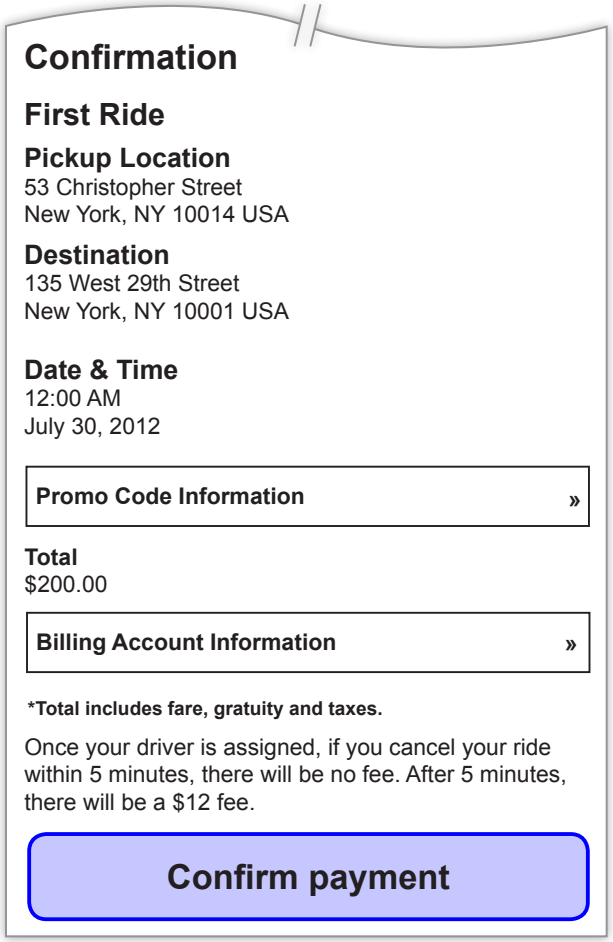


1. If the user has a promo code, they tap the button to enter it.

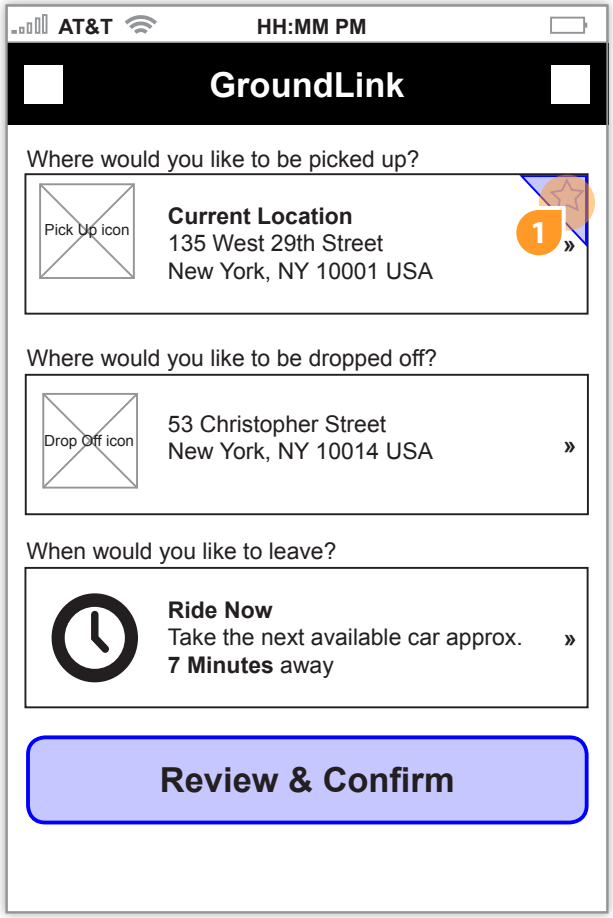
2. User taps the billing account button to enter their billing information.

8. Confirmation 2 Trips

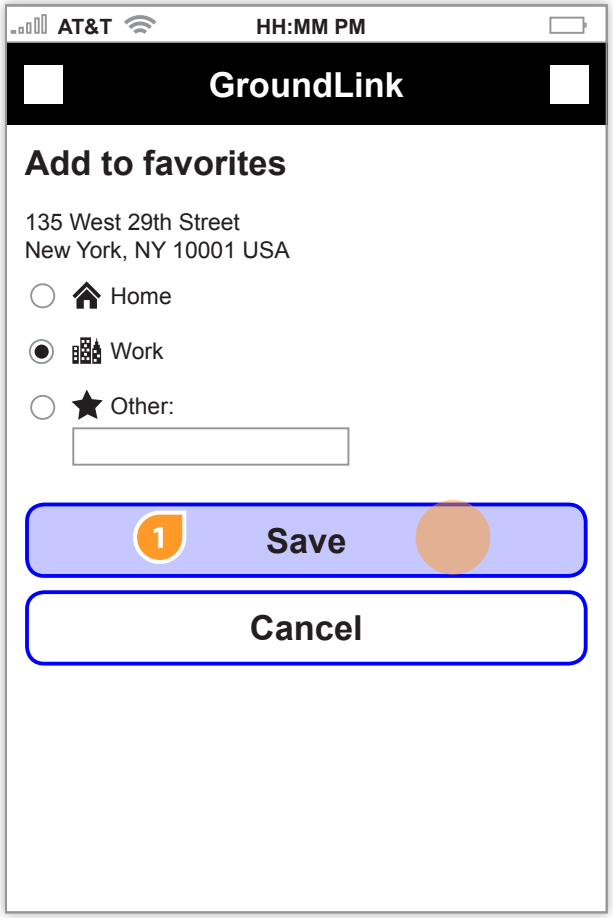




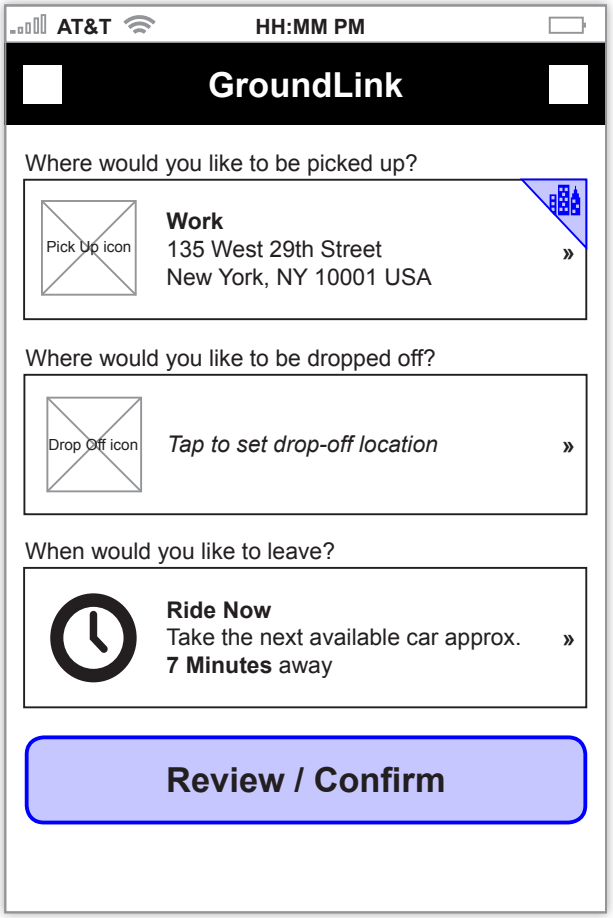
9. Adding a Favorite



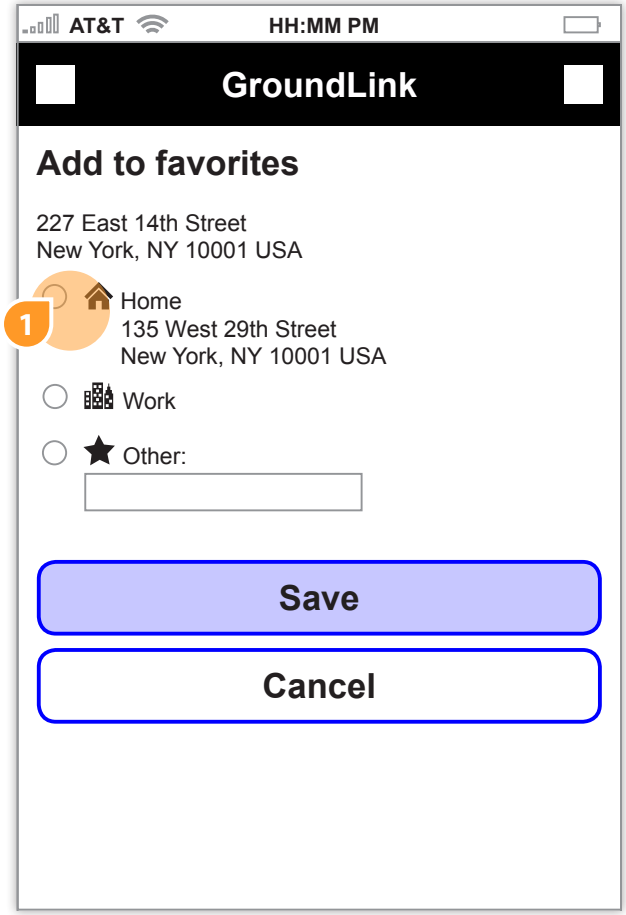
1. If user wants to add a favorite, they tap on the icon to save it. The icons are unique for home, work and airports.

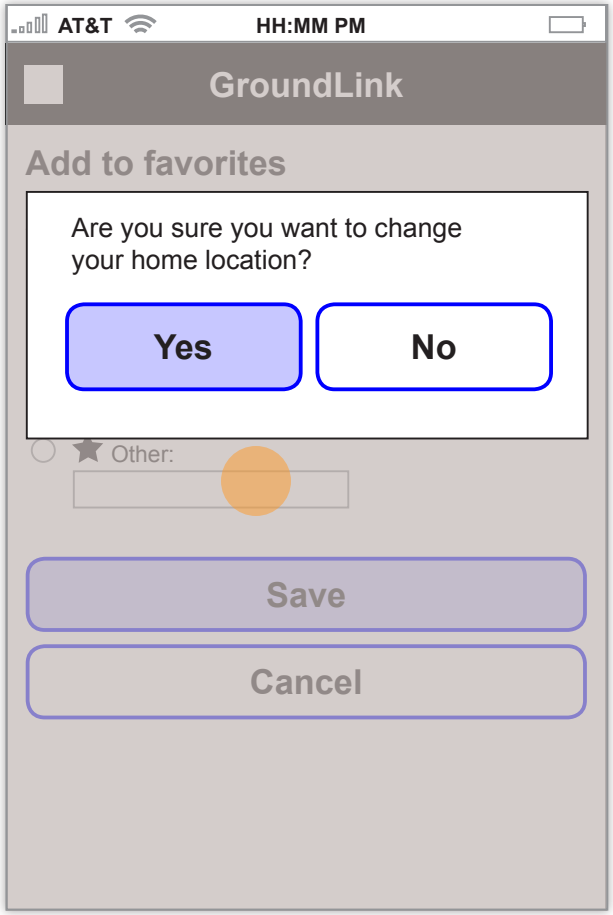


1. To save a favorite, user chooses where they want to list the address (Home, Work, or Other) and saves it.



9.v1. Replacing a Favorite





1. If their is an address saved previously that the user wants to change, they are asked if they are sure if they want to proceed.