

CASE STUDY



Expert Review and Usability Testing:

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## EXPERT REVIEW AND USABILITY TESTING

**WE LIVE IN A WORLD WHERE** simply calling "Taxi!" on the street corner seems to be old school. Cab hailing services are arguably more efficient and potentially less frustrating.

A player in this space came to KLI as they were undertaking a redesign of their mobile app and needed to identify how to stand out from their competitors.

At this early stage they had two primary goals in mind: first, to benchmark their current design against the existing competition and, additionally, to ensure that their new design would increase in usage over the metrics they had to date.

### The Solution

We rolled up our sleeves and jumped right in with their product team.

**STEP 1: Three days of prep work to create a "living expert review" to share with their product team for a one day in-person workshop.** The expert review dissected the experience into three parts:

- onboarding /registration
- hailing /booking a ride
- the "in-trip" experience

We analyzed all three elements in-context for our in-person workshop. The document that our team produced and presented as a foundation for the workshop discovery session illustrated visual examples of best-in-class experiences in their industry.

**STEP 2: A full day workshop on-site with the design team.** Upon arriving, the product team gave us historical context of their product/service, goals

and current differentiators. We then reviewed their upcoming design and, using our preassembled "living expert review," began to grade their new design.

Each discussion point was contextualized with what the user's needs are during each phase (referring back to the bulleted list above) of the experience. We talked about the merits of their design and the opportunities to further enhance the user experience. The goal was to share with the product team an executable plan of what to keep, avoid and add into their design that will enable them to leapfrog existing services.

**STEP 3: A single day of in-field user tests of the existing app experience.** This consisted of both in-lab and in-field (in the cab) data collection. The goal of this research was to baseline the current experience.

Our approach to research is to leverage technology when we can to further enhance the experience for our clients—and this time was no different. We integrated the use of screencasting software to record and project into the back room the interaction with the app (registration and booking a ride). We then used Google Glass to record a first-person perspective of the participant journey from when they requested a ride to the completion of their actual ride. This approach kept the client fully engaged and informed throughout the entire participant experience.

### The Result

This multi-phase research approach armed our client with two valuable deliverables: a clear understanding of how their in-market application is viewed by potential customers, and a specific roadmap of the experience they need to create in order to delight their customers.

A group of our researchers are now fully integrated with their product team working toward delivering the next generation version of their mobile app.



**Optimize the Experience.  
Inform Design.**

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