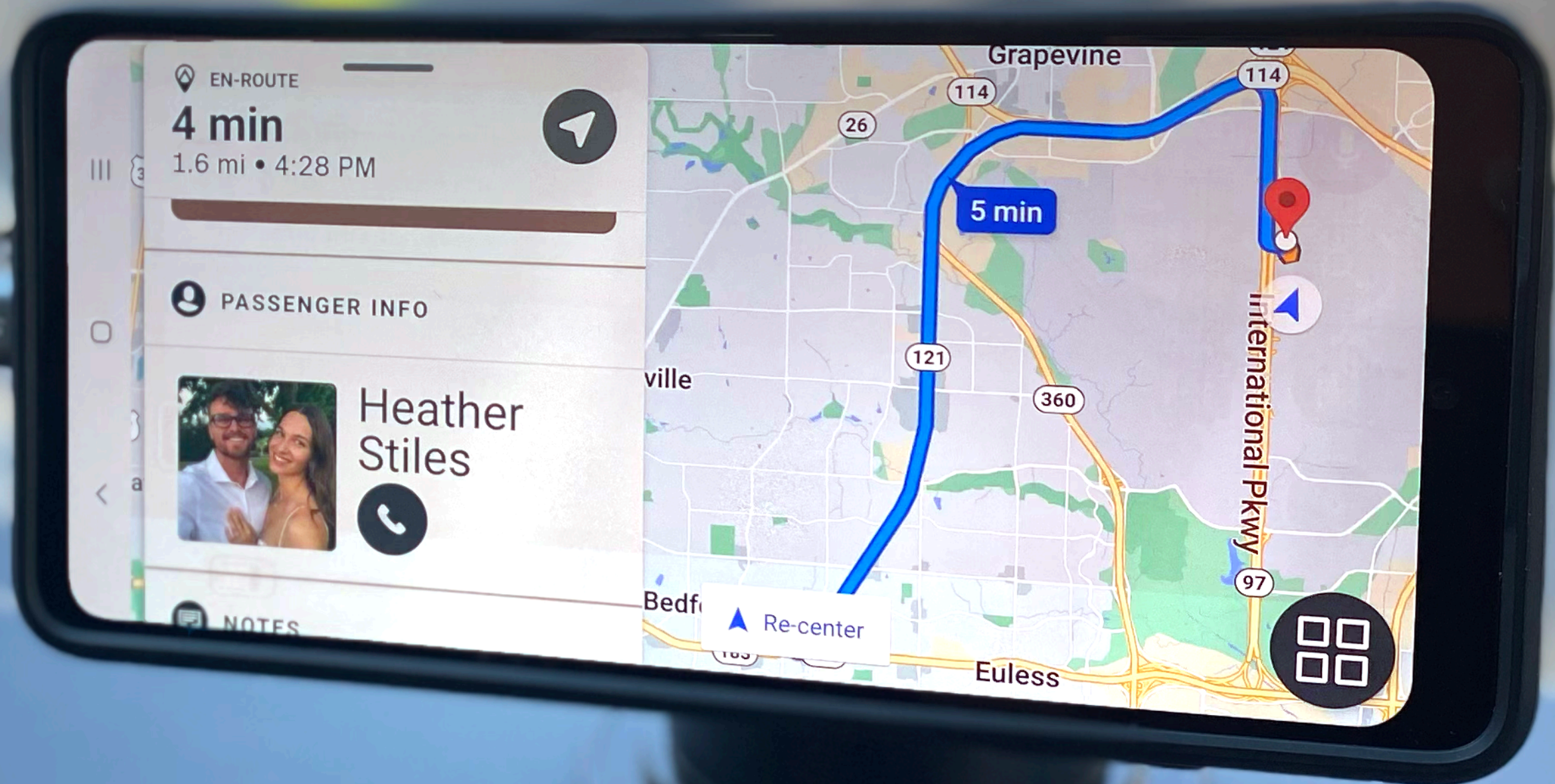


# Driver Navigation App

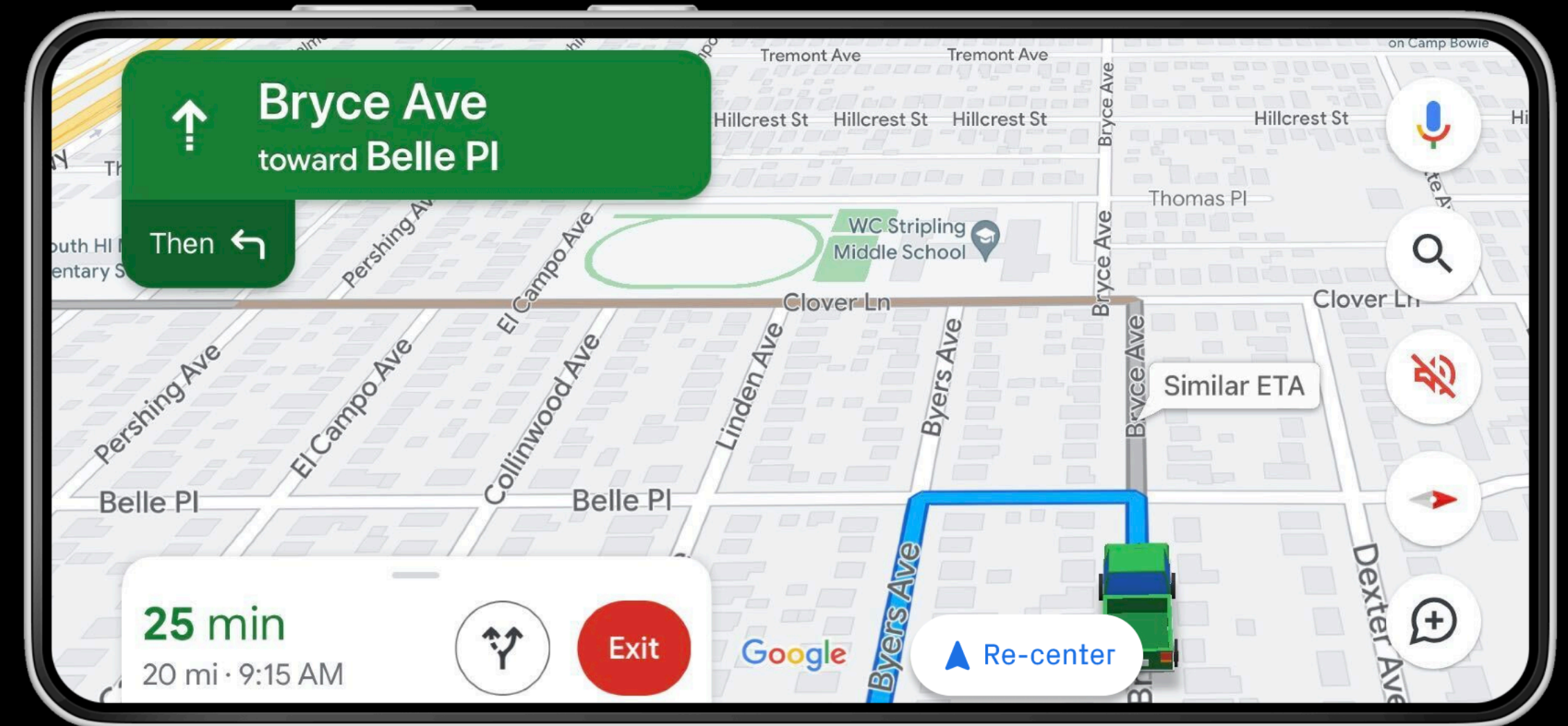
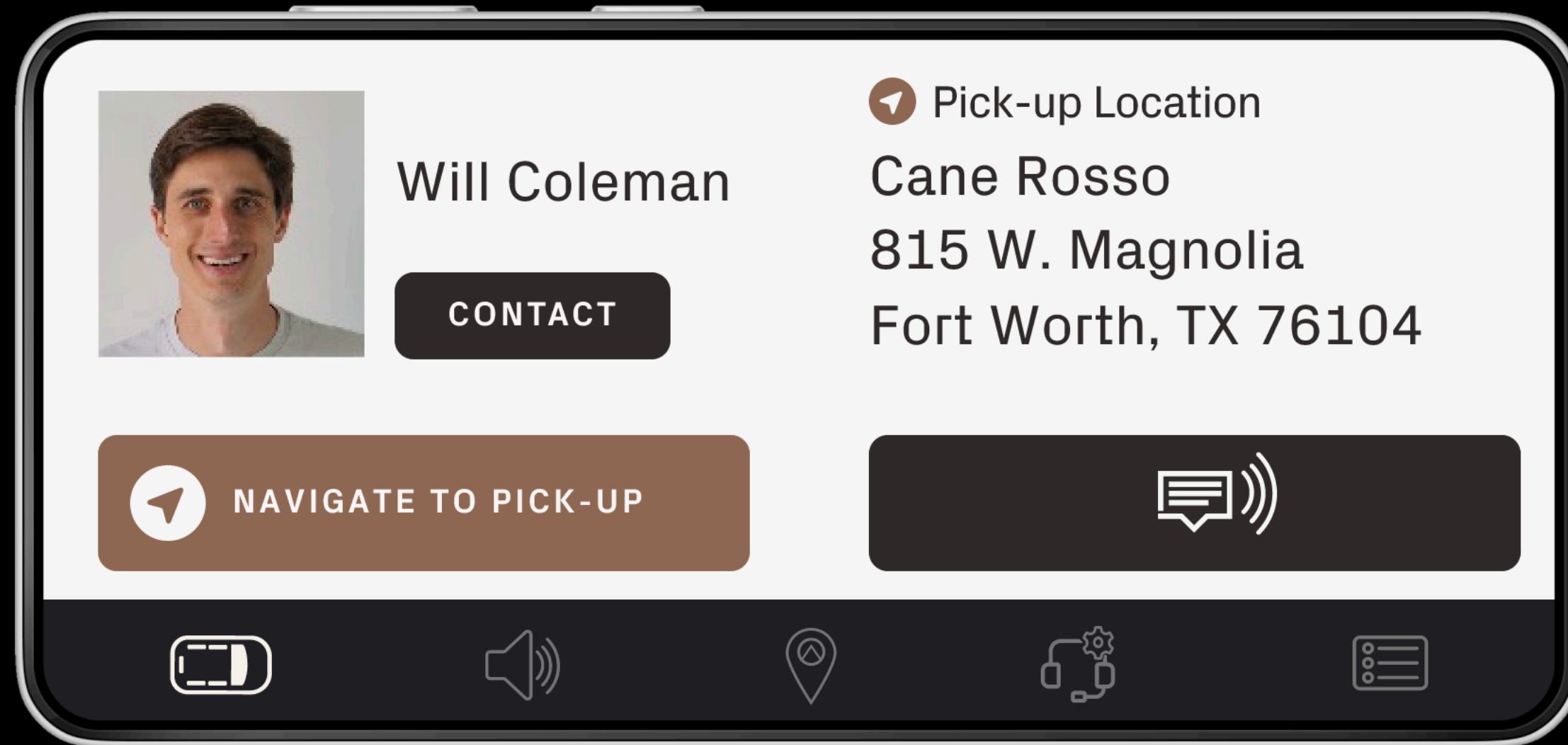
## **Case Study**



# The setting: *Characters*

- UX/UI Designer (me!)
- **Dev Team:** Senior Engineering Lead, Front-end Developers
- **Stakeholders:** CEO, CTO, General Managers
- **SME/User:** Drivers

# The setting: *Driver App & Google Maps*



# The setting: *Various feedback*

## We need better data on navigation!

Why does my driver keep trying to pick me up in the alley behind my house?

I don't want to have to switch between the Alto Driver App and Google Maps.

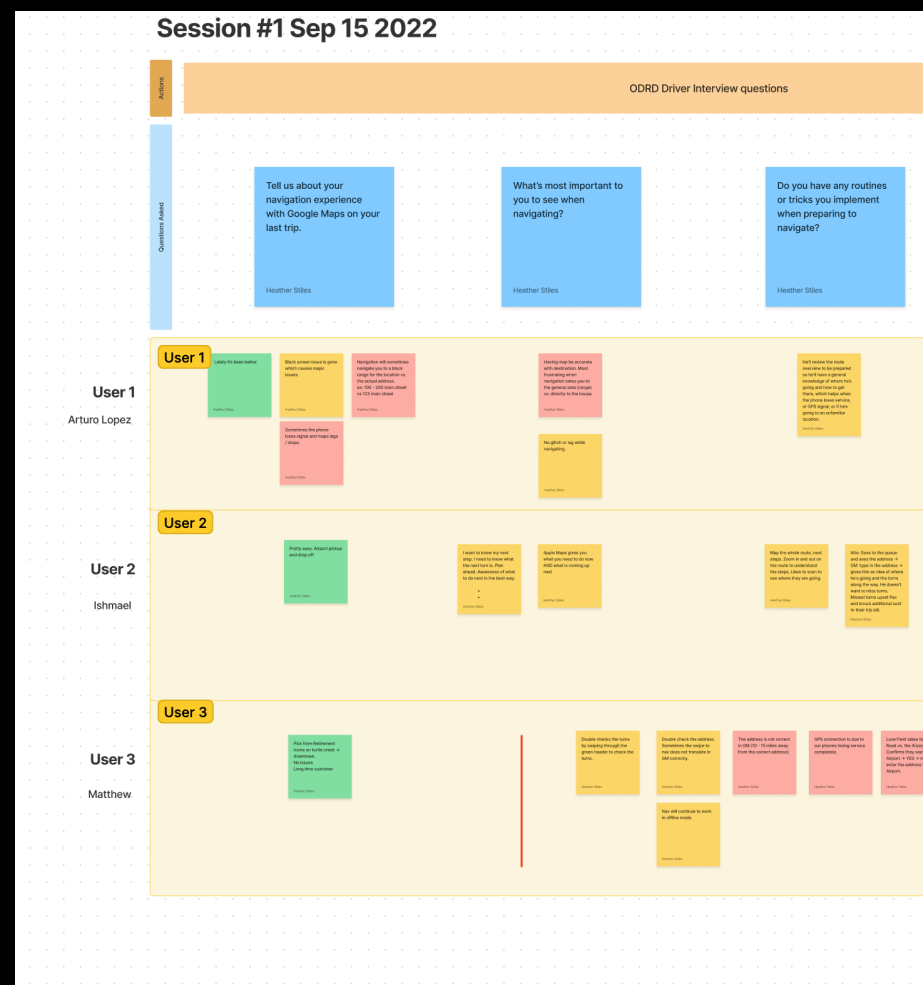
**How can we show the passenger where their driver is at in real time?**

## How can we improve safety?

Passengers want to add stops on their rides and there is no way to do this in the app.

How can we use the Google Maps API?

# The rising action: *Discovery*



## Google Design for Driving

Discover design guidelines for creating Android Auto and Android Automotive OS apps and designing in-vehicle infotainment systems.

### Design for Driving

Welcome to Design for Driving, the design hub for app developers and car makers working with the two Android for Cars systems:

- **Android Auto:** Phone-based infotainment system that's projected onto the screens of compatible cars
- **Android Automotive OS (AAOS):** Infotainment platform that car makers can customize, build into their vehicles, and (if they're GAS partners) integrate with Google Automotive Services (GAS)

This site provides design guidance for these systems. (If you're looking for technical guidance, use the list of related documentation at [Android for Cars](#) to find an appropriate source.)

Check out the topics below that fit your needs – or visit [what's new](#).

# The rising action: *Discovery*

## Insights

They would like the Ability to easily correct GPS signal loss issues. Today they have to reset the device which takes a long time.

Heather Stiles

Address does not always translate in Google Maps correctly (range) (incorrect location) which causes the drivers to consistently confirm the address once in Google Maps

Heather Stiles

They will cancel their navigation and search for a new address when passengers request a change in destination

Heather Stiles

# The rising action: *Discovery*

## Need

As an Alto Driver, I need a navigation experience that is safe and accurate

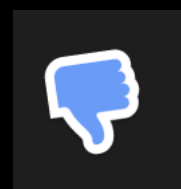
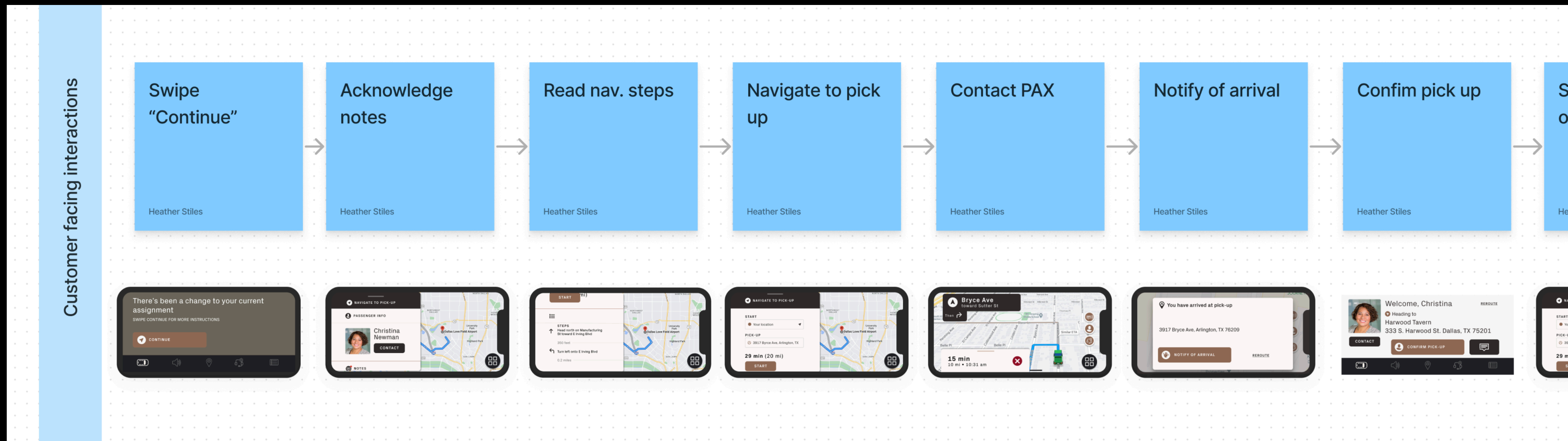


# The rising action: *Discovery*

## Hypothesis

Adding Google Maps navigation into the driver app will result in a safer, more streamlined driver experience

# The conflict: *Build & test*



Didn't know to scroll down to acknowledge notes



Likes that it shows the map/nav with info on the same screen

# The conflict: *Build & test*

**NAVIGATE TO PICK-UP**

**PASSENGER INFO**

**Christina Newman**

**CONTACT**

**NOTES**

**NAVIGATE TO PICK-UP**

**Elm Ave**  
toward High St

Then →

**IN-ROUTE**

**29 min**  
20 mi • 10:01 am

**Re-center**

**NOTES**

**NOTIFY OF ARRIVAL**

**CONFIRM PICK-UP**

**Confirm Pickup**

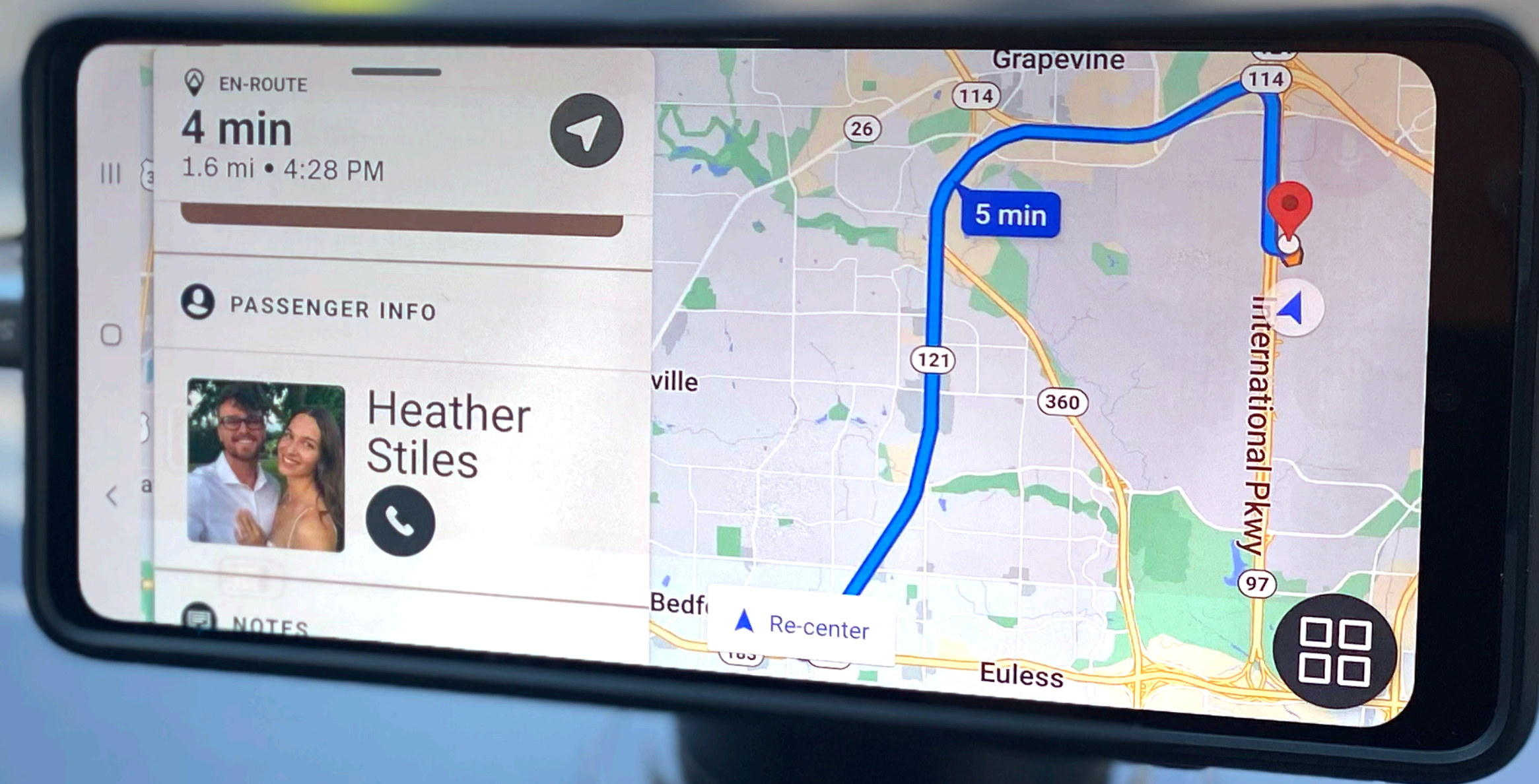
**Swipe**

**Swipe**

**Actions while in-route:**

- Cancel nav
- Toggle between nav guidance and overview
- Recenter map
- View steps
- Swipe nav steps in advance (black bar on top)
- Change voice guidance preferences
- Mark they have arrived
- Get an event alert from GM that they've arrived (currently not in flow)
- Restart nav if cancelled
- View and listen to notes
- Contact pax & dispatch
- Show health of vibes at quick state
- Queue alert
- Open menu
- Adding stops & changing destination (mvp: stop voice nav, go to google maps app, non-mvp: PAX can control from pax app)

# The climax: *Release to markets*

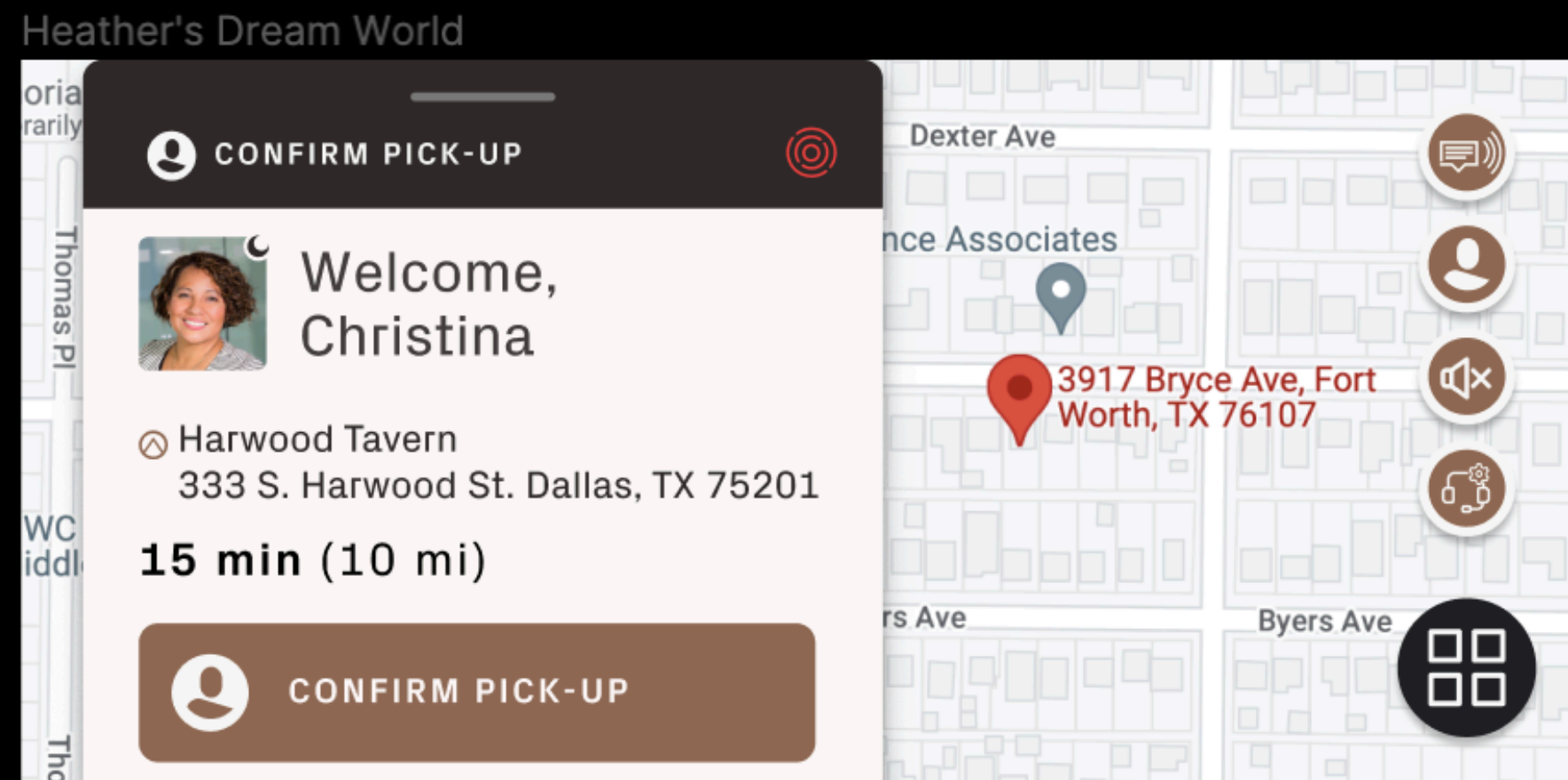


# The falling action: *Results*

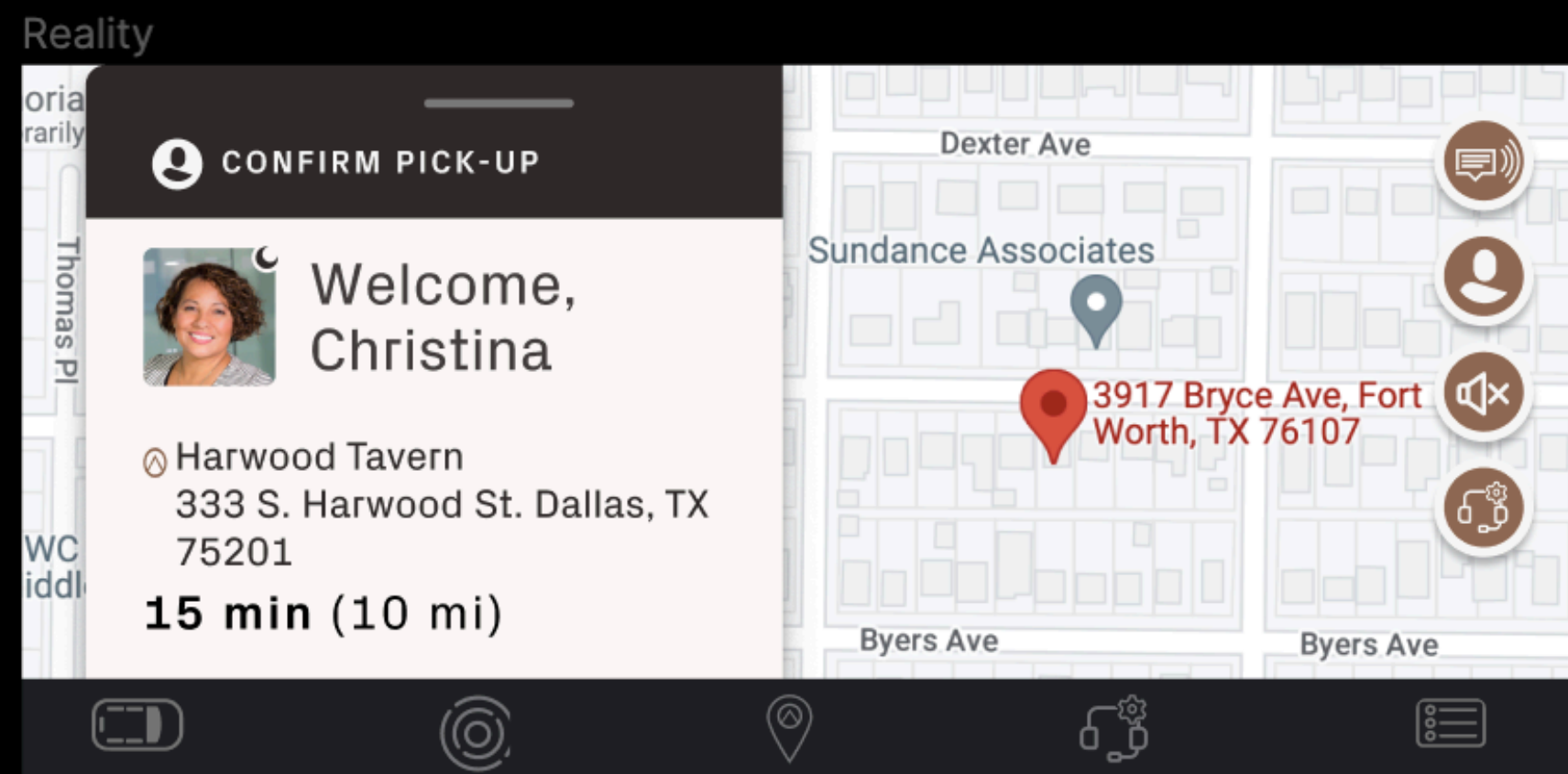
- **Positive:** Reduced driver touch points by 12%
- **Positive:** Eliminated need for Google Maps App
- **Positive:** Improved value of Alto App by adding Google API
- **Positive:** Reduced navigation-related tech issues
- **Positive:** 93% of drivers liked redesign better
- **Negative:** Accidents went up!
  - Led to root-cause analysis and design patch

# The falling action: *Continued feedback*

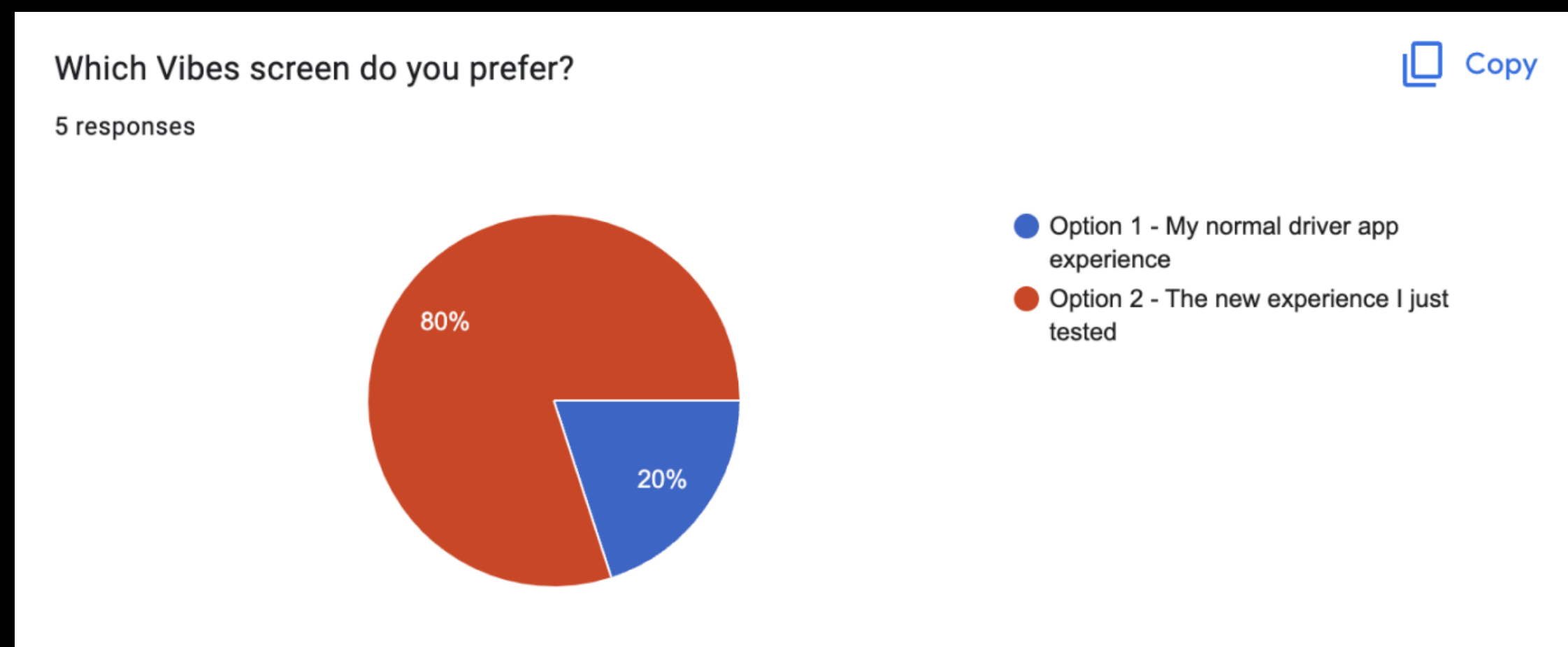
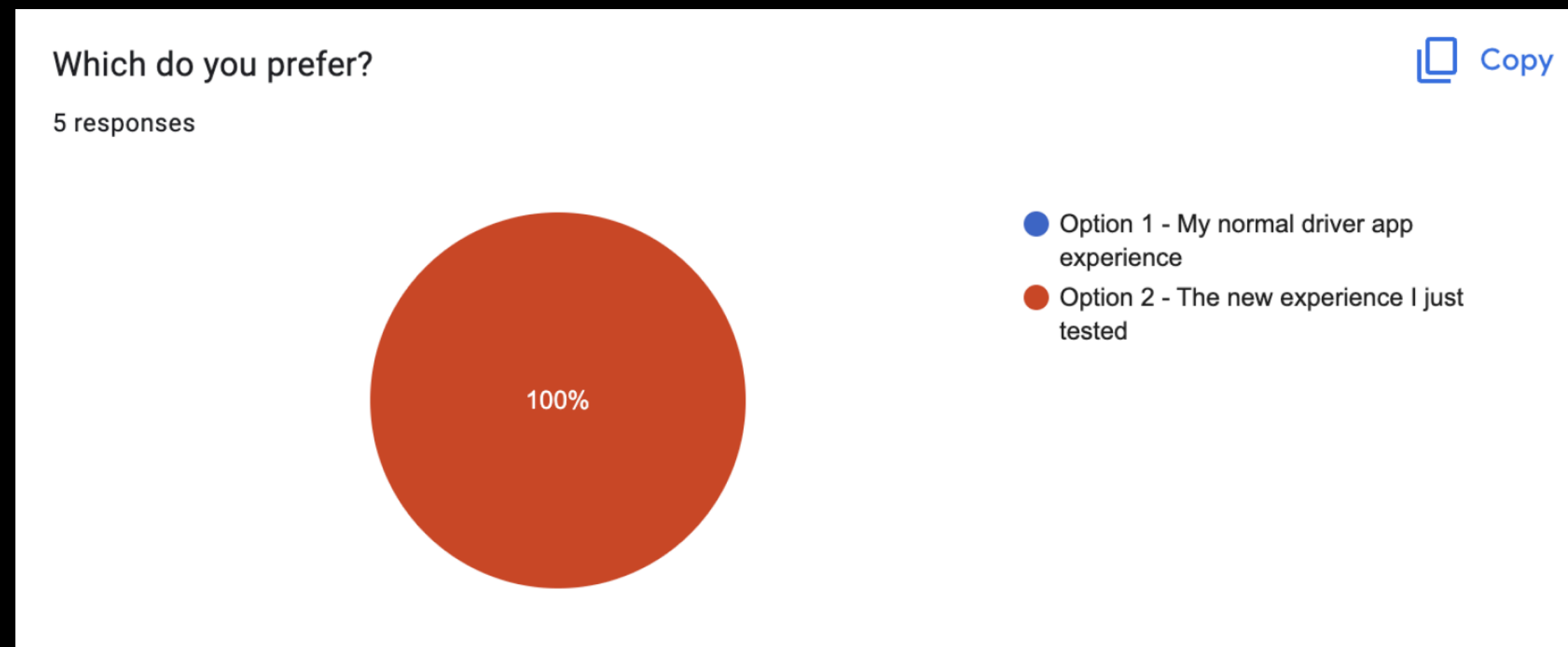
415 X 375



310 X 350



# The falling action: *Continued feedback*



# The conclusion: *Learnings*

- Power of iterative design (test/build/test)
- Leveraging new technology is not enough, you must address true user needs
- Vehicle app design is different than normal app design
- There is no such thing as “done”