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Redesign of the GoodMoovs UX and UI & Building an online community

GoodMoovs (GM) is a company that created a service for its users to share electrical vehicles. GoodMoovs does not own these vehicles, but companies can connect their e-vehicles to share them with GM users. The GoodMoovs sharing platform consists of an app and a web version, which allow the user to reserve, access, and return these e-vehicles. If issues occur during a reservation, the user can call the 24/7 customer service and GoodMoovs will provide support.

GM's main goal while creating the app and the web version were the technical functionalities' reliability and performance. GoodMoovs has paid limited attention to the User eXperience (UX) and the User Interface (UI) and thus, this assignment was created. Through improved UX and UI, GoodMoovs wants the app to solve more issues. Therefore, the main objective of this research is the following:
The aim of this assignment is twofold. Firstly, to propose an effective[1] redesign of the GoodMoovs (GM) User Interface (UI) and User eXperience (UX) by including features that help both to reduce the need of direct support from the service center and to enable users to get in contact with a community that stimulates users into more usage and excitement of the GoodMoovs services while supporting each other in solving problems related to the GM service.

To gather insights on issues regarding the GoodMoovs app, several methods were used to define problems related to the current GM app. By conducting analyses, expert interviews with stakeholders from GM, and literature reviews, the problem areas of the current GM app that required redesign were established. The problems found combined with a functional- and task analysis formed the requirements for the redesign of the GM app. These requirements were divided into *must haves*, *should haves*, *could haves*, and *will not have this time*, according to the MOSCOW method (Agile Business Consortium, n.d.). While creating conceptual designs and the prototype, the *must haves* and *should haves* were the most important requirements to incorporate. The requirements were essential for the validation of the conceptual designs, combined with a feedback session with several stakeholders of GM. Figure 1 shows the idea generation based on the current GM app, done before creating new ideas. The outcome of the validation, especially the shortcomings of these conceptual designs, was adjusted in the static prototype. This prototype demonstrated the proposed redesign and its functions to show and simulate the experience of the user. Therefore, it was set up as an interactive prototype. Additionally, the prototype incorporated the new design of GM. An evaluation based on the requirements, another feedback session, and knowledge acquired during this assignment, of the prototype provided the weak points of the proposed redesign. Although this redesign aligns with the assignment's objective, the GM users did not have the opportunity to share their opinions on the current GM app and this assignment's proposed redesign.

[1] An effective redesign would: 1) increase the number of issues that can be directly solved through the app and/or, 2) reduce the number of support calls that the service center receives; and 3) facilitate the communication between GM users.

The outcome of this bachelor assignment is a research of problems related to the GM service, effective UX and UI design, building a community, and a prototype to show the experience of the improved aspects of the GM app. The proposed redesign provides more opportunities for users to solve issues directly through the app, creates an opportunity for users to support each other and to stimulate users into more usage. However, the prototype is not tested with GM users and their preferences might differ from the stakeholders' and the designer's opinions. It would be recommended to test the prototype with the GM users and to improve the weak points.

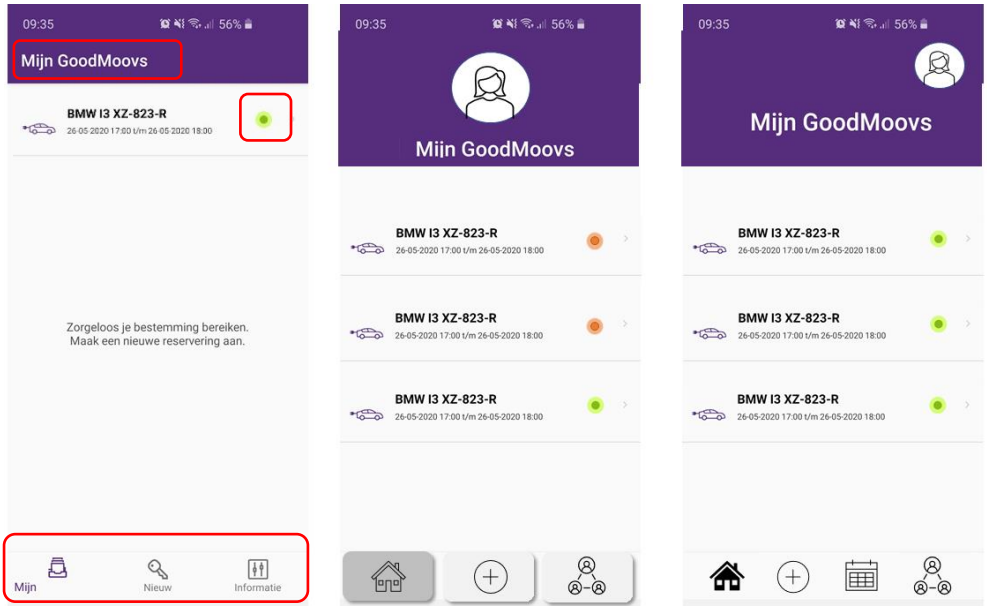

Figure 1 Idea generation of the MyGoodMoovs page based on the GM app

References

Agile Business Consortium. (n.d.). Chapter 10: MoSCoW Prioritisation. Retrieved July 7, 2020, from https://www.agilebusiness.org/page/ProjectFramework_10_MoSCoWPrioritisation