



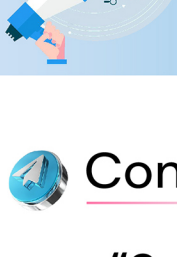
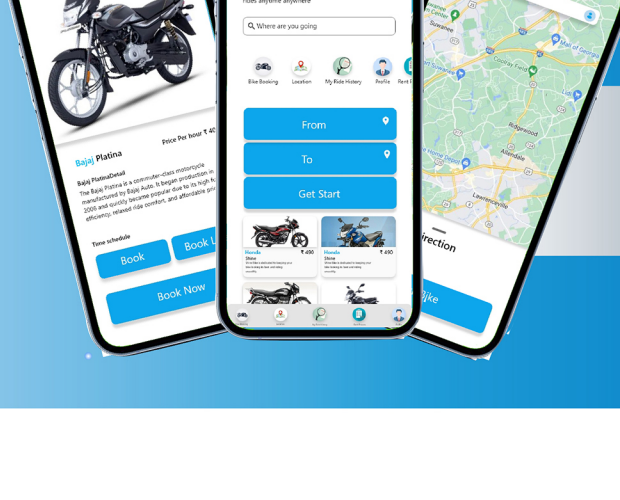
QUICK RIDE CASE STUDY

UI & UX Case Study- QUICK RIDE Mobile App

Designed by: Zunaid Khan

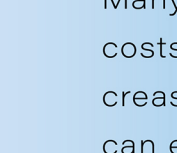


Quick Ride



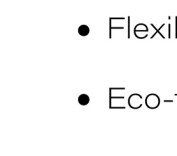
Context

"Quick Ride" is a mobility app that provides bike rentals and bike-pooling services. It allows users to rent two-wheelers or share rides with nearby riders to reduce travel costs and traffic congestion. The app is mainly popular in Indian metro cities like Bengaluru, Hyderabad, and Pune.



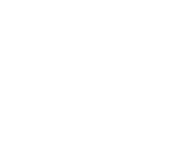
Problem Statement

Many people face difficulties during daily commuting such as heavy traffic, high fuel costs, and limited transportation options. Most cars travel with empty seats, which increases traffic congestion and pollution. Users need a convenient platform where they can easily find people traveling on the same route and share rides.

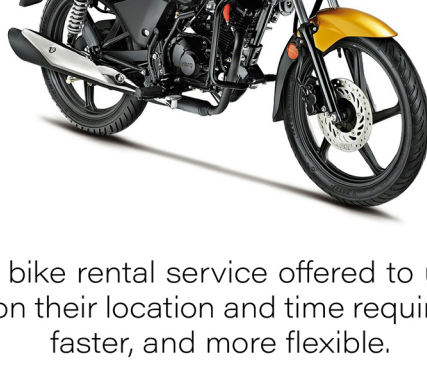


The Solution By Quick Ride

- Affordable travel compared to taxis or ride-hailing
- Convenient booking through mobile apps
- Flexible rental duration (hourly, daily)
- Eco-friendly transportation
- Useful for tourists, students, and commuter



Rental bikes available for users to book through the bike rental platform for convenient and cost-effective travel.



The bike shown above is part of the bike rental service offered to users. Customers can select and rent bikes through the application based on their location and time requirements, making transportation easier, faster, and more flexible.



My Role

Research and Problem Analysis

I identified the transportation problems faced by users and analyzed the need for a bike rental solution.

Wireframe Design

I created low-fidelity wireframes to plan the structure and layout of the bike rental application screens.

Mockup Creation

I developed high-fidelity mockups to visualize the final look and feel of the app interface.



Project Duration

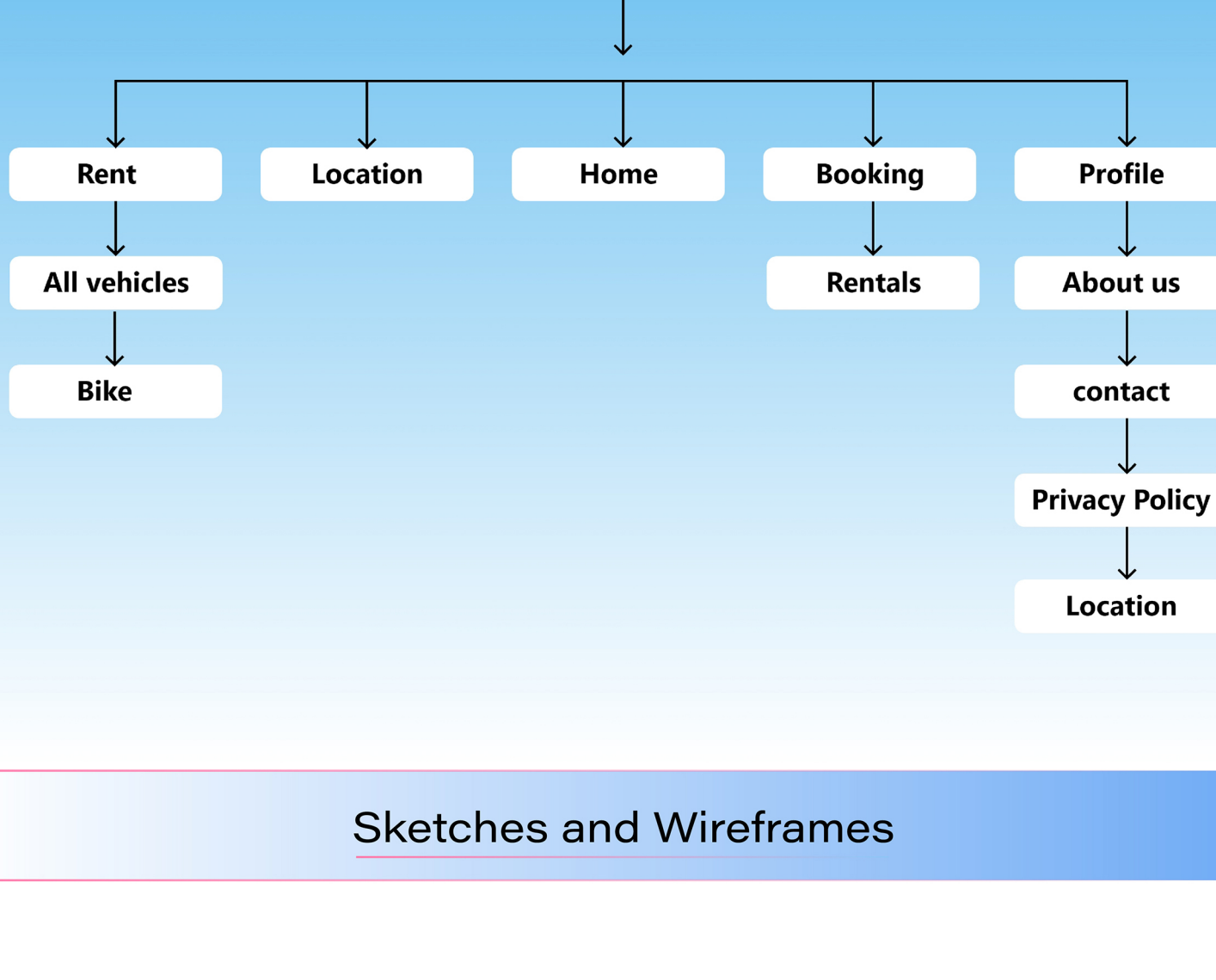
5 Weeks

23 Screens

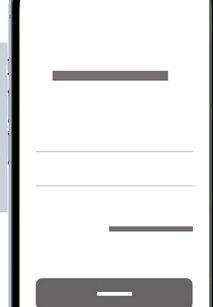
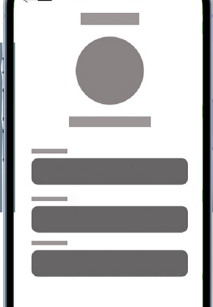
Tools Used



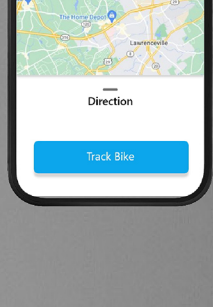
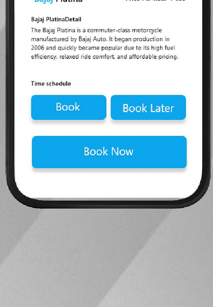
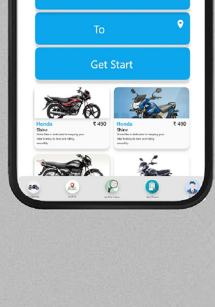
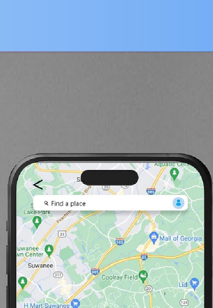
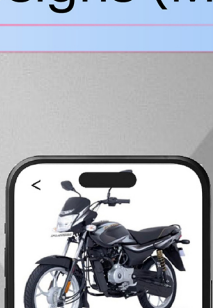
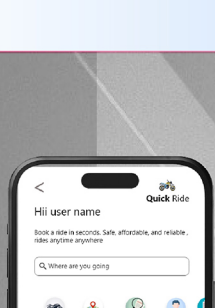
Flow Chart



Sketches and Wireframes

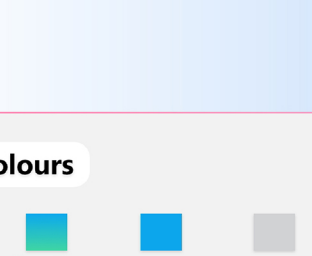


Final Designs (Mockups)

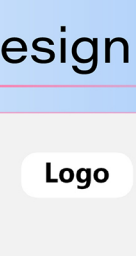


Design System

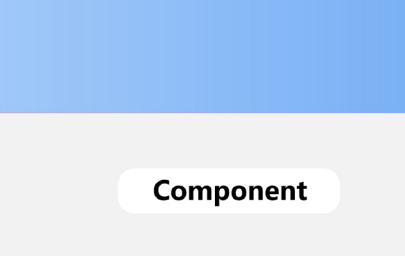
Colours



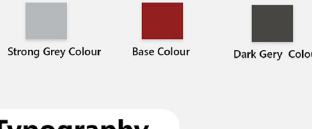
Logo



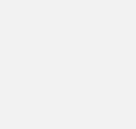
Component



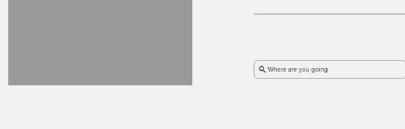
Typography



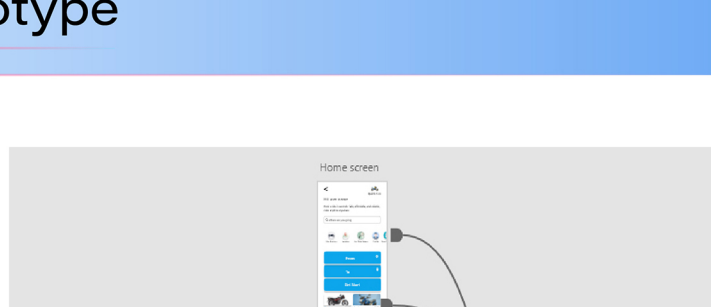
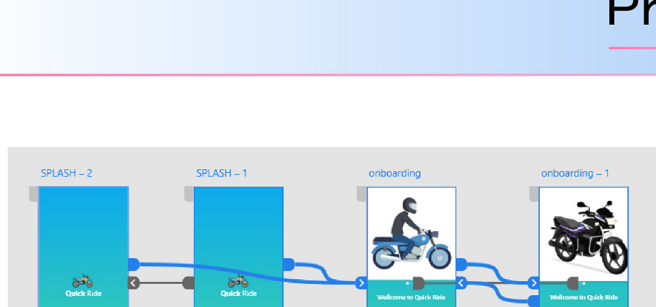
Keypad



Cards

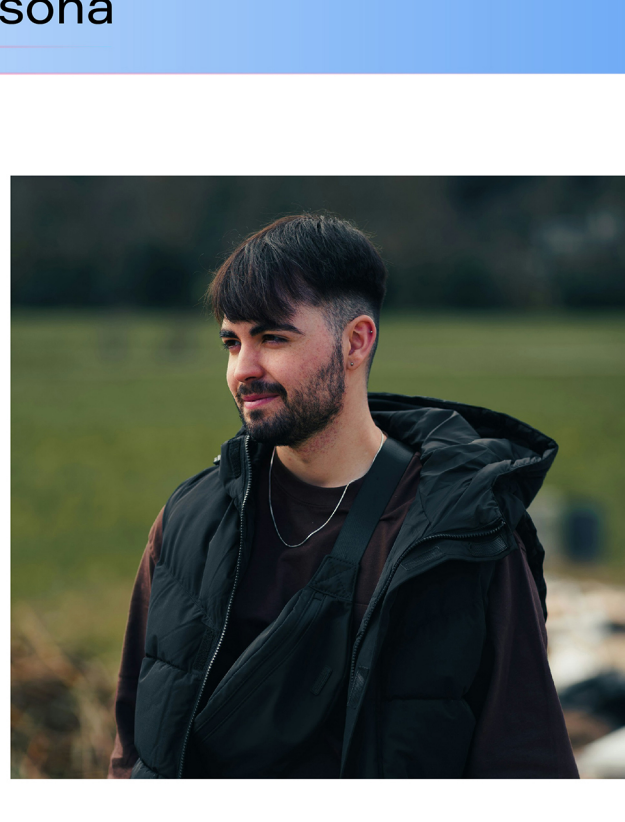


Prototype



User Persona

A typical user of Quick Ride is Rahul Sharma, a 28-year-old software engineer living in Bengaluru. He travels to his office every weekday and prefers using ride-sharing apps instead of driving because traffic is heavy and parking is difficult. Rahul looks for an affordable and convenient way to commute, so he often chooses carpool rides to save money and reduce travel stress. He is comfortable using mobile apps, and usually pays through digital methods like UPI. His main goal is to reach work on time while keeping his daily transportation costs low and avoiding the hassle of driving in busy city traffic.



Feedback

"Quick Ride is a very convenient bike rental app. The booking process is simple, and the bikes are usually available at nearby locations. The pricing is reasonable, and the app interface is easy to use. It helps a lot for daily commuting and short trips. Overall, a great experience!"

Thank you