

Uber

Description

Uber is a ride sharing company in over 450 cities. A location-based app that makes hiring an on-demand private driver easy. For riders, it is a convenient, inexpensive and safe taxi service. It allows one to hire a private driver for a door to door pick up and drop off service with the tap of a button on any smartphone device.

Users include anyone with a smartphone and credit card, who is even slightly tech savvy can use the app. Often people without a car, or after a night out would opt for this option. According to statistics online, the average users age is between 16-34 and a smaller number of users are aged between 45-64. Mostly users are urbanites coming from top income quartiles.

Riders use Uber as they find it cheaper than hailing a regular taxi. It is faster and picks you up right from your door. One can share rides and split cost making it even cheaper sometimes. Uber is available 24hrs a day which makes it more convenient for people working odd hours, catching flights or returning home after a night out. Even though there have been some issues in the past, Uber conducts background checks ensuring safety of their riders and drivers. They have GPS and their app allows users to share their rides with other people to be able to track their location. Urban dwellers who do not own cars and have to access to a range of transportation methods can also save money on the cost of a car by using uber. It can also be faster and cheaper for short distances sometimes.

Ubers visual identity and branding has a corporate feel to it that is not too approachable. Their revised logo, that of an atom is meant to resemble a “transportation network woven into the fabric of cities and how they move.” They respect different cultures and have tried to incorporate colours of various country specific designs to make the users more comfortable. They use high contrast between black and white for easy access and blue to indicate safety. This is consistent even in their illustration where blue is used minimally for helmet and other things indicating safety.

Visual Design

Uber uses the native OS and the visual design adapts to the phone being used, that is either Iphone or Android.

The visual design does support the product goals. Clearly understood logos are used and it is very straight forward. I do find some of the logos to be too busy taking away from the intended meaning or even unnecessary.

The easy to use and simple design does encourage user behaviour. However to book an Uber one has to stretch their thumb to the pain area of the phone instead of having easy access to it.

There is good hierarchy in typography distinguishing titles from subheadings and other unimportant information. They have achieved this by using difference type sizes and line weight. They use a cool colour palate making it more approachable for the user. They only use a warm coloured icon for a premium car. This approach is helpful in creating a stark distinction but also alienates it from the overall colour palate. Although most of the icons used are small in size yet effective some are confusing. The user needs to use the app frequently to understand some of the uses of icons which are then helpful and do contribute to the products goal.



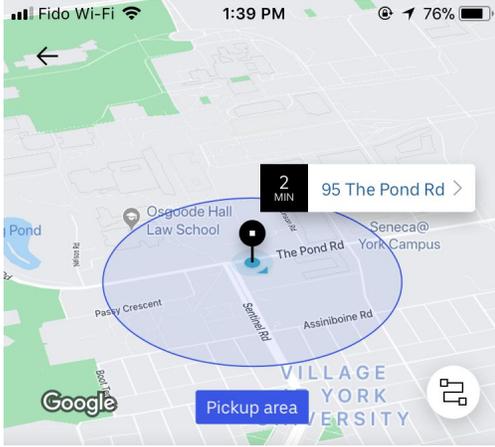
Usability

The navigation is easy to remember and is memorable if often used. Initially as well, it is easy to understand and navigate through the app.

The overall sequencing is intuitive. However there are elements of the app that do not need to be given emphasis, or at least not at the very beginning of that action.

The app is easy to use but certain interactions are annoying if that is not what the user wants to do right away. For example it will keep asking you to rate your ride whenever you open the app or it will ask the user to save

The Uber is great in doing what the users need. From the overall concept to the minor details that they have updated, it makes the users experience much smoother and more convenient. For example, users can now hold their phones up in a crowded street with a given colour for the ride to allow the driver to easily spot the user. They also allow users to schedule rides for a later period or even share rides and split costs.

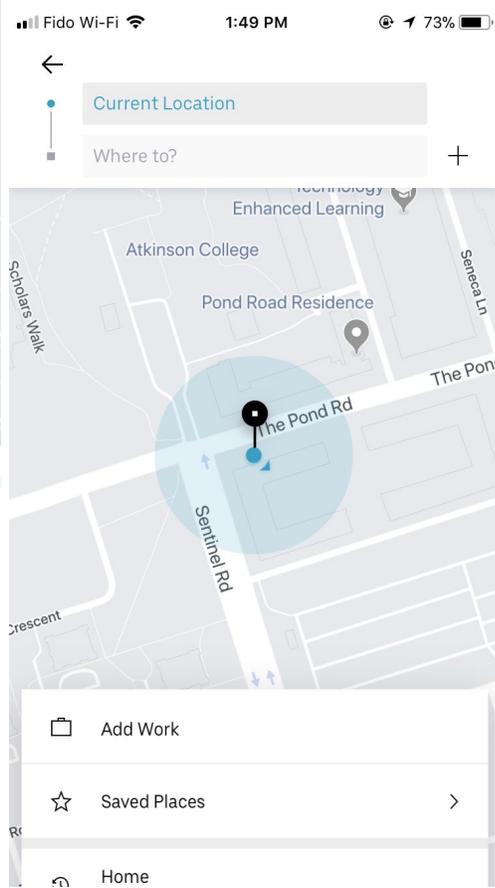


Economy Premiu
Shared rides with a short walk

 Express Pool \$22.65 2:18-2:33pm	 Pool \$28.31 2:15pm	 UberX \$38.22 2:10pm
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VISA 6021 1-2

CONFIRM EXPRESS POOL



Mechanical Turk

Description

Launched in 2005, Mechanical Turk is an online “crowdsourcing” marketplace run by Amazon. Its clients post work tasks on a dashboard that a “crowd” of independent workers can choose to complete, often for cents apiece. The work has been called micro labor, and the jobs, known as Human Intelligence Tasks, or HITs, range wildly. Some are tedious: transcribing interviews or cropping photos. The MTurk web service enables companies to programmatically access this marketplace and a diverse, on-demand workforce. Developers can leverage this service to build human intelligence directly into their applications.

They provide a on-demand workforce that is available 24hrs a day. The overhead and fixed costs associated with hiring and managing a temporary workforce can often be significant. By leveraging the skills of on-demand Workers from around the world, businesses can significantly lower costs while achieving results that might not have even been possible with just a dedicated team.

Visual Design

The website uses the basic Amazon colours along with various shades of blue. The overall design is not friendly and looks very corporate and old. I don't think they upgraded their appearance since 2005. The icon design does not match the other visuals such as the display picture. All the pages are very text heavy and users might not be interested in reading so much and would rather get what's it about right away. All the other links from the main website are not coherent. The main website page itself looks like three separate parts while scrolling as they use different design elements.

Navigation and Interaction

The website navigation seems straight forward but since I cannot use the features it is hard to say how easy it is to use. It is simple to switch from one page to another and navigate through the main information website. The same information is repeated on different pages making it pointless to even switch from one page to another. Overall it is a badly designed system in terms of utility, practicality and design.



Home Product Details Pricing How It Works Help [Sign in as a Requester](#)

Human intelligence through an API

Access a global, on-demand, 24x7 workforce

[Get Started with Amazon Mechanical Turk](#)

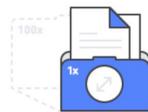
Amazon Mechanical Turk (MTurk) operates a marketplace for work that requires human intelligence. The MTurk web service enables companies to programmatically access this marketplace and a diverse, on-demand workforce. Developers can leverage this service to build human intelligence directly into their applications.



On-Demand Workforce

Available when you need it. 24x7.

MTurk provides access to a marketplace of Workers whenever your business needs them. MTurk can connect you to a variety of skill sets and capabilities via a global workforce that can help you to complete your work whenever and wherever you need it.



Elastic Workforce

Pay only for what you use.

One of the difficulties that businesses face is dealing with demand spikes for certain types of work. You may have one million images that need to be tagged today, or 100,000 new catalog entries that need to be validated, but only have that need once per month. MTurk allows you to get that work done easily when you need it, without the difficulty associated with dynamically scaling your in-house workforce.



Audio editing and transcription



Human powered translation services



Rating the accuracy of results for a search engine



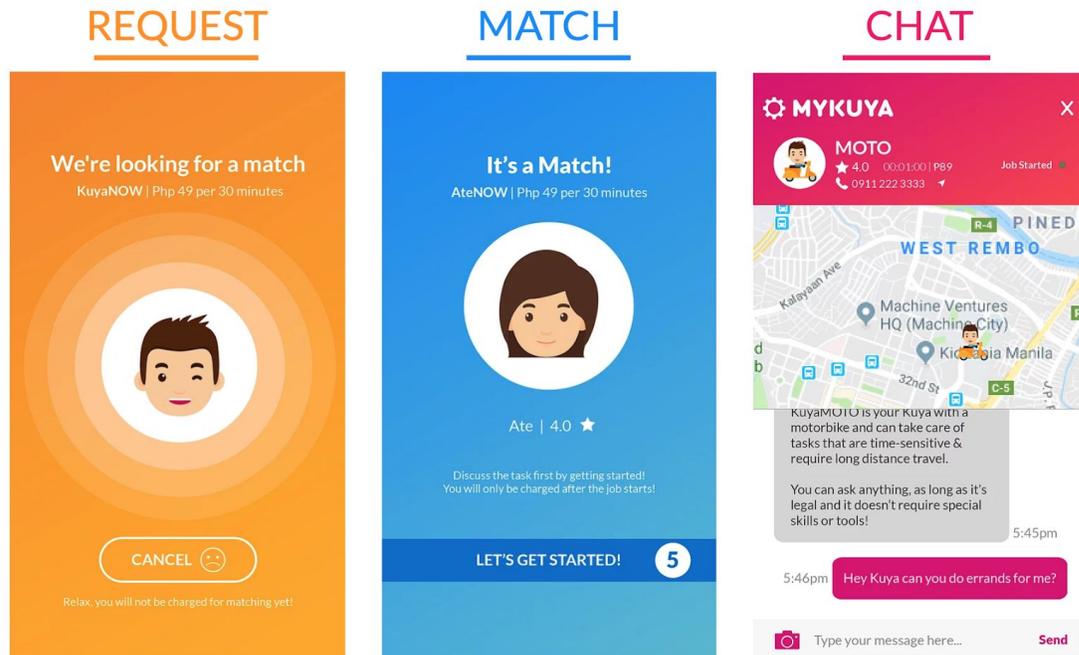
Categorizing information to match a given schema or taxonomy

Start Using Amazon Mechanical Turk?

It's easy to get started with Amazon Mechanical Turk. Create your first Human Intelligence Tasks in a few clicks.

[Get Started with Amazon Mechanical Turk](#)

MyKuya



Description

An on-demand service app where users make a request whenever they require errand assistance and connects them with partners who will take care of it! The app offers 3 different types of partners - AteNOW and KuyaNOW, women and men who can do tasks on foot, and KuyaMOTO, men who can do tasks on a bike. The requested tasks can range from menial such as standing in line or ordering food to more complex such as event personnel or cleaning services. The company's vision is to use MyKuya to provide jobs to millions of people in the Philippines.

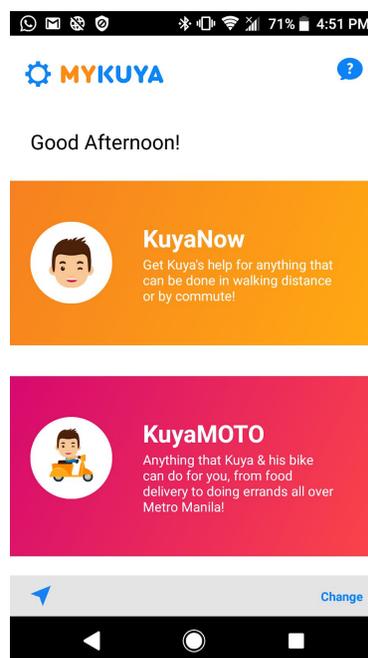
The company is based in the Philippines, thus they target a primarily Filipino audience. This can be obviously seen in the terminology used in the app; Ate and Kuya are Philippine terms used to address close older women or men. The services are used by companies needing large groups of people to do menial tasks such as packing or by individuals with a mobile that need simple errands run for them due to lack of time or resources.

A large advantage of MyKuya is convenience of service and relatively low prices. The prices of the service are 178 pesos for KuyaMOTO, 150 pesos for KuyaNOW and 98 pesos for AteNOW which all costs less than a Big Mac in the Philippines.

Visual Design

MyKuya uses a 2D, flat and minimalist style. It's design mainly features a map and a chat with a few pages resembling signal outputs. It utilizes native OS for the keyboard and map but have styled many of their elements (such as buttons) independently. Overall visuals seems bright and open, communicating a friendly atmosphere between the user and the partner. This helps establish trust and positive rapport between users and the service. As the main goal of the product is to connect users and nearby partners, these features are effective and symbolic.

The main colors of MyKuya are a bright color palette of orange, blue and red with some gradient. Each partner type embodies a different color. The company itself uses the colors blue and orange colors specifically. Blue has been known to represent communication and freedom which may be why it's a representative color. Ate and Kuya services are depicted as cartoon portraits. The portraits of the Ates and Kuyas are only differentiated by types of services or gender. This leads to less individual bias but perhaps a lessened sense of trust as users do not know what their partners look like.



Navigation

Navigation is quite simple. The opening page begins with a list of the partner types available for selection. Once a partner type is selected, the app immediately displays a map of all those partners nearby. After confirming the service with your location, it matches the user with a partner and establishes a chat in which the user can communicate their request. The partner will relay the approximate time it will take to complete the job. At the end of request, the partner will end the job and the user is given an overview of the time the errand took and how much they are being charged.

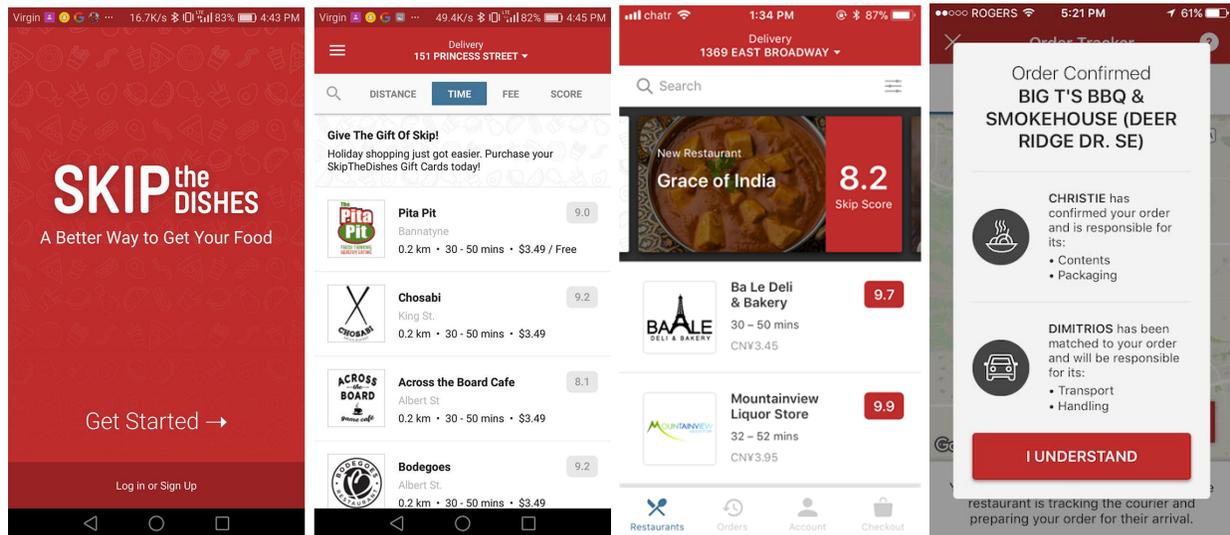
The idea for the app and the service, according to founder Shahib Shabibi, was based off of the idea of asking the 'Kuya' on the street to run a quick errand for you. Following this, what one would do is find someone nearby, ensure they are capable of running your errand, ask them to run the errand and then pay them once it's finished. The app follows the same sequence of steps with less searching for a person. Most of the decision making is reliant on the chat function which is sensible in a request based app and service.

Interaction

MyKuya's app connects users with their required partner types in their vicinity, matches and allows the user and the partner to communicate the terms of the request, and then allows them to rate their experience. All in all, this establishes a sense of trust between the user and the app and the user and the service. Additionally, from a shallow encounter with the app, it seems very straightforward and easy. Some functionality aspects such as the map and partner selection resemble the Uber app. They use small animations to make the user experience fun and enjoyable such as a pulsing signal when searching for a match and bouncing bubbles when chatting.

From the reviews on the Play Store, many users are satisfied with both the service and the app. Due to its relatively new launch and small team, the app has been experiencing bugginess. However, ease of use and straightforward navigation creates a seamless and convenient experience for users.

SkipTheDishes



Description

SkipTheDishes is an app that allows people to get food delivered on-demand. It offers a list of restaurants that offer delivery and the ability to order on-demand delivery, pay for and track orders. Other features include a ratings system, place setting specifications, a list of delivery menu options and the option to become a courier. The service enlists couriers whose main job is to pick up deliveries from restaurants and drive them to the destination.

The app is geared towards those who do not have the means to get take out but would like to have take-out delivered to their homes. This may be due to time constraints, circumstance, vehicular constraints, personal problems or even monetary problems. It may also be for people who do not know how to cook and are not willing to or able to go to a restaurant or food establishment. It's main demographic would range from young adults to seniors, however, it can be used by anyone with a means to pay for the cost and a mobile app. Younger children will have less use as they are more likely to have food provided for them. Seniors are also less likely to request delivery. Generally, older adults will know how to cook, however, they may find use in the app due to their busy or hectic schedules.

Delivery always allows services to be brought to the consumer rather than the other way around, making it overall convenient. The app only showcases restaurants that offer delivery so users are guaranteed a set of choices that could fit their delivery needs.

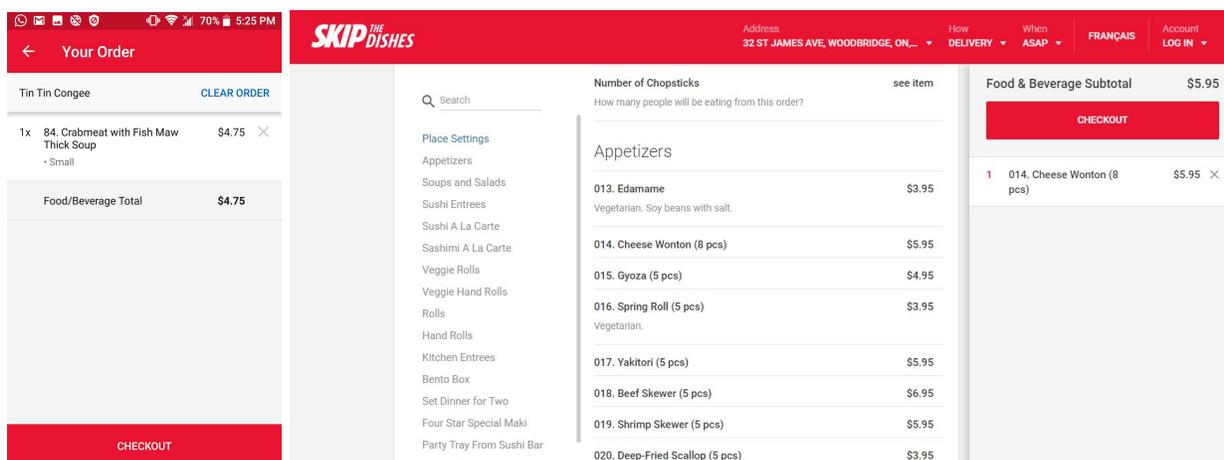
Visual Design

Overall, the visual design is quite bland and reminiscent of typical Google material design. As a result, it follows a native OS. Design elements are consistent between iOS and Android platforms. Restaurants are listed, almost menu-like, which somewhat relates the visual design to food. Other than that, there is nothing unique about the visual design.

The main color is red and white. Red is a color associated with urgency, warning and passion. Coupled with the italicized logo indicating forward motion, SkipTheDishes, does a good job at highlighting speedy service as their main attraction. Warm colours such as red, orange and yellow are also known to be related to food. Additionally, color is used sparingly and as markers for attention.

Restaurants listed initially provide five pieces of information; name of restaurant, restaurant logo, order options, lowest price of food item on the menu and a rating. The low price entices users to explore the menu. They highlight ratings and delivery times.

Navigation



The SkipTheDishes website does not differ that greatly from their mobile app, putting elements beside each other rather than having them pop up or slide.

The main app navigation comes from scrolling and clicking through the restaurant options, all gestures that mobile users are familiar with. There is a search function that provides preset options too. A hamburger menu is located at the top left of the header on Android phones to provide additional options such as account settings. They use

many common signs and symbols, especially those seen on Google Maps. Using a familiar design style helps users to easily navigate the app.

The mental model for ordering delivery is

1. Choosing what to eat and where to order from
2. Figuring out the order specifics
3. Placing the order (over the internet or the phone)
4. Figuring out payment (cash or card)
5. Waiting for the order
6. Receiving the order

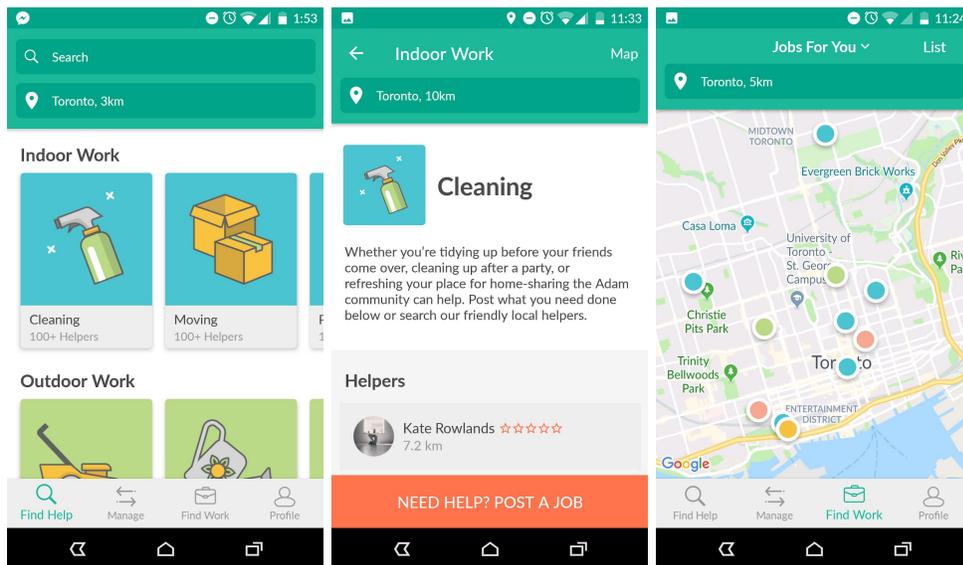
Upon opening, the app requests the user's location. This has automatically reduced the options for what to eat and from where. Choosing a restaurant will automatically bring users to Place Settings followed by the available menu. The foremost item on the menu are special deals. At any point, users can view their order and then checkout. After checkout, they are able to track their order, an advantage that normal delivery methods does not offer.

Interaction

The overall interactive experience of the app is easy. There are no surprising microinteractions, only screen slides. The app itself allows users to know what establishments order deliver along with the menu and cost. It's a centralized app for almost all ordering needs to various restaurants, thus giving them the flexibility to order food remotely and on-the-go. Unfortunately, multiple restaurants cannot be taken in the same delivery order. Although users will be able to browse their options, they must still go through the ordering process multiple times should they want to order from more than one restaurant.

According to user reviews, the app sometimes offers items on the menu that the establishment does not actually have. There are often times when orders get mixed up. This may be on the fault of the system that is receiving orders or the service itself. The app informs users automatically of when restaurants are closed for delivery, giving users crucial decision-making information right off the bat. Simple navigation makes for a seamless UI and UX experience.

Adam Helps



Description

Adam Helps is an app that connects users looking for help with small jobs (ex. Cleaning, moving, repairs, gardening, pets) with people looking to work. If a user is looking for help, they select which of the main categories their job falls under and set up a posting with a description of the job details, the date and time, and the pay they are offering. Users looking to complete jobs can then apply for the job and wait to become approved. Users can communicate with one another using the chat function within the app.

Users include people looking for help (ex. Seniors, parents, disabled, small business owners) and people looking to complete jobs (ex. Working part-time, unemployed, volunteers). People looking for help may be unable to do these jobs themselves because they are physically unable or don't have the time. They may also prefer to name their own price and deal with individuals instead of companies. For short-term work, it's not necessary to go through a formal hiring process. People looking to complete jobs may be only looking for short-term work or a quick way to make cash without formal training.

Visual Design

Flat colours, rounded line icons, what appears to be one sans serif font used throughout, slight shadow under panels but flat graphics for the most part. The logo has a gradient background which doesn't flow too well with the rest of the app. OS is

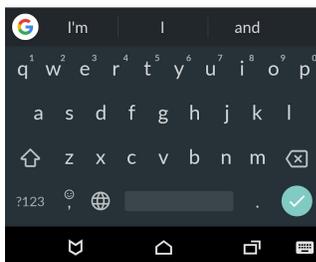
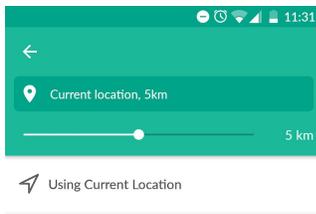
independent. Colours and icons create a fun and friendly look which can make the app come across trustworthy. Graphics for job categories are colour coded and the pins on the map match which makes them easier to identify. “Create Job” page has a lot of redundant text that crowds the page, makes reading more difficult and makes the form look more tedious than it actually is.

Navigation

When I first downloaded the app, there were just 3 buttons in the bottom navigation bar (Find Help, Find Work, Profile). Once I applied for a job, a “Manage” button was added in. If a user browsed the app for a while before posting or applying, this can disrupt what they have already learned. Greater separation between “Find Help” and “Find Work” may be more effective (ex. Having them as “modes” within the app). Users are most likely only on the app for one or the other so either way, having both buttons on the bottom navigation makes one most likely useless and taking up prime real estate.

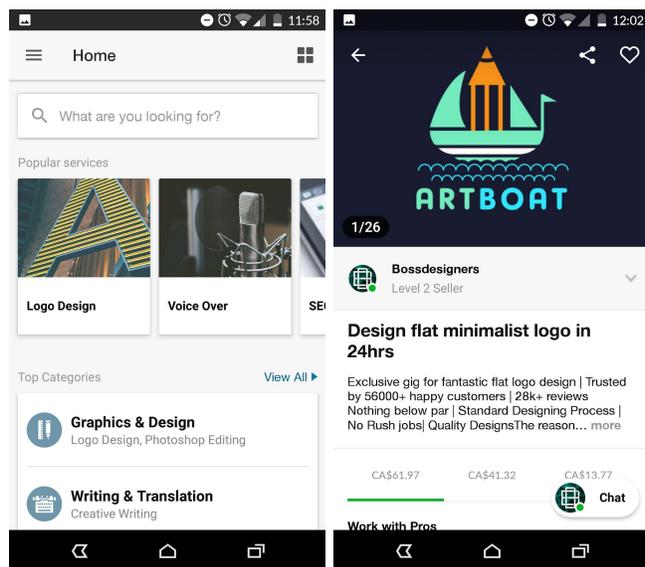
Interaction

It is very easy to find what you’re looking for. I noticed jobs posted where the date/time for the job had passed. So it seems the app doesn’t automatically remove expired postings which may lead to crowding. In the “Find Work” map, I found toggling distance to be not very user friendly. You have to go to a separate page to change the range you’re viewing. It would be more effective to show it visually.



There is a rating system which is essential for an app like this that's built on a sort of trust system. However, it doesn't seem like users are encouraged to leave reviews because, after browsing multiple profiles, I haven't seen a single one. User profiles are quite short and I was not prompted to complete it upon signing up. Including details such as languages spoken, certifications, licenses, and equipment available could be useful for someone looking to hire. The search function on the "Find Help" page doesn't seem to do anything. I'm not sure if it is meant to search for specific users or sub-categories of jobs. User profiles show if they have been inactive for more than a week which can help people looking for helpers avoid people who are more likely to be not responsive. Users can choose to be notified of new messages, reviews, or job updates.

Fiverr



Description

Fiverr is a marketplace for digital freelance services that start at \$5. The company first launched a website and followed with the app a few years later. Categories of services on Fiverr are design, digital marketing, writing, audio, programming, business, and lifestyle.

Users include freelance workers (ex. Designers, voice actors, writers, virtual assistants) and people looking for freelance services (ex. Business owners, other creatives). Freelance artists may use the app because it's a streamlined way to get clients and it's easier than handling invoices, contracts, etc. on their own. People looking for freelance services may use the app because they prefer to deal with individuals over companies or because service is faster with many promising delivery of the final product within 24 hours.

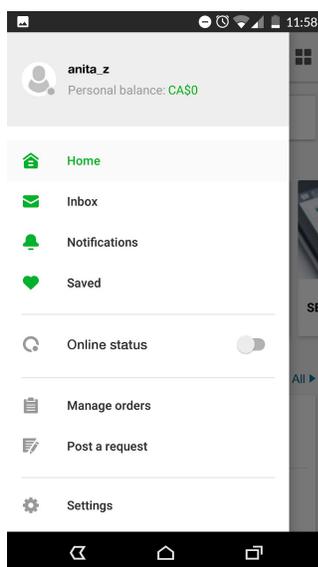
Unlike Adam Helps, it is the user looking for work creating the postings (called "gigs"). Users looking for services can browse the gigs by category and each gig page displays details of the service, images depicting the service, and reviews from other users. Many gigs offer different tiers of service that range from \$5 to hundreds of dollars for add-ons. Once the user finds a posting they can purchase and communicate with the freelancer via the chat function within the app.

Visual Design

Overall visual design is quite bland. The colour palette is mainly white and light greys but bright green and muted blue are used as accent colours. The app contains lots of photographic elements and a few minimal icons for navigation. Because there is a lot of focus on user uploaded photos that don't appear to follow any guidelines, there is not much visual flow. Text hierarchy can be a little better. OS is independent.

Navigation

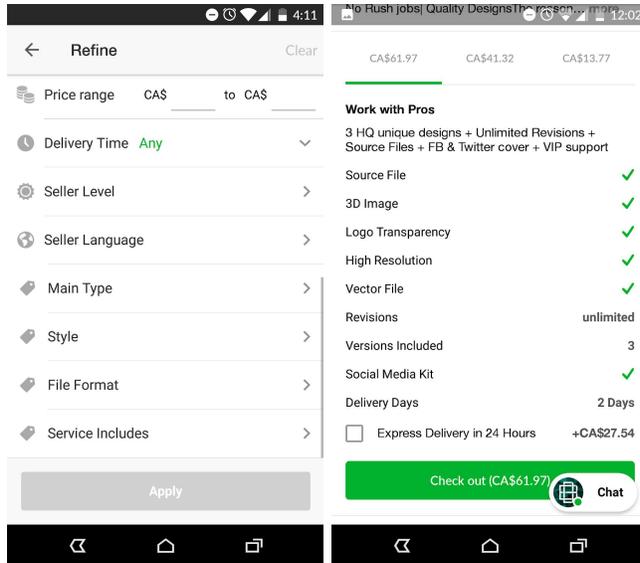
Navigation includes a navigation bar fixed to the top of the screen and a hamburger menu overlaid the left side of the screen. The links in the hamburger menu are organized in a way that makes sense. Having the search bar fixed to the navigation bar at the top of the screen is also useful. The process of finding a gig starts with broad categories then goes into specifics. For example: graphic design > logo design > filter by price, style, delivery time, etc.



Interaction

The process of purchasing a gig is very clear and easy to follow. Sellers are able to specify what details they need from the buyer and the buyer is required to input this information. Gigs very clearly outline what the buyer will receive, including number of revisions and file formats. The gig page is a little crowded by "Recommended for you" and "Recently viewed" sections. Users are able to filter gigs by price range, delivery time, and seller level which makes it easier for them to find what they're looking for. The detail fields of each gig is tailored to the category they belong in (ex. Voice over gigs

display word count, Wordpress includes number of pages, illustration includes number of figures). It seems that a lot of consideration has been put in the ensure smooth transactions.



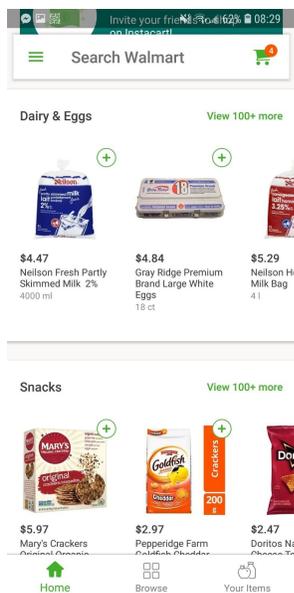
Instacart

Description

Instacart is an app designed for people who would like to save the trouble of going out to the grocery store to do their groceries, and have their product delivered to them within a day instead. The app makes use of the user's location to suggest grocery stores that utilize Instacart, and stores that they may already be visiting. It's necessary to create an account to be able to get groceries delivered to one's home. This app may be useful for people with busy schedules, or people who are unable to make it to the grocery store. This app would also be good for older people who can't purchase many groceries and take their purchases home themselves. Instead of having to go out to purchase their food, Instacart would make it easier for them. This also applies to individuals who are disabled and cannot go out to purchase their groceries.

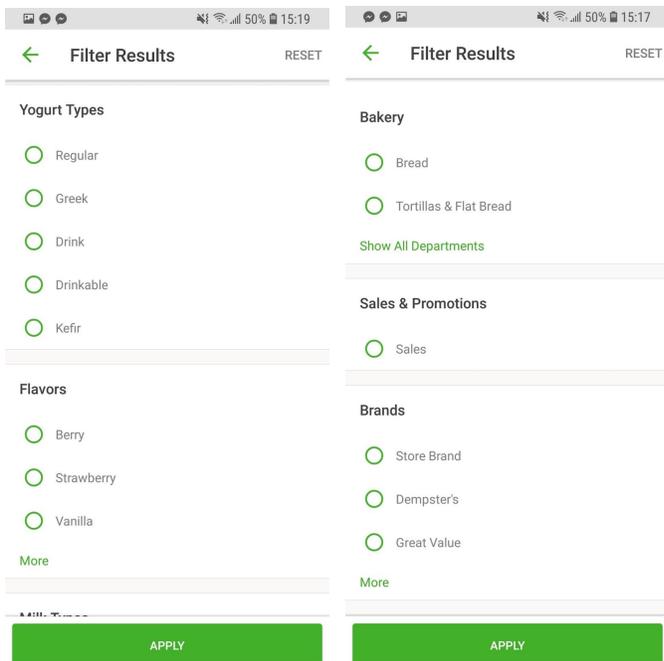
Visual Design

The app follows its own independent OS on Android, while following the native iOS versions. The interface is divided by rows which display the grocery store's products by each category. Users can scroll up and down to look at different categories. Within the rows, users can scroll horizontally to look through the different products. This layout acts like a virtual grocery store, with the different aisles for the different categories of groceries. There is also the option for users to go in to the categories and look at more items in a different page. This makes the app's navigation intuitive, learnable, and memorable. It also follows the intuitive mental model of going through a grocery store; it's a grocery store digitized.



Navigation and interaction

The app features a search bar for users to search for specific products. Upon searching, the app displays exactly what a user searches for. There is also the option for users to filter their searches by the store's departments, by sales, by brands, and by nutrition. These filters also change by the product that the user searches for. For example, when searching for yogurt, the categories are tailored for yogurt specifically, and include filters like yogurt types, flavours, and milk types. Filters like these are especially useful for people who are grocery shopping and have dietary restrictions. It's obvious that the app designer was thoughtful about what grocery shoppers may want to filter their searches by. If this was applied to another shopping sight, it wouldn't make much sense.



Another thoughtful feature of this app is the option to form a group cart between users. A group cart is essentially a grocery cart that's shared between users. This feature would be great for people who live together and would like a say in what needs to be bought during grocery shopping. There isn't much to say about the group cart other than the fact that it considers the "families and friends" aspect of grocery shopping, and makes the idea of online grocery shopping easier for the users. Instead of having to go out and ask what a family member might need, users can just grocery shop together.



In terms of visuals, the app is pleasant. It follows a very minimal colour scheme, using only green and white. Green is used for app functions and icons, while white is the background. The product images are also very clean and big, which may make it easier for users to actually find what they're looking for. The typography is small, but is visible. The words do not cloud the user's view, which is helpful; users can shop visually. With its minimalism, the user isn't distracted by anything other than grocery shopping. There is no screen clutter, and the spacing between every element is perfect.

Instacart is easy to use, and there are no extra features that may confuse a user; it does exactly what it's meant to do.

Letgo

Description

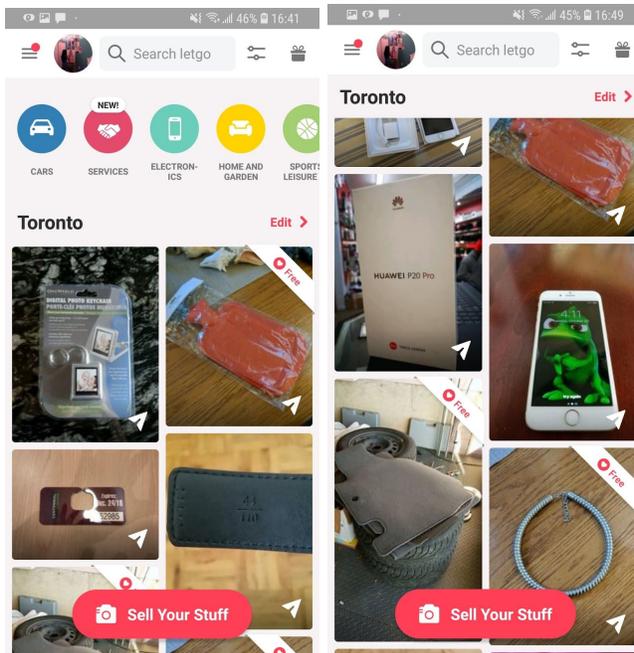
LetGo is an app designed for people who would like to “let go” of items they may have sitting around at home as soon as they can. This app may be useful for anyone who is moving and may need to let go of a few items, or for anyone who would like to make some extra cash by selling items they no longer want. This app is also useful for people who run small businesses and would like to advertise their services. The company prides this app on users being able to generate a sale immediately. A feature of this app that’s tailored to this claim is the ability for users to instant message sellers. Sellers get these messages immediately, and would likely respond immediately too. The entire app is pretty much a user-run marketplace.

Visual Design

Upon immediate visit, the visual design of this app is cluttered and messy. It follows an independent OS between both Android and iOS devices. Although it’s ugly, the app does get across its goals. The first thing that users see is a feed of a bunch of unrelated images of all sorts of things that are on sale. The images are all taken by the apps users, so although there is an inconsistency in the images, they still relate to the “user-run” marketplace. However, the images do more harm to the design of the app than good. Also upon first visit, users see a row of categories at top the screen. These might’ve been good functions to have initially, but when clicking a category, users are sometimes faced with items that don’t necessarily relate to the category. This is due to the fact that the app is user run, and users may categorize things wrong.

A search bar can also be found at the top of the screen. There are filters that help a user search for something specific and within their price range.

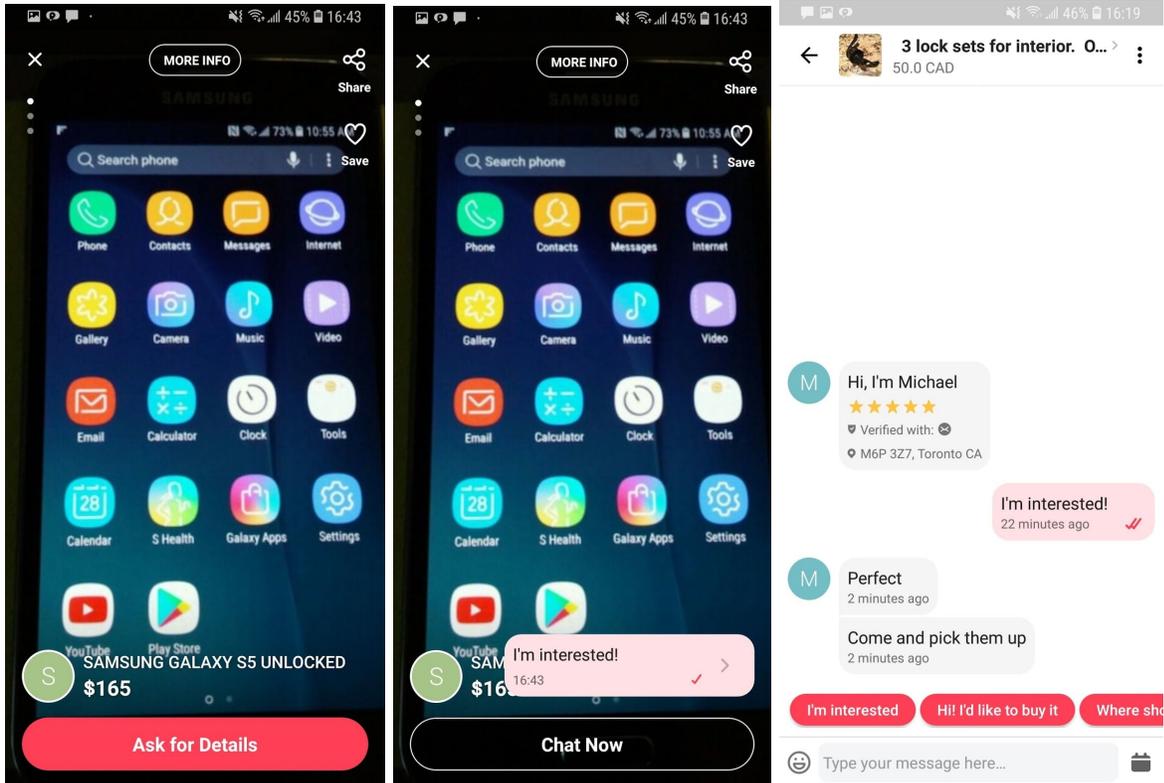
Other than the user uploaded images, other design choices to comment on are the icons. On the bottom right corner of every image, there is a plane icon that, once clicked, immediately sends the seller a message saying that you’re interested in the product. At first click, this was startling. Users who are new to the app may not realize this and may not want to message a seller immediately before looking at the details of the product. This icon might not even be necessary, as there is a function to message the seller after clicking on the image. The other icons in the app are fair, as they do what they must (such as the icons for the categories).



Navigation and Interaction

When users click on an image of an item that's on sale, they can scroll up to see more of the same product, or swipe left and right to see related items that are being sold by other users. Users can also scroll down to see information about the sale of the product, but the transition is unintuitive, as the information comes from above the image and not below it. The previous functions are also not very intuitive, as users are more likely to swipe right and left to look at more images of the same product, not a different product. These navigation choices do not bid well for how memorable and learnable it is to navigate the app.

If a user would like to purchase an item, there's a big red button that says "ask for details" at the bottom of the screen. As soon as a user clicks on the red button, a message is sent to the seller that says "I'm interested!". This interaction may be a turn off for some users, as saying "I'm interested" might suggest something that's not true. Users who click the red button may just want details, not necessarily want to purchase the item.



In terms of following a mental model, this app does so weakly. Yes, it's straightforward to look for an item and purchase it. However, all the little ways that users have to learn in order to use this app become messy and forgettable.