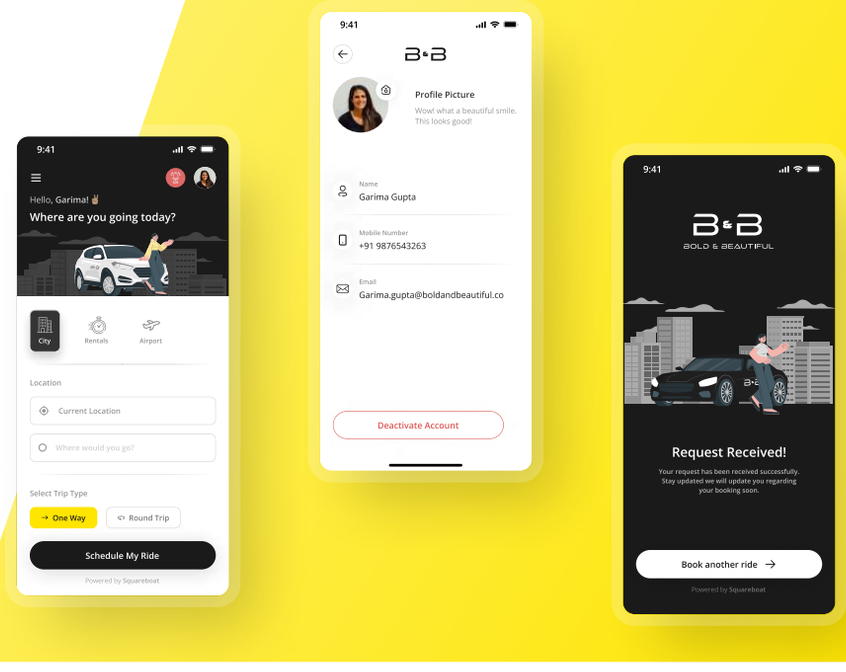
Rotate your phone for a better experience/view

GRID DESIGN
by squareboat

B&B

Bold And Beautiful

B&B offers women a safe and convenient way to book cabs, rental services, and airport rides. We prioritise security and comfort, in every journey.



Work we did.

MOBILE APP

Tools we used.

FIGMA

Overview.

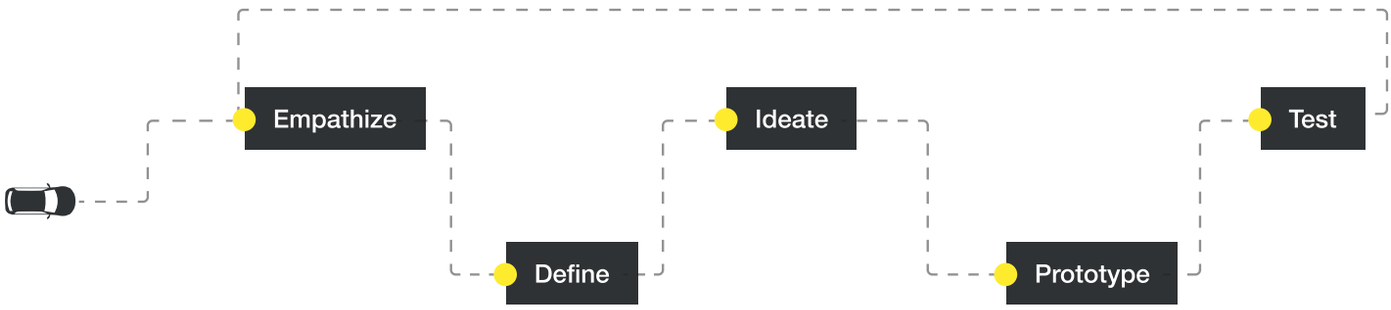
Bold and Beautiful is a premium cab service booking application operating in the Delhi NCR region. Catering exclusively to women, we provide a range of convenient options, including city rides, rentals, and even airport rides. What sets us apart is our commitment to safety, with all our cabs exclusively driven by verified female drivers. Experience the perfect blend of security and comfort with Bold and Beautiful for all your transportation needs.

THE OPPORTUNITY.

Designed a user-friendly taxi booking tool prioritising women's safety, offering the utmost security for a worry-free travel experience.

DESIGN RESEARCH

Design thinking method in finding the right solution to a problem through a human-centred approach.



Qualitative research was conducted to understand why and how decisions were taken

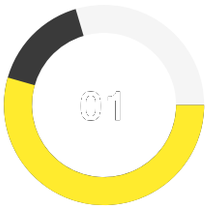
01 Can you describe any pain points or issues you've encountered with existing cab apps?

02 Are there any specific app functionalities or features you'd like to see that aren't currently available in cab apps?

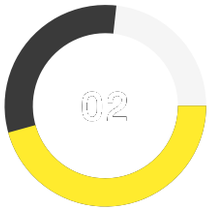
03 What safety features or measures do you value in a cab service app?

04 What features do you find most important in a cab service app?

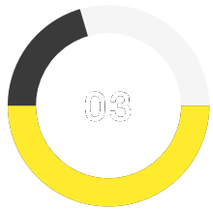
Quantitative data summary



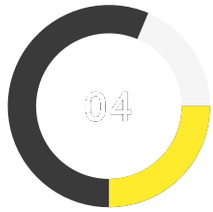
- 52% Yes
- 15% No
- 33% Not really



- 42% Yes
- 35% No
- 23% Not really

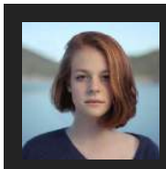


- 50% Yes
- 22% No
- 25% Not really



- 25% Good
- 55% Bad
- 20% Can't say

User personas were created to empathise with the end users



Kalyani Agarwal
IT Professional
26 years old
Delhi, India

"I have a passion for road trips, and car rental services play a significant role in making them possible. However, finding a truly satisfying experience among the available services can be quite a challenge."

Personality

Observant

Ready to learn

Tech friendliness

Motivation

Kalyani being a travel junkie likes to go on trips frequently. Apart from that, she loves car rides, and hence loves renting cars whenever she embarks on a new journey.

Goals

- Wants an easy-to-use online/ app platform for quick access to rental services.
- Detailed information about the car and the driver should be available so that she can make a better decision while booking.
- User friendly interface that has a lower learning curve and features should not be very scattered.

Pain Points

- Long waiting time.
- Less or no detailed information about the car or driver.
- Bad User Interface with scattered features, steep learning curve.

We created a **customer journey** to assess the needs and behaviours of users as they engage with the product

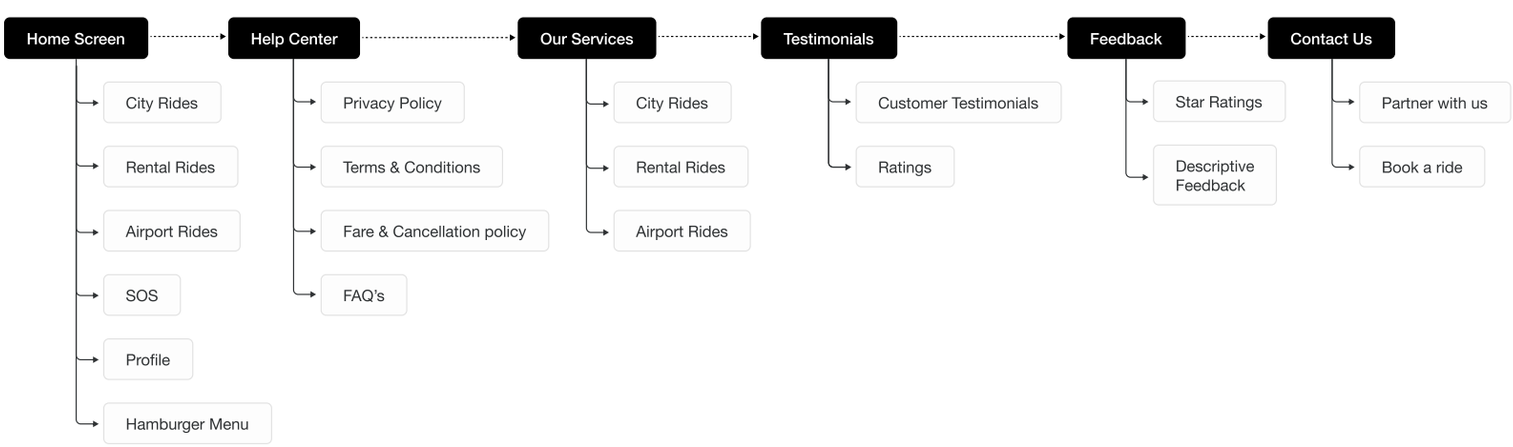
User Persona
Kalyani Agarwal
26 years old · Delhi

Kalyani wants to book a rental cab for the upcoming weekend. She wants the car to be in good condition and also at a reasonable price. She would highly appreciate a good variety of payment methods.

Flow **Research** › **Decision** › **Booking** › **Payment** › **Booking Confirmation**

Touchpoint	Wanted to go on a road trip, therefore looking for a self drive car on rent on the app store.	Went for the SelfDrive app, downloaded and installed on the phone.	Onboarded the app. Start entering the location details and selecting the time locations and start exploring available cars.	After deciding on the vehicle he moved to the payment page and looked for the available payment methods.	After completing the payment the booking confirmation page came with all the booking details, which the user is re-checking.
Thinking	• Confused after looking at all the options. • Stressed which will offer the best service	• Will the app work for me? • Will the app provide the best experience?	• Will I get to select booking time for all over the day? • Will the car I want be in good condition?	• Will the payment method that I want be available or not? • Will the transaction go smoothly?	• Finally the booking completed and now I can do the road trip over the weekend.
Feeling	😐	🤨	😌	😑	🙂
	• Confused	• Intrigued, Worried	• Relaxed	• Tensed	• Happy, Relaxed
Pain Points	• Finding a good way to know which app is good. • Better way to identify the major features of the app	• Doubtful about the decision • Ensure if he will get a good deal or not.	• Cautious about if the cars will be available or not on the desired dates.	• Tensed if the payment will be successful or not.	• What if the booking will be canceled, will there be a refund? • What are the policies?
Expectations	• A good app that provides a good experience and service.	• The app's experience should be great, Hope it is not complicated or cluttered.	• Hope he can see more details about the car's condition.	• A much simpler and easy to understand payment screen.	• A much more detailed page of the confirmed booking.

We created **information architecture** to build the content structure and facilitate seamless navigation.



DESIGN SYSTEM

Typography and **colors** used

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Regular **Semibold** **Bold**

#1A1A1A

#FFFFFF

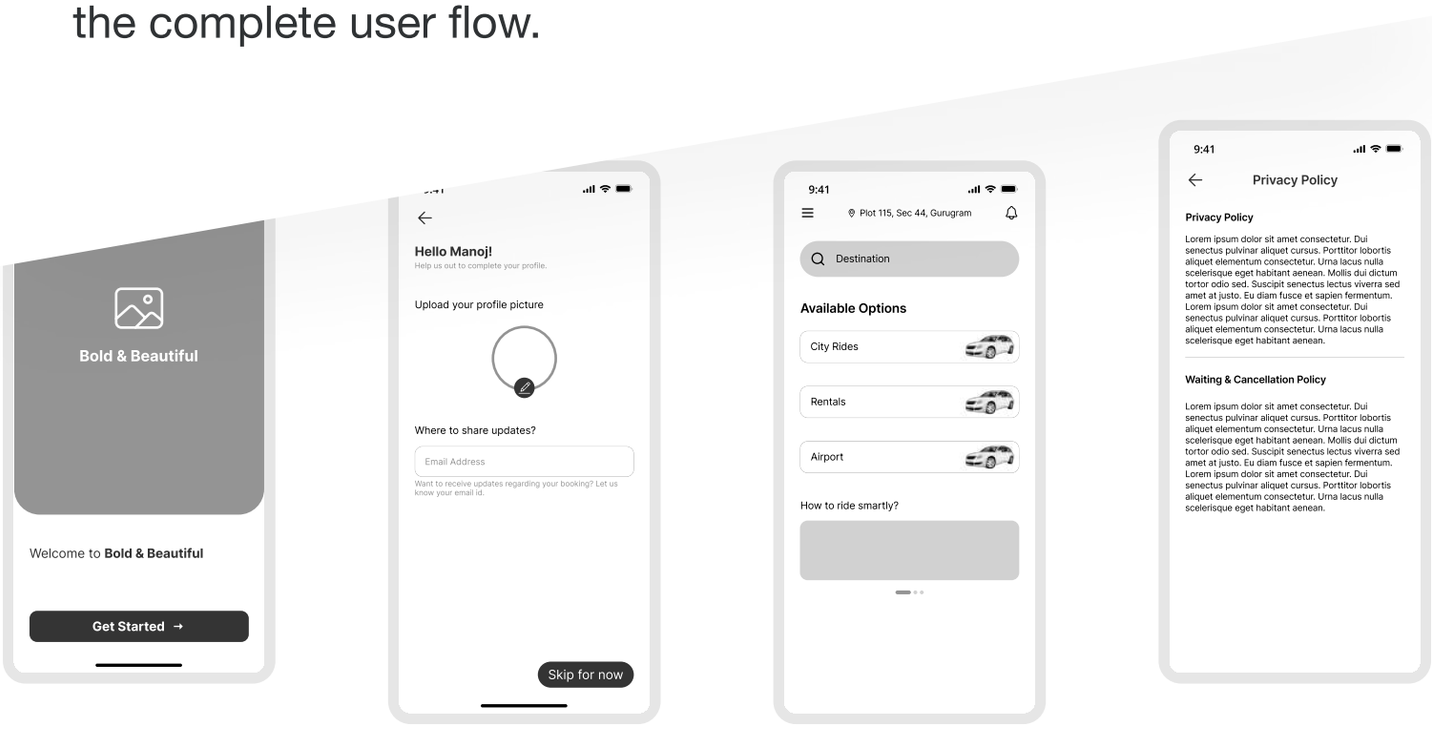
#FEEA2A

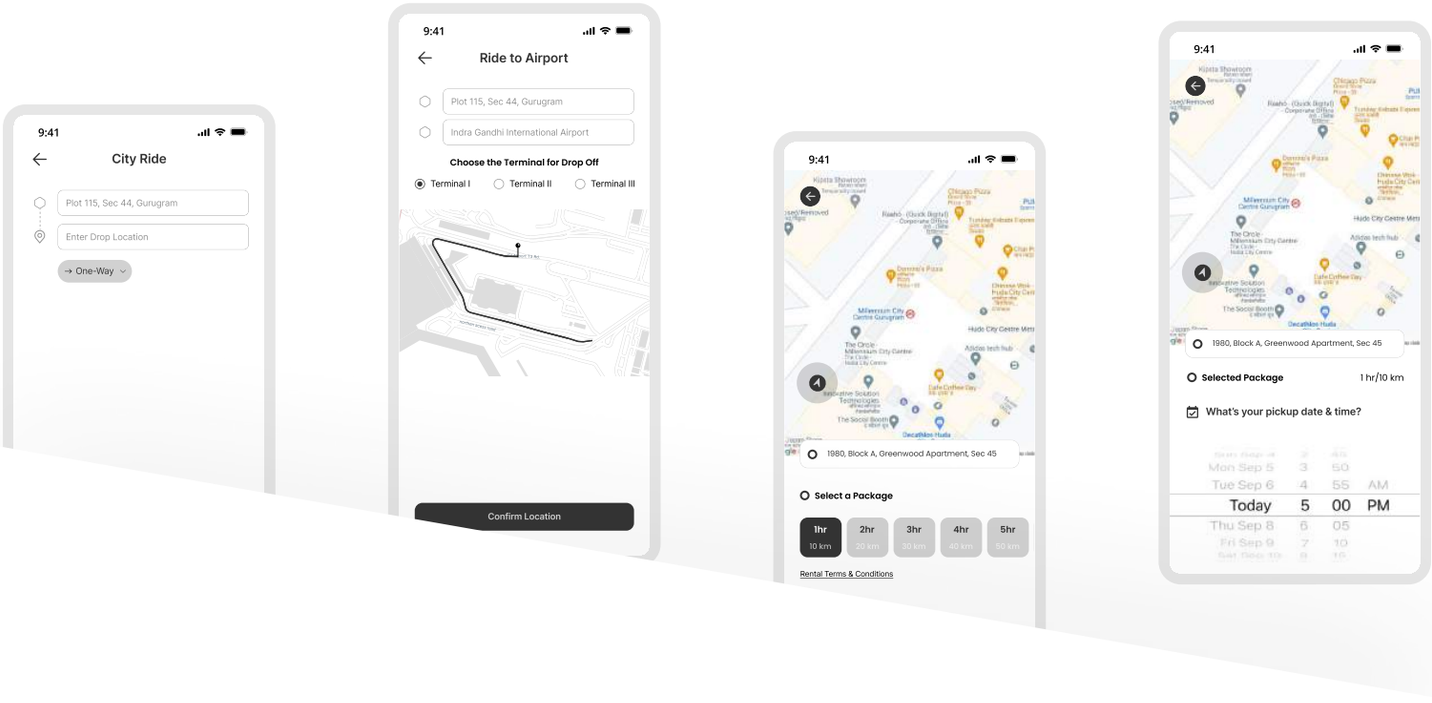
#343434

#949494

WIREFRAMES

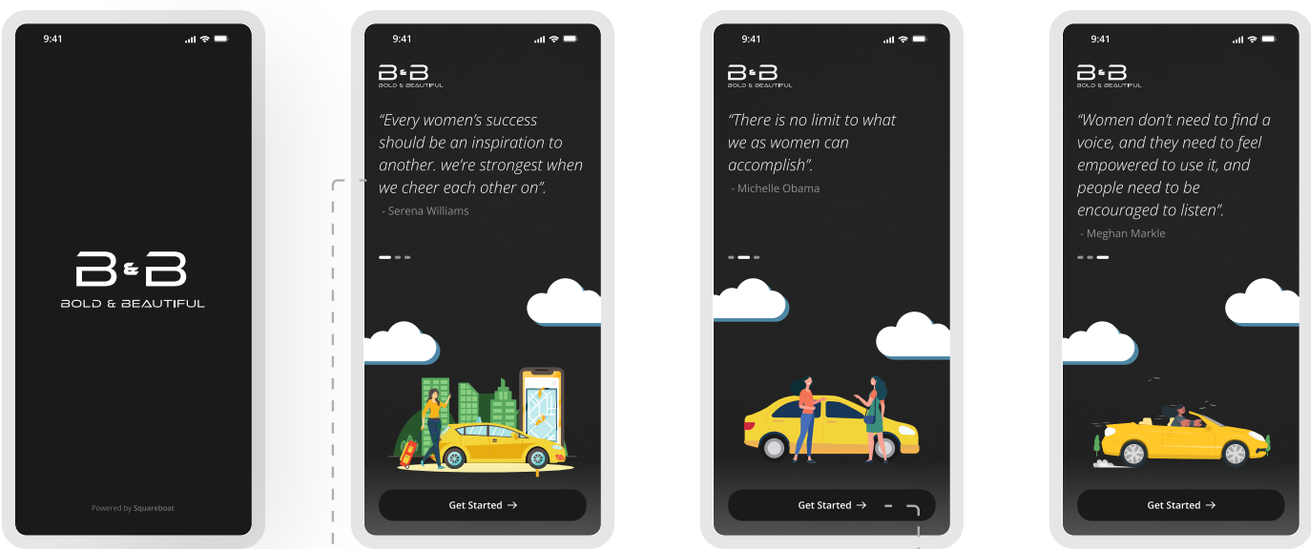
Wireframes were created to obtain a general idea of the complete user flow.





UI SCREENS

Onboarding helps the user understand the app's key features



01

Slider Interaction

Slider interaction feels more intuitive for the user to view and move to the next card.

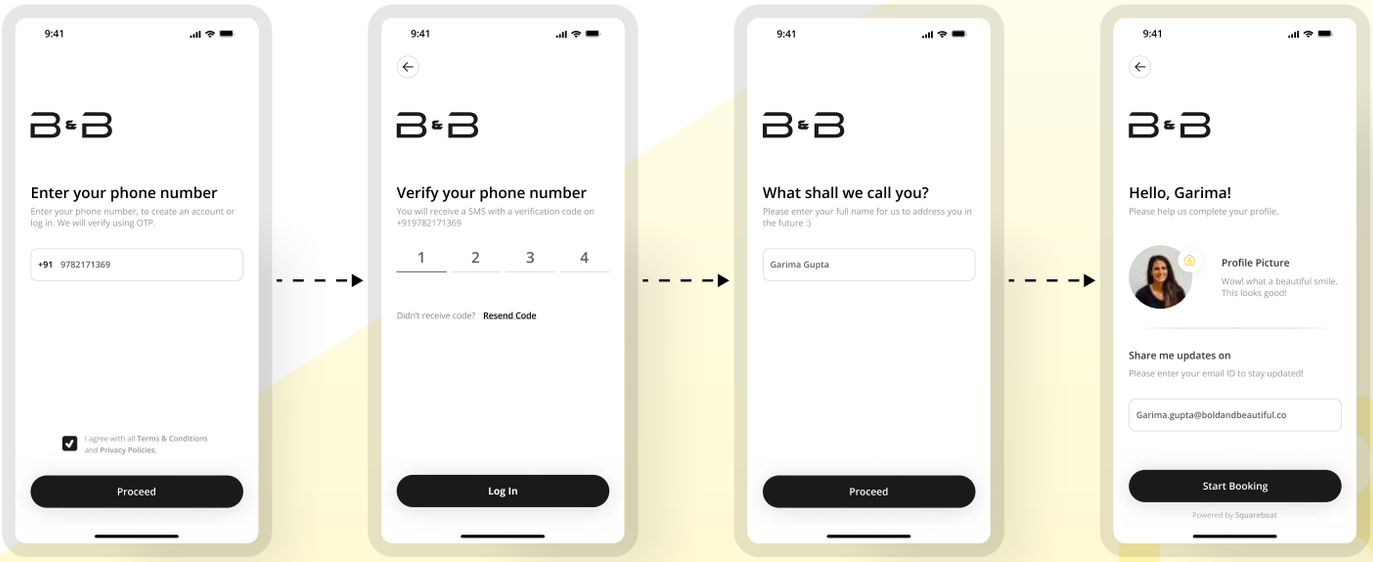
02

Get Started

Get Started option is always accessible to user.

A good **login/ sign up** helps the user to quickly onboard the app

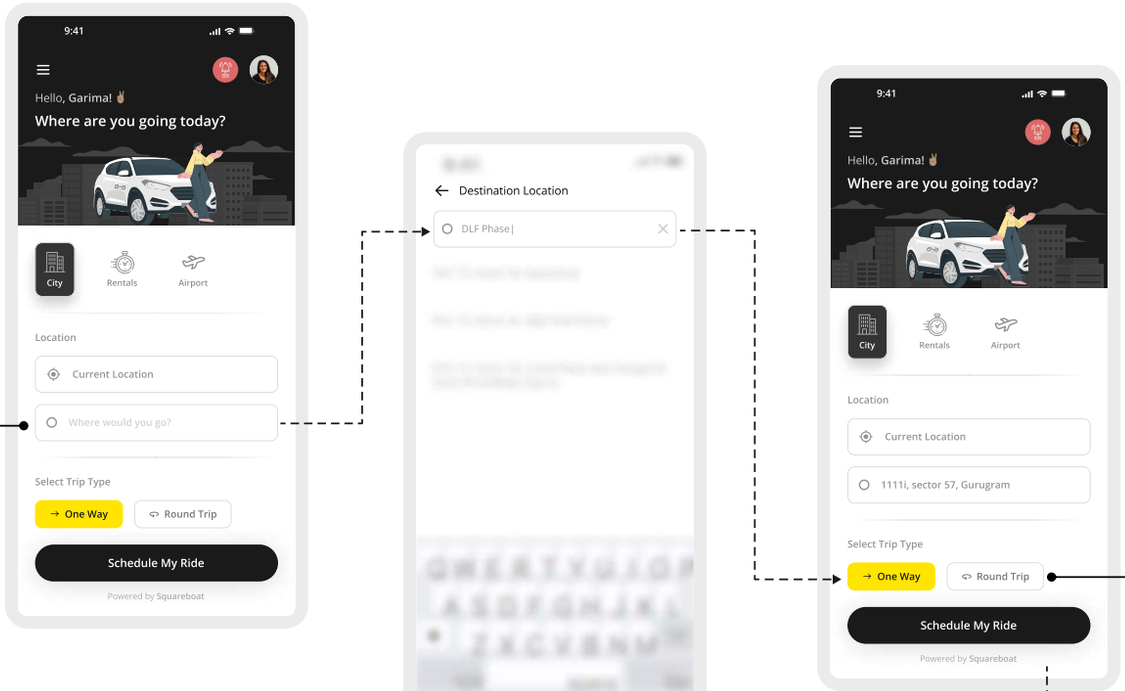
Our smooth login process employs an OTP method for swift access, followed by username and profile input.



Do cab **bookings** in just a few clicks and in an intuitive manner

Buckle your seat belt! We are finding the best cars in town for you.

Planning for a journey and selecting the location and time is simplified by letting the user choose the type of ride among three options. He/she/they can then choose the pickup and drop-off locations accordingly.



01

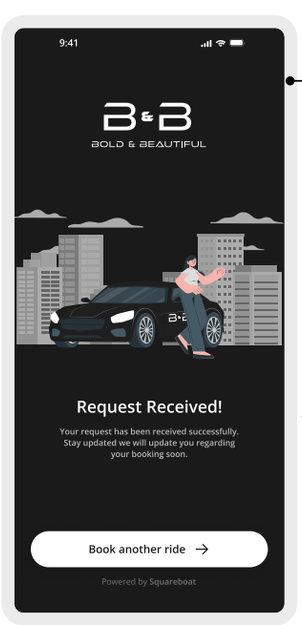
Destination Location

Select your drop off location by just selecting destination using map.

02

Select Trip Type

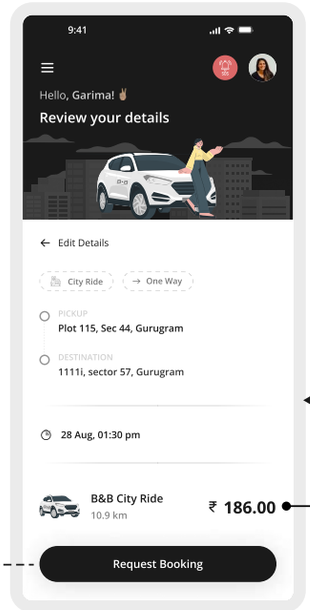
Select your preferred trip type whether one-way or round trip.

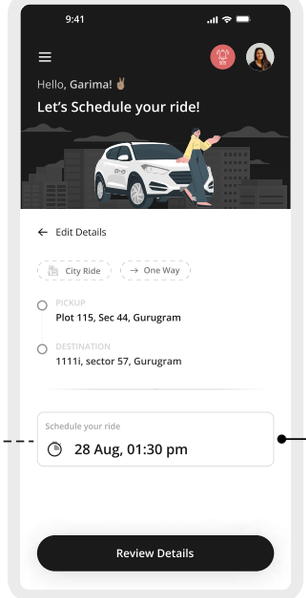


05

Ride Confirmed!

Your ride has been successfully confirmed and you will be receiving notifications regarding it on your verified mobile number.





04

Price & Info

Cross check all the details entered and also the price for your ride.

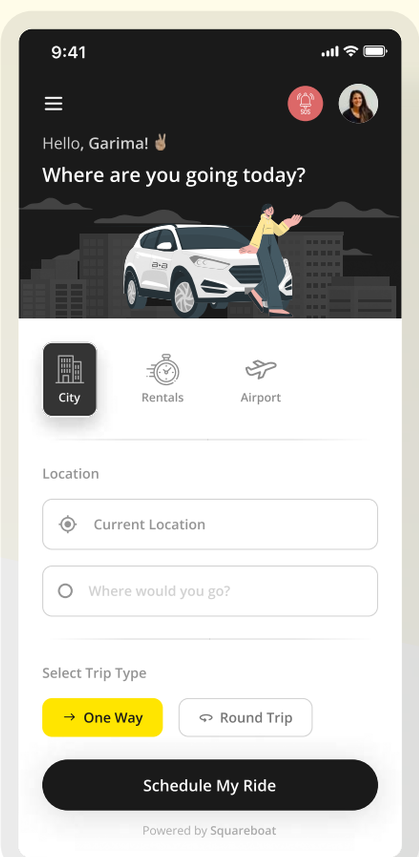
03

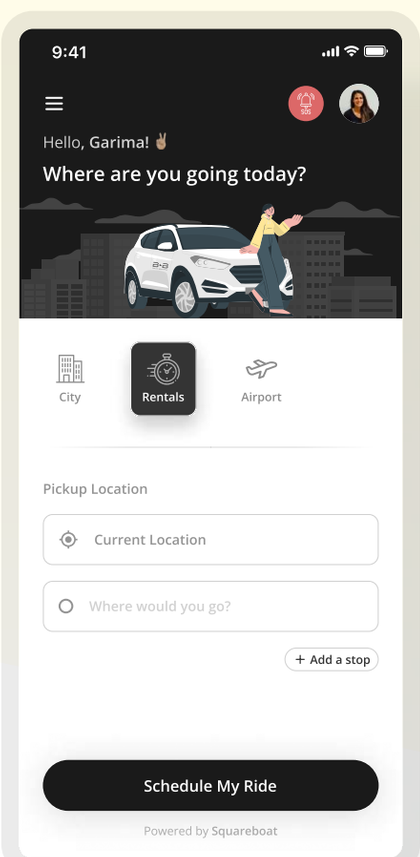
Schedule Ride

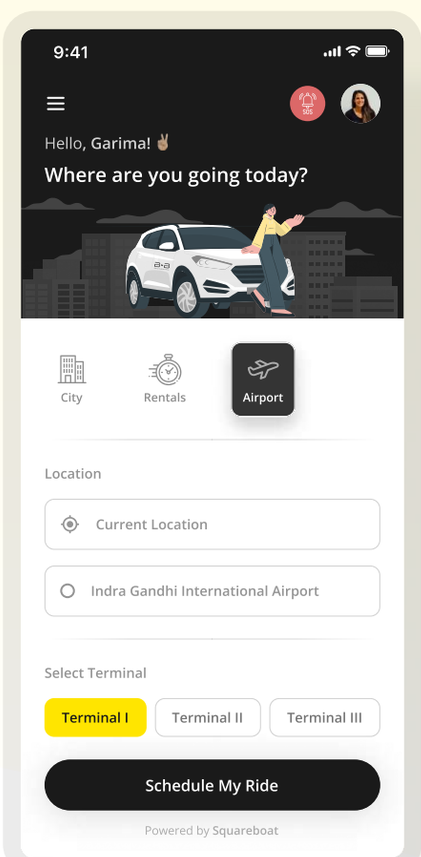
Schedule your ride by just selecting your preferred date and time.

3 Features to book cabs and ride anywhere.

The home screen covers three main features to book cabs including City rides, Rental rides and Airport Rides.







squareboat

We at Squareboat build beautiful, scalable and feature-rich web and mobile applications that solve real customer problems.

Contact Us

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We are creative hooomans who are obsessed with crafting seamless digital experiences that affect the lives of our users whilst sipping a lotttt of coffee!

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