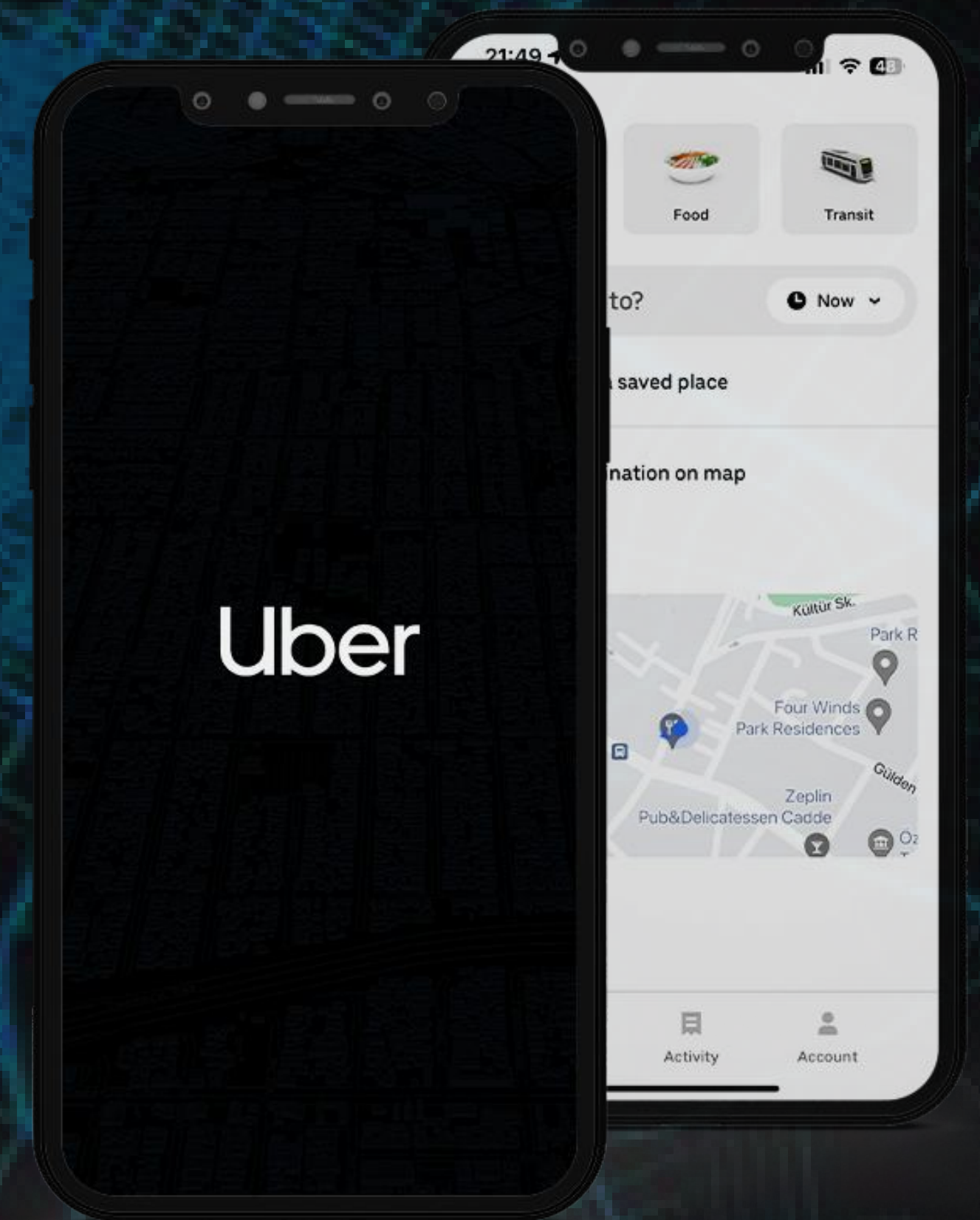


Heuristic UX Writing Analysis of the Uber mobile app

Elif Güngör



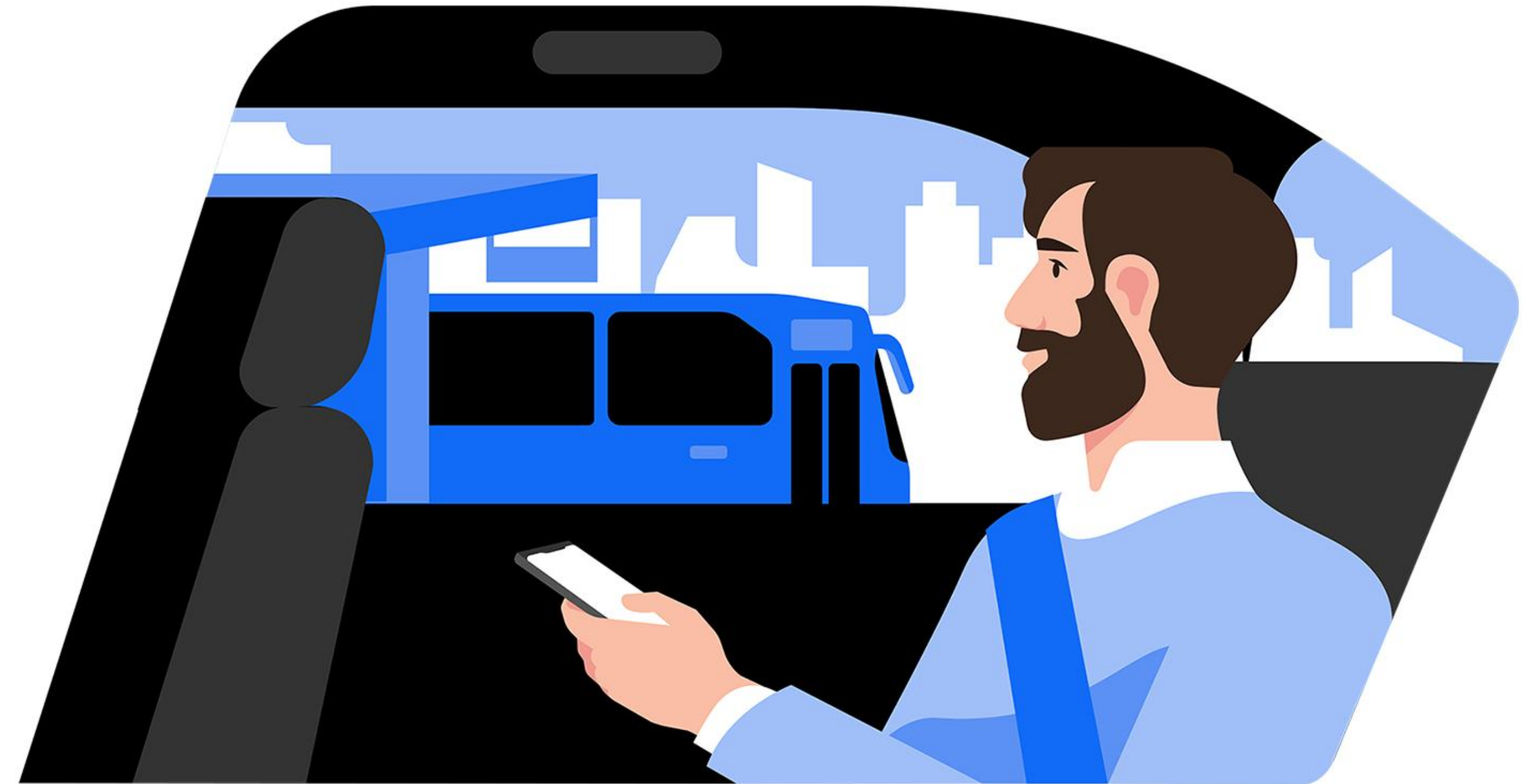
Introduction

The aim

This analysis aims to evaluate the UX writing practices of the Uber mobile application in the context of widely accepted usability heuristics and offer suggestions for a better user experience.

The scope

The scope of the analysis is limited to examining UX writing related components found in different user flows inside the Uber mobile application available in Türkiye.



Heuristics Criteria

To conduct a heuristic UX writing audit for Uber, I've utilized the following guidelines:

The Voice & Tone of Uber

The Voice & Tone of a brand is crucial for UX writing as it's a guideline for maintaining consistency throughout the product.

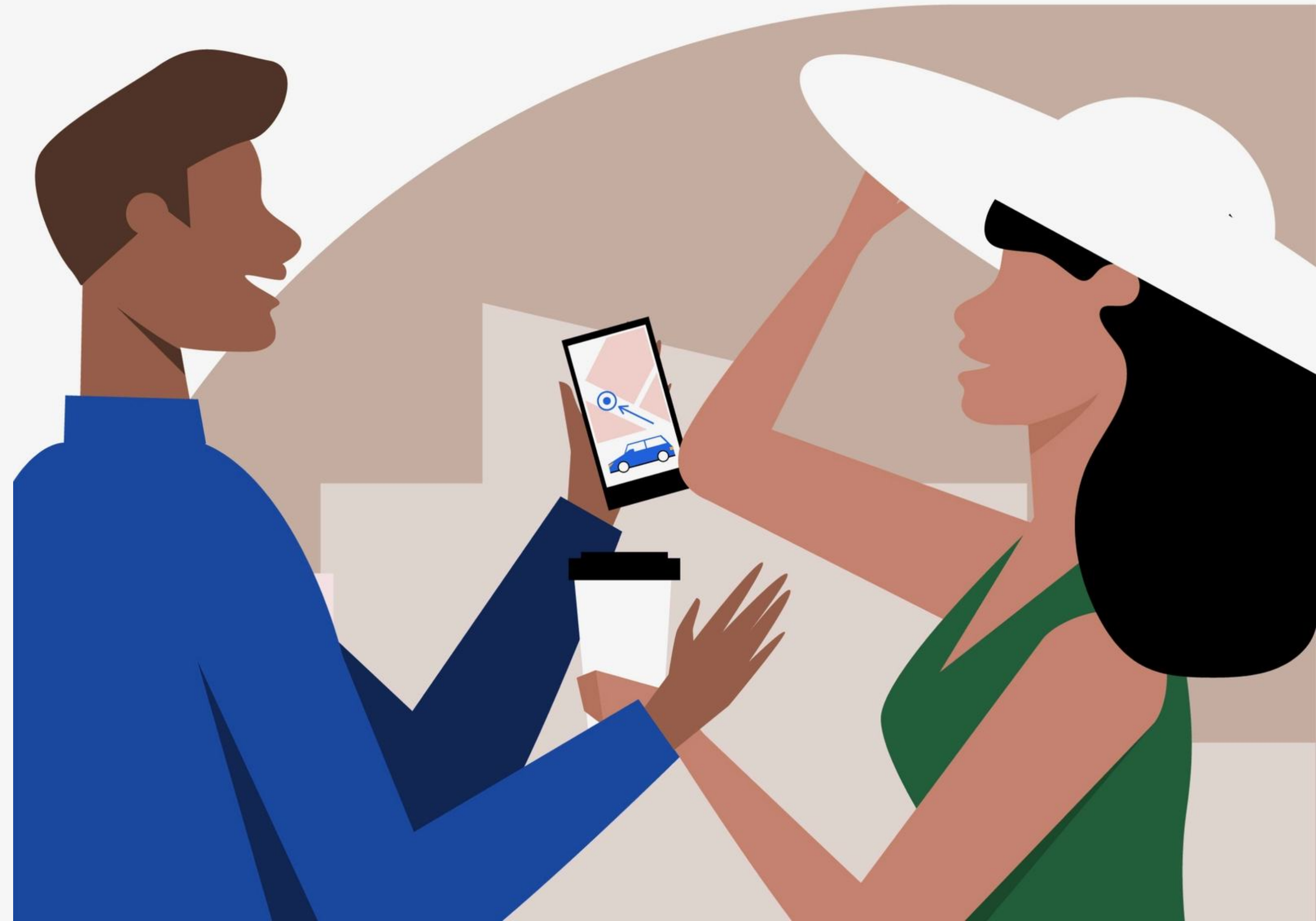
The Uber brand voice is **considerate, simple, direct, bold** and **consistent**.

Jakob Nielsen's 10 Usability Heuristics

[The 10 Usability Heuristics of Jakob Nielsen](#) are considered to be the general principals for interaction design.

Bobbie Wood's Content Heuristics

[The Content Heuristics List](#) of Bobbie Wood, who is considered as one of the pioneers of UX writing, covers different components and allows to measure if the writing is good.



Executive Summary

The Process

For the analysis, different flows of the Uber mobile application were analyzed according to the widely accepted usability heuristics and 10 different findings were noted.

The Problems

The UX writing of the application lacks to clearly direct and inform the user both about the product and the next steps.

While some messages have technical jargon, some messages have unnecessary content that causes the screen to be less readable.

There is also a general inconsistency in different types of content such as error messages, buttons, and labels.

The most important findings

1. Inconsistency

In almost each flow, we came across different styles of writing, some of which had technical jargon.

2. Lack of tutorials

Guidance and directions are missing to teach how to use Uber , leaving the new user alone while discovering the app

3. Unnecessary content

Even though Uber has a minimal design, there are certain points texts that were placed in the same area but had almost the same meaning, causing difficulty in reading.

1. Onboarding (First-Use)

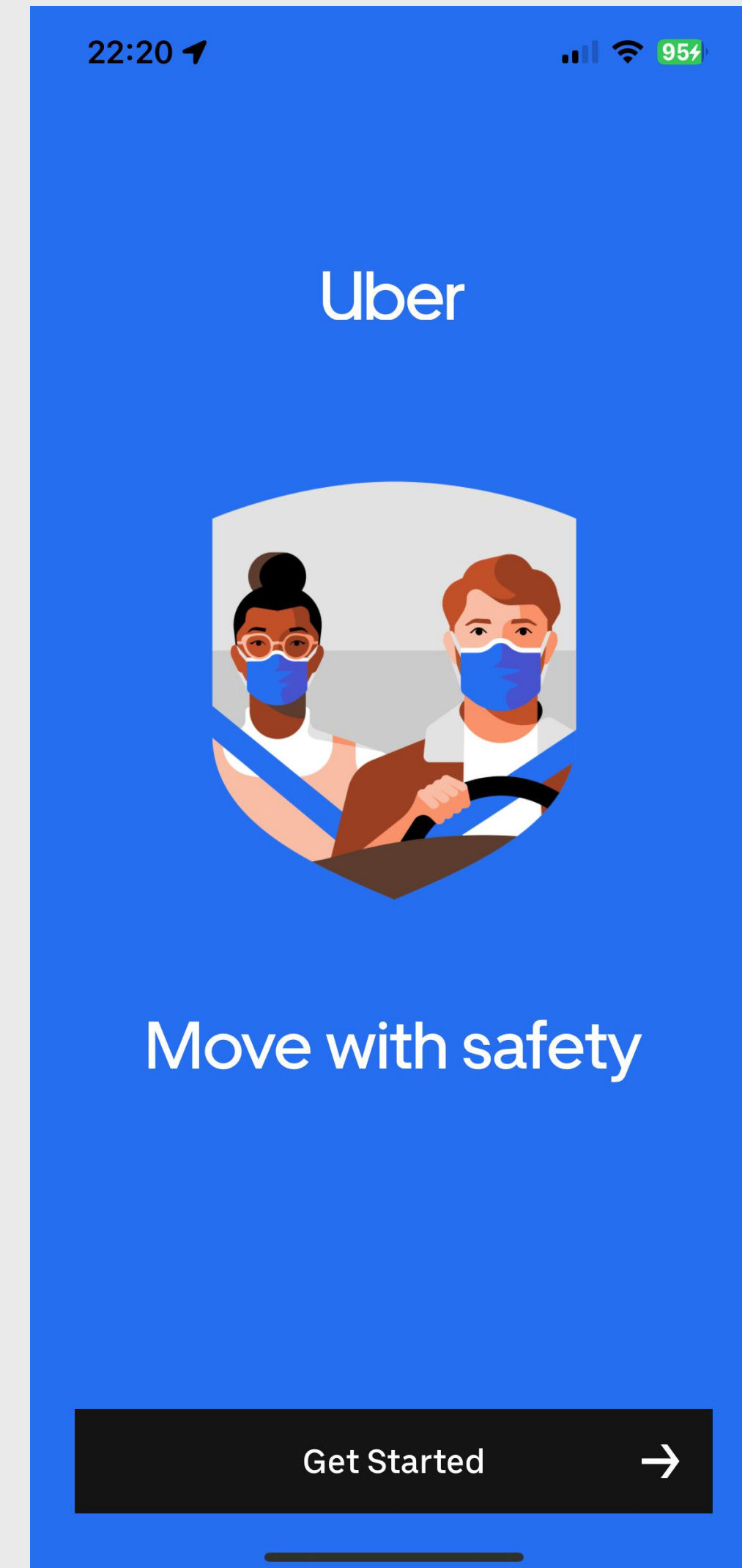
Introduction Screen

The introduction screen is one of the best places to tell the users how they could benefit from the app.

What's wrong?

Uber's introduction screen lacks the content that would help introduce the app and its many features, including the food delivery service UberEats and the courier service that comes with Uber.

Relevant Heuristics: Content Heuristics - Onboarding



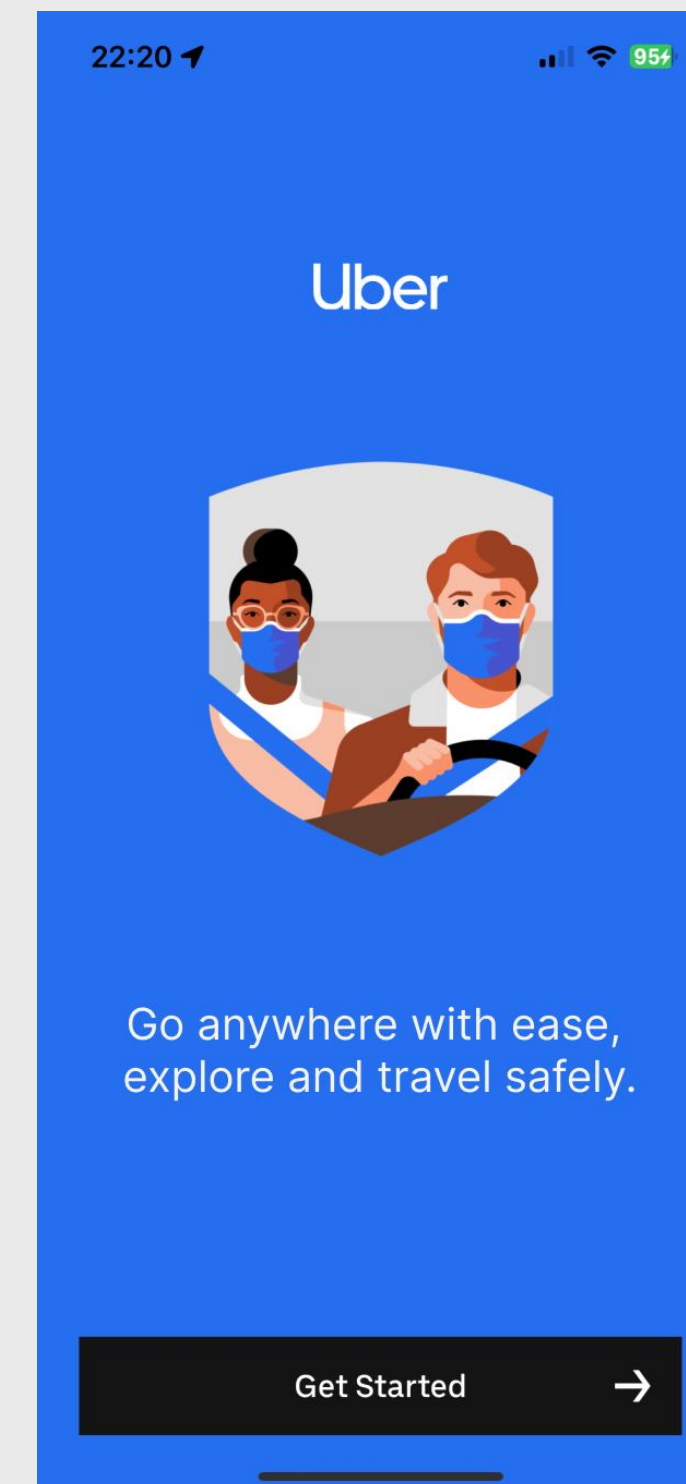
Original Screen

1. Onboarding (First-Use)

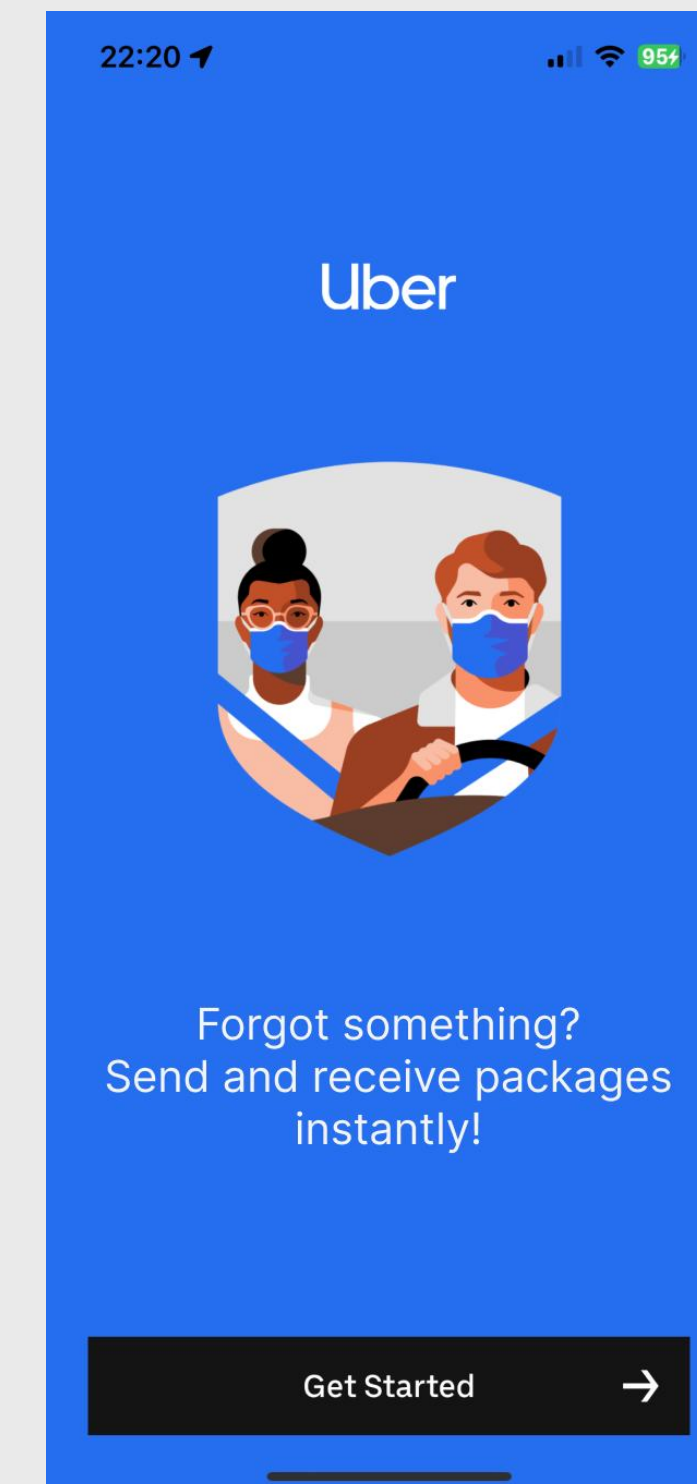
Introduction Screen

What can be done better?

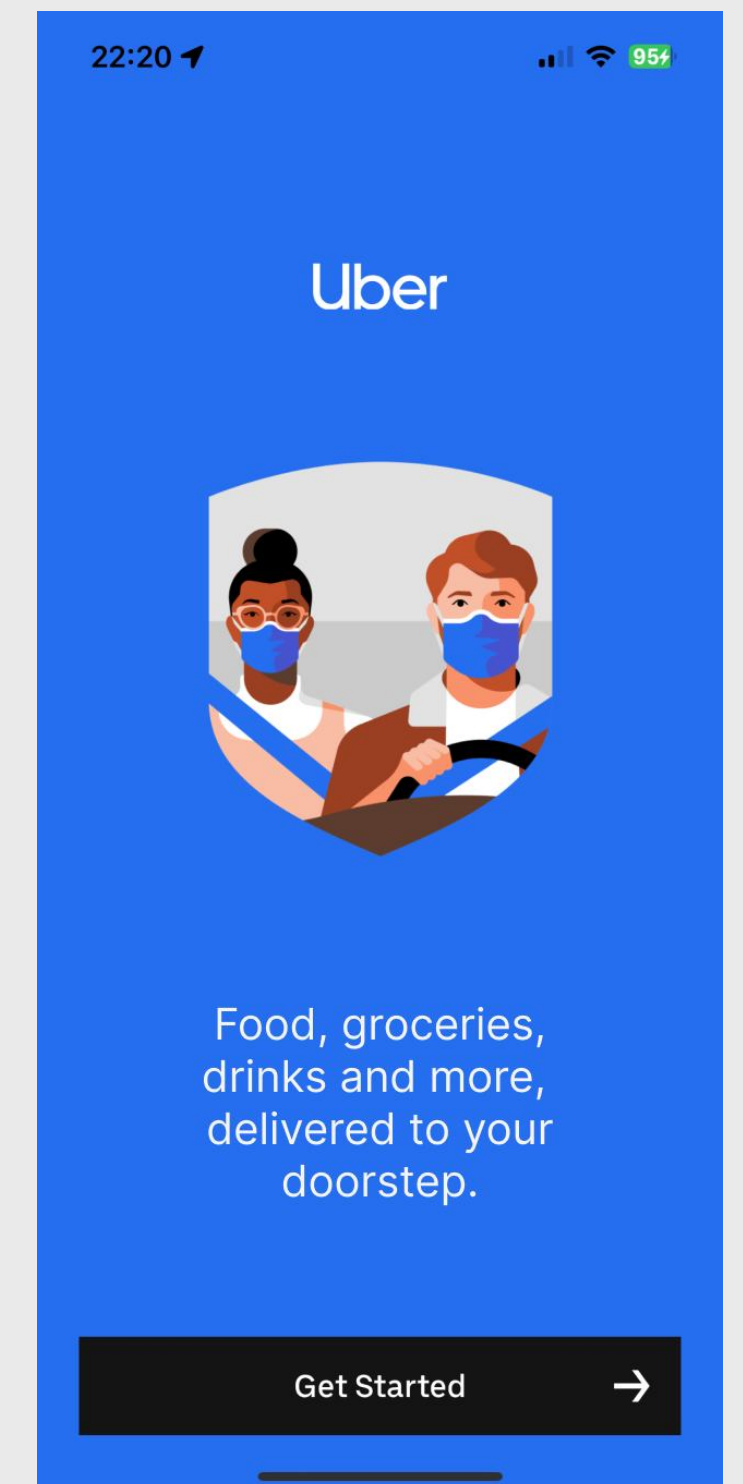
Adding at least 2-3 more value proposition to the screen with the suitable design could help users clearly understand what they could achieve by using the app and that Uber app has solutions for different pain points.



Suggestion 1



Suggestion 2



Suggestion 3

2. Onboarding (First-Use)

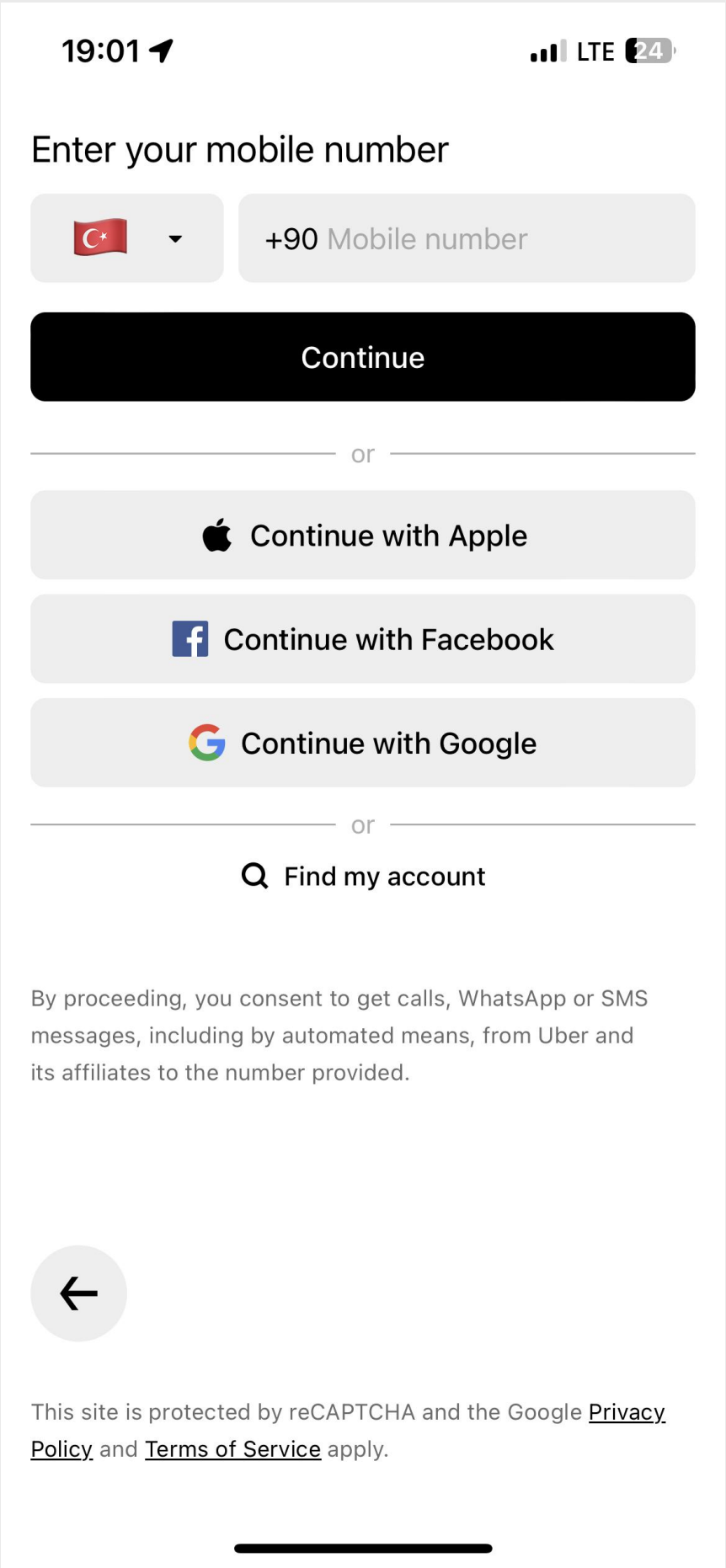
Signup and Login Screen

In the signup and login screen, the flow is designed to check the entered phone number and create a new Uber account if the phone number is not registered in the app. If the phone number is registered, the user will log into the app.

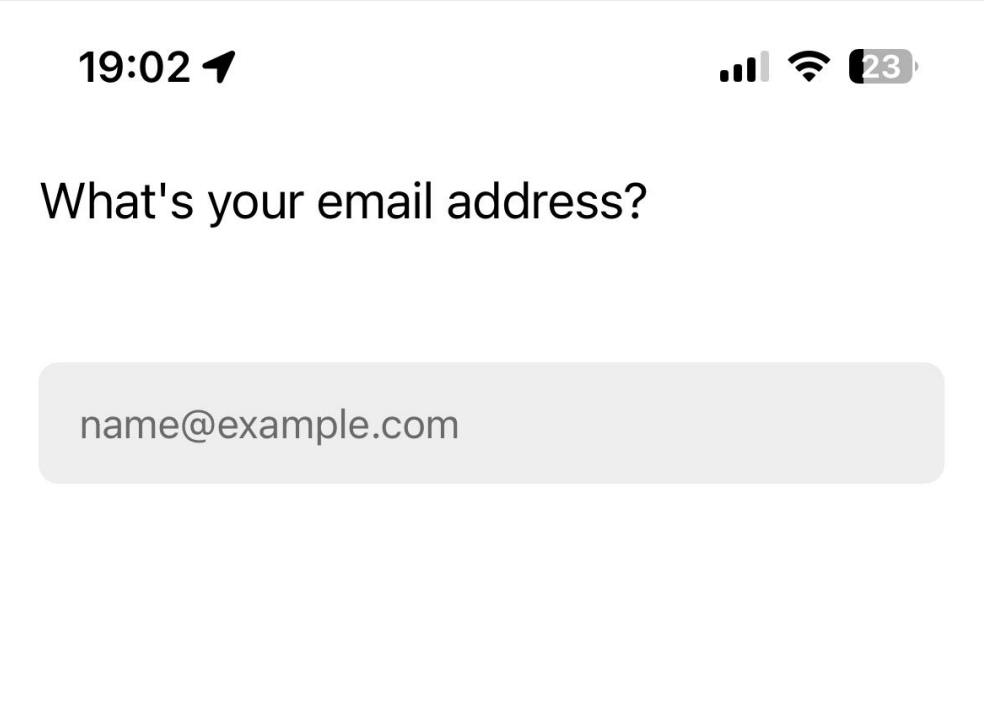
What’s wrong?

This title and the CTA does not explain clearly what will happen if a user enters their number and clicks the button. This may cause confusion for the users, as the next step is not clear.

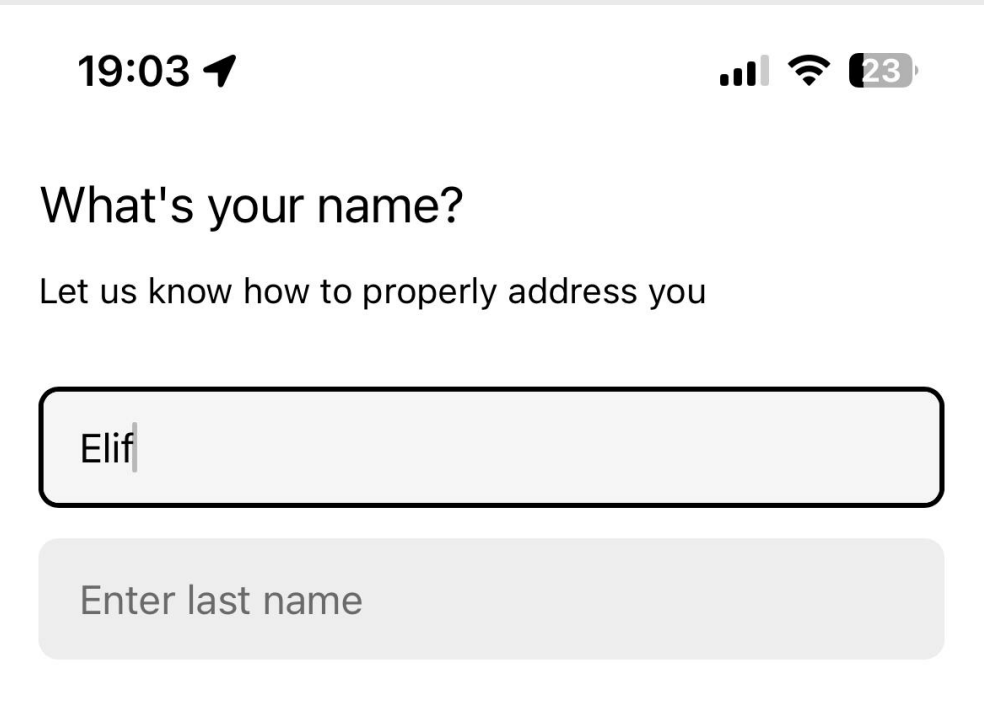
Also, Uber has a tone that asks the user for information, rather than ordering them to do something. (seen in Ex. 1 and Ex. 2). So in the signup and login page, there is an inconsistency in the title.



Original Screen



Ex. 1



Ex. 2

Relevant Heuristics: Visibility of system status, Consistency and standards

2. Onboarding (First-Use)

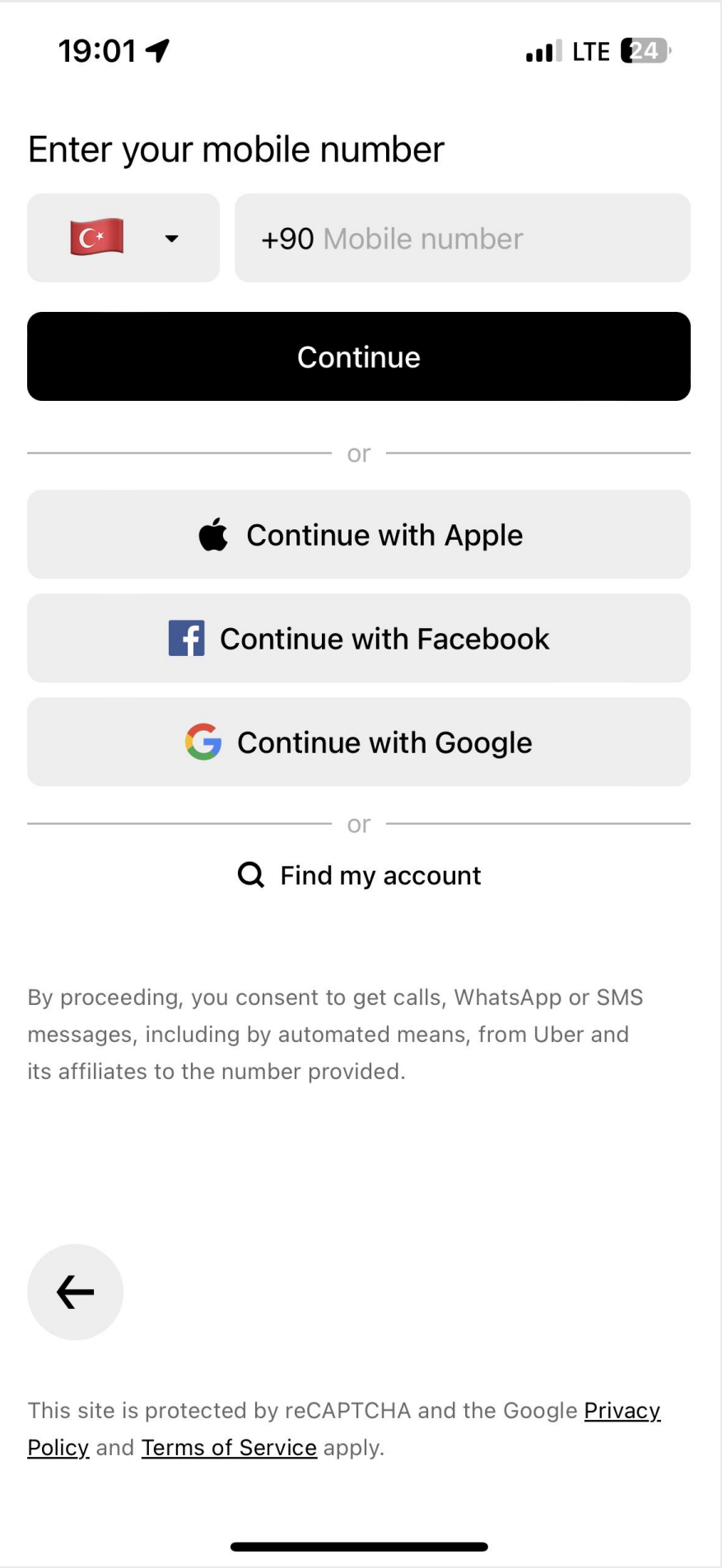
Signup and Login Screen

What can be done better?

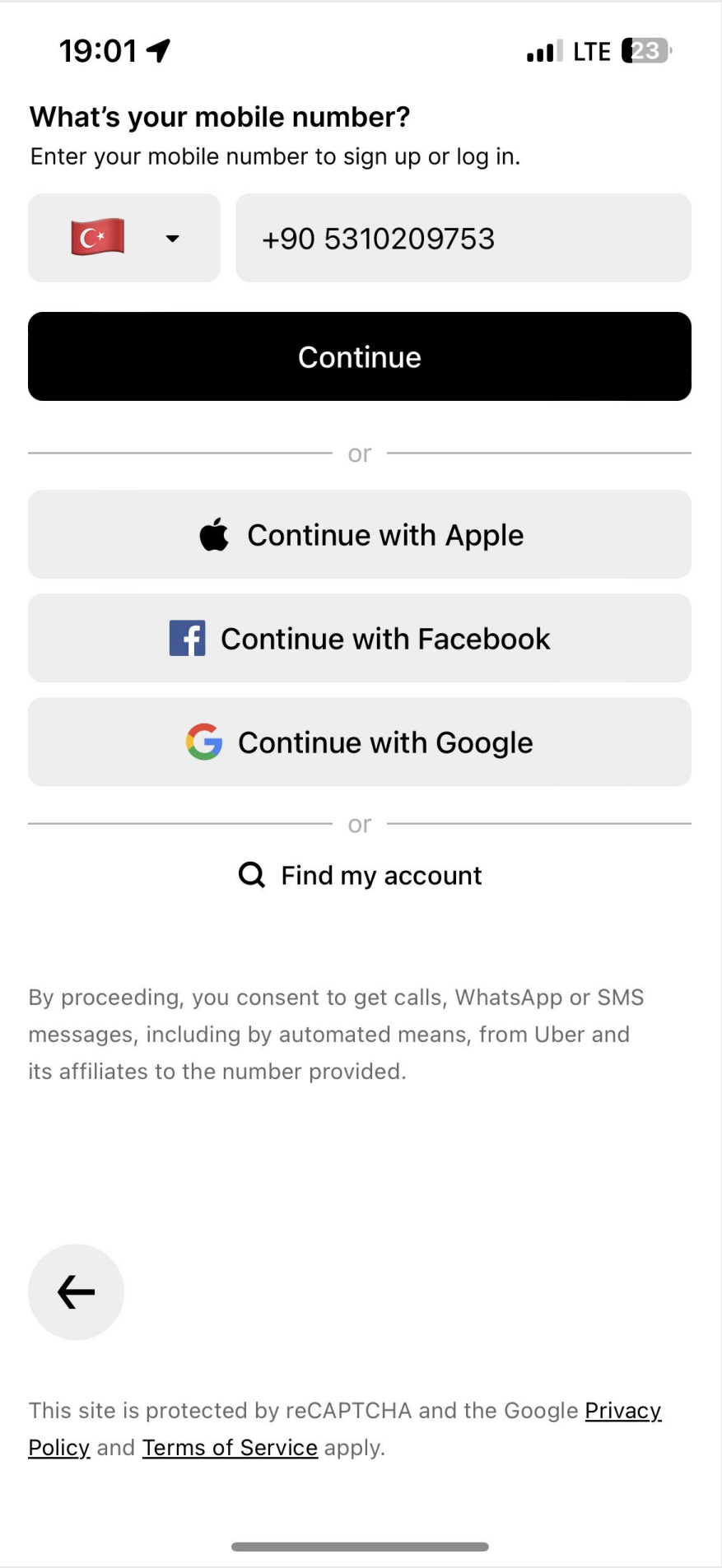
We need to clearly tell the user what they should expect next.

So to remove any possible uncertainty, we can a subtitle that tells the user the reason we need them to enter their phone number.

Also, the title can be edited to match with the Voice & Tone format of Uber to ensure consistency.



Original Screen



Suggestion

3. Onboarding (First-Use)

Error Messages

Error messages should help the user understand that there is something wrong, while telling the cause and the solution of the problem. Also, the error messages should alert the user without causing any discomfort and shouldn't be written in a technical jargon.

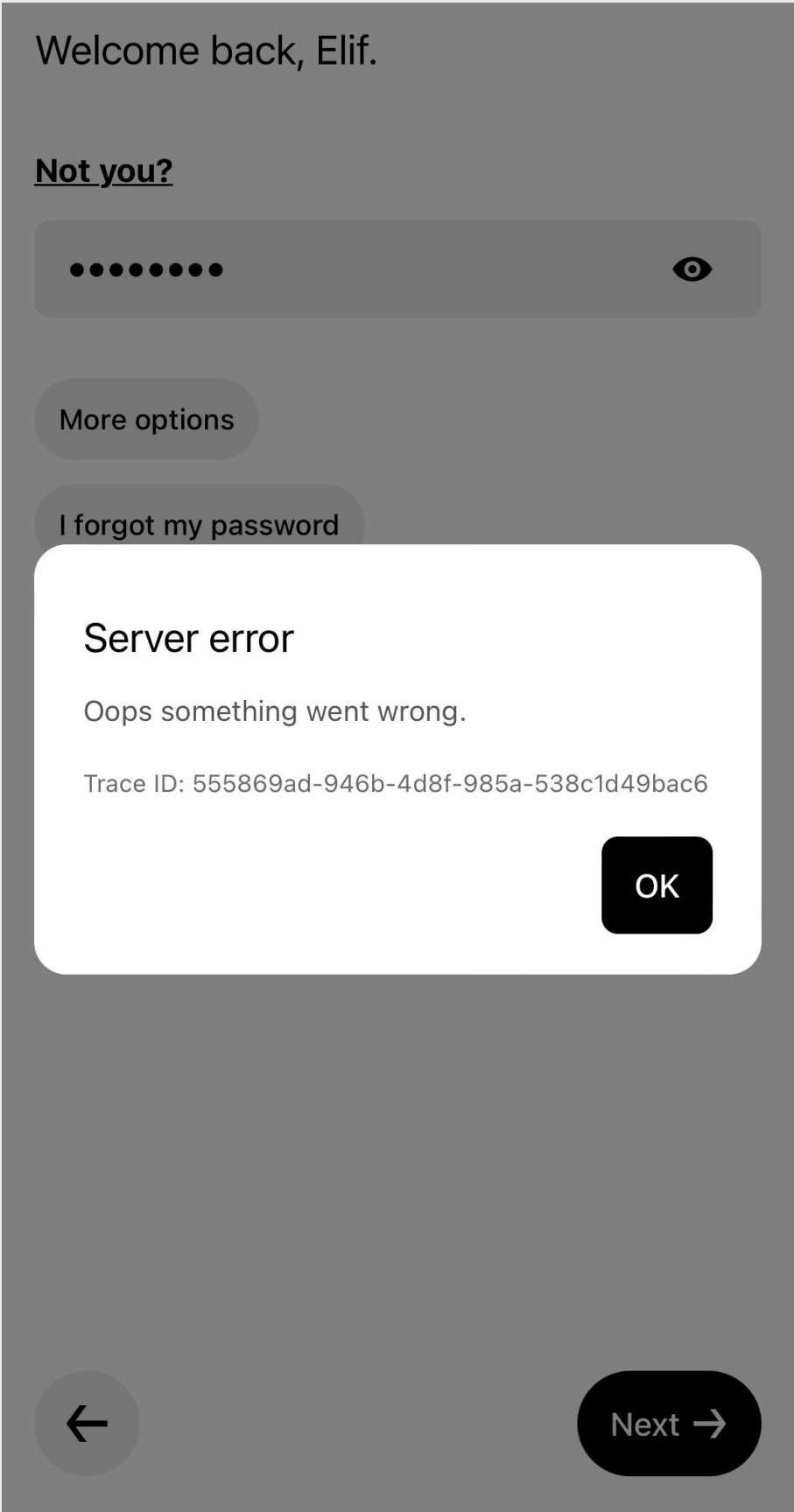
What's wrong?

In the first error message example, the copy doesn't follow the Voice & Tone pattern of Uber. The copy causes the app to communicate in a cold and distant manner and the placement of the copy causes the text to be less readable.

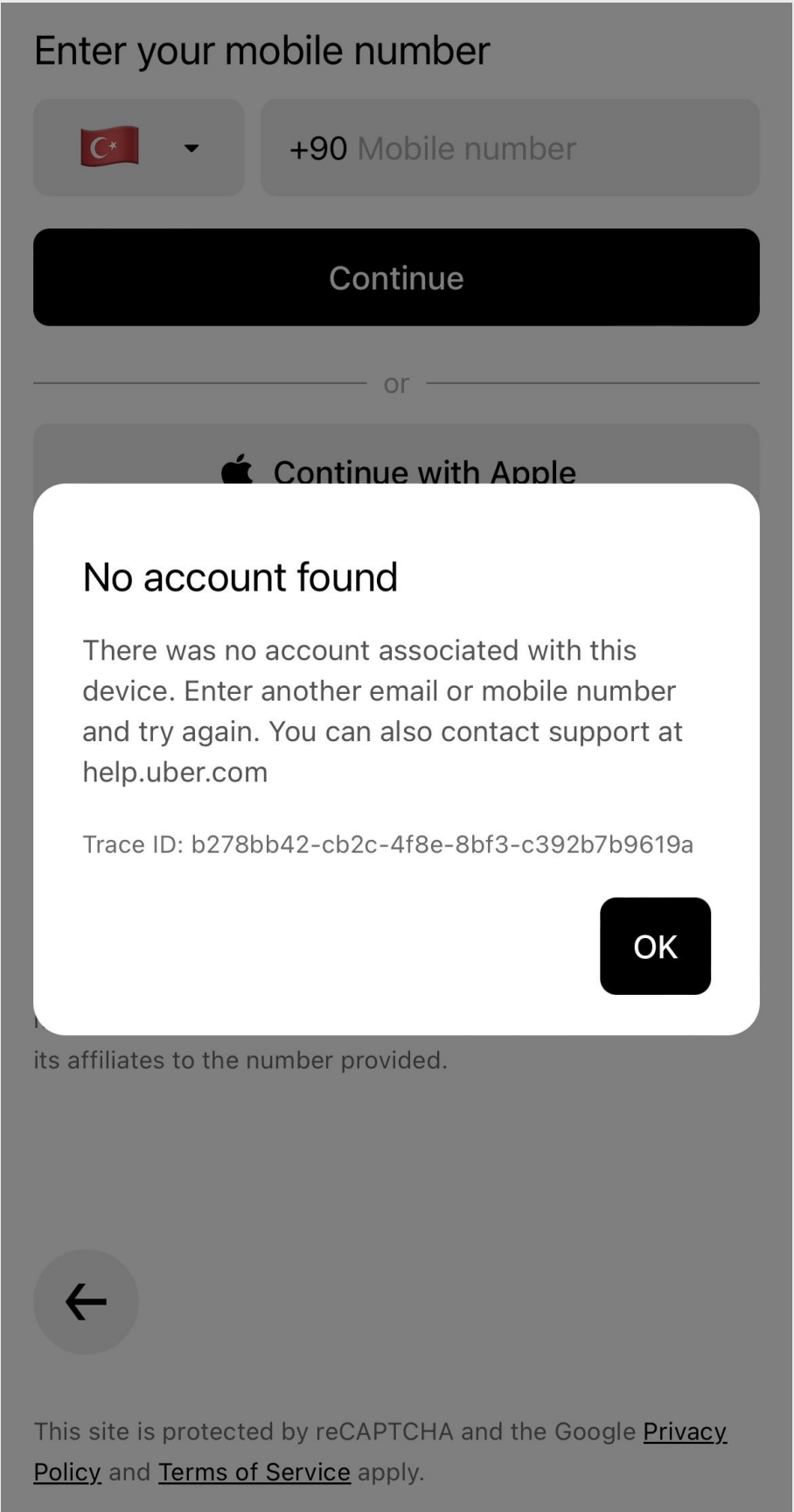
In the second error message, the title is generic and sounds mechanic. The subtitle is also generic and doesn't give comfort to the user who is suddenly stopped while using the app.

Also, for both examples, the line that gives the Trace ID of the error causes the screen to look more mechanic and less humane.

Relevant Heuristics: Help users recognize, diagnose, and recover from errors, Consistency and standards, Content Heuristics - Error Messages



Error Message 1



Error Message 2

3. Onboarding (First-Use)

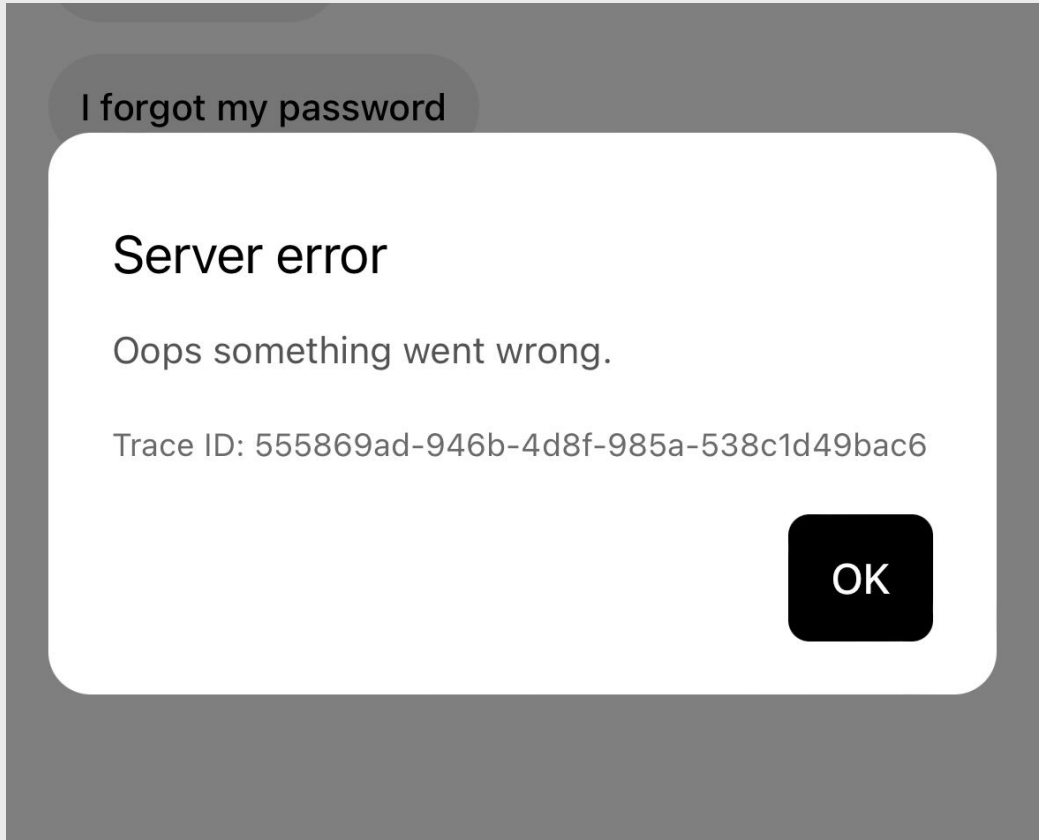
Error Messages

What can be done better?

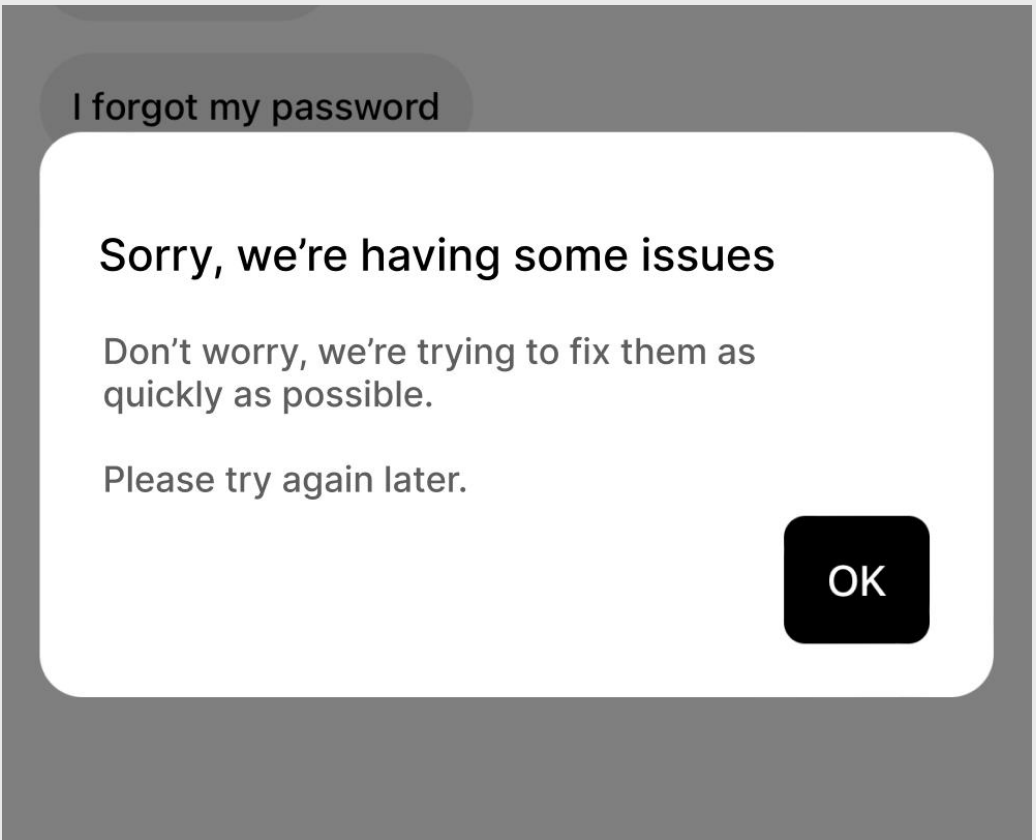
In some cases, it isn't possible to say what the problem is. But using technical jargon such as "Server error" isn't the best solution.

The user receives this message while trying to complete an action. By apologizing to the user and telling that the problem isn't their fault could relieve any possible stress caused by the error.

Also, telling the user that the issue is being fixed and guiding the user to try again later will soften any feelings of distrust and uncertainty that may appear due the error.



Original Screen



Suggestion

3. Onboarding (First-Use)

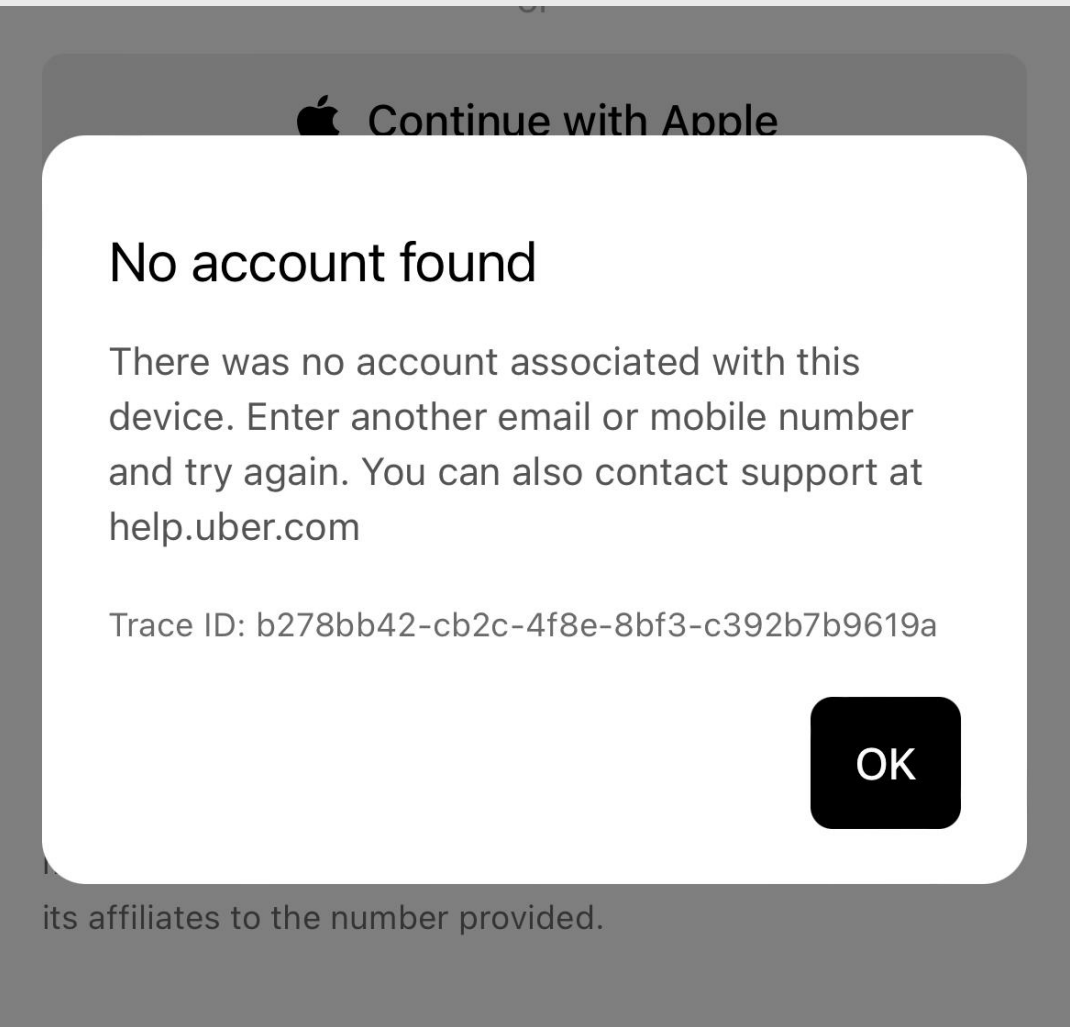
Error Messages

What can be done better?

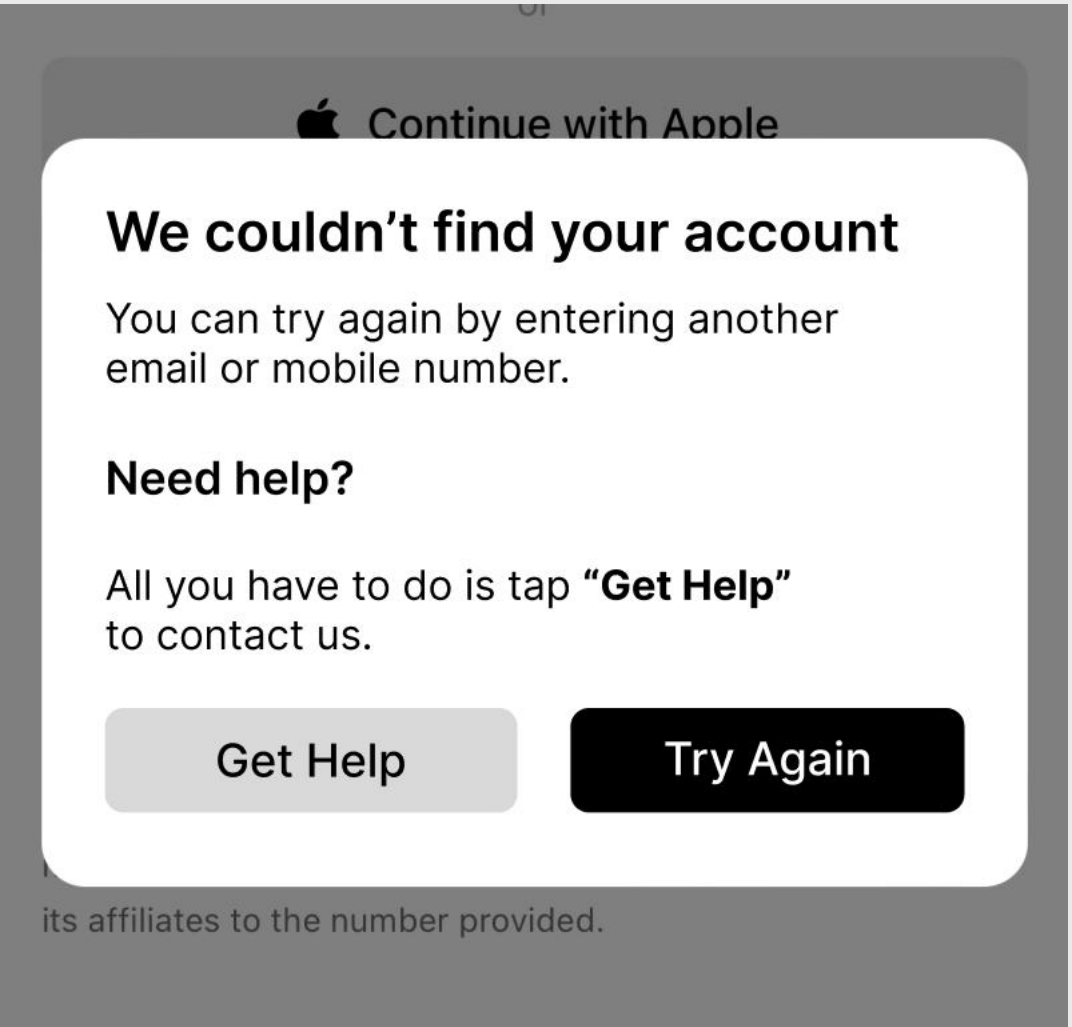
For the first error message, changing the overall tone of the copy will help the situation feel more sincere and aligned with the Tone & Voice of the app.

Adding a subtitle for the help section and changing the placement the content will make it more readable and accessible to the user.

Also, adding a secondary button that directly sends the users to Uber Support rather than a link that isn’t clickable would help the users get help faster.



Original Screen



Suggestion

4. Login

Bottom Sheet

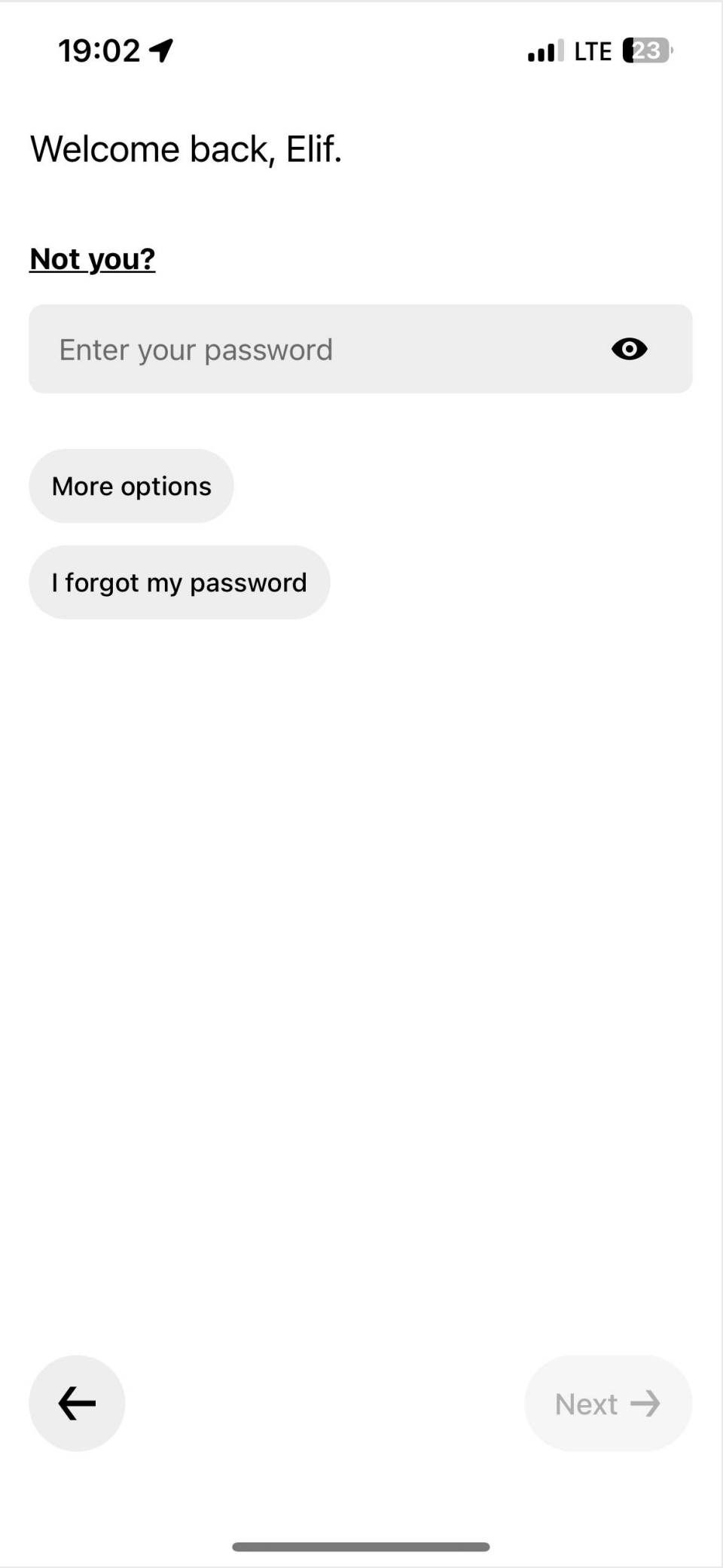
Sometimes, everything doesn't go as planned. In the case of the user not being able to log into their account, the user should get help easily without thinking which button to press.

What's wrong?

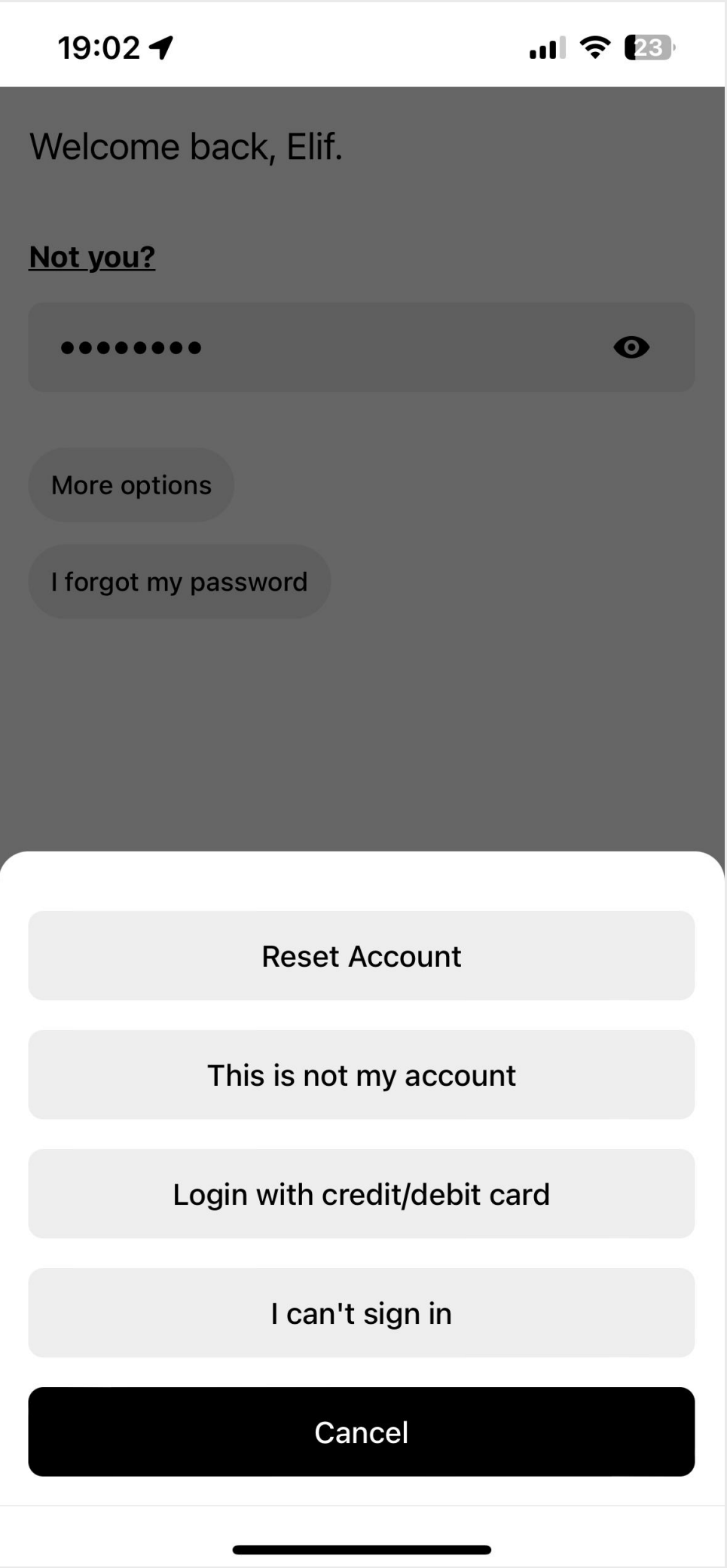
In the login screen, the user is given multiple options to help them log in, but each option is placed in a different location without any clear hierarchy. The number of buttons could confuse the user.

Also, the copy on the buttons doesn't have any consistency in writing style and lack clarity to help the user choose the right situation for them.

Relevant Heuristics: Consistency and standards, Aesthetic and minimalist design, Help and documentation



Original Screen



Original Screen

4. Login

Bottom Sheet

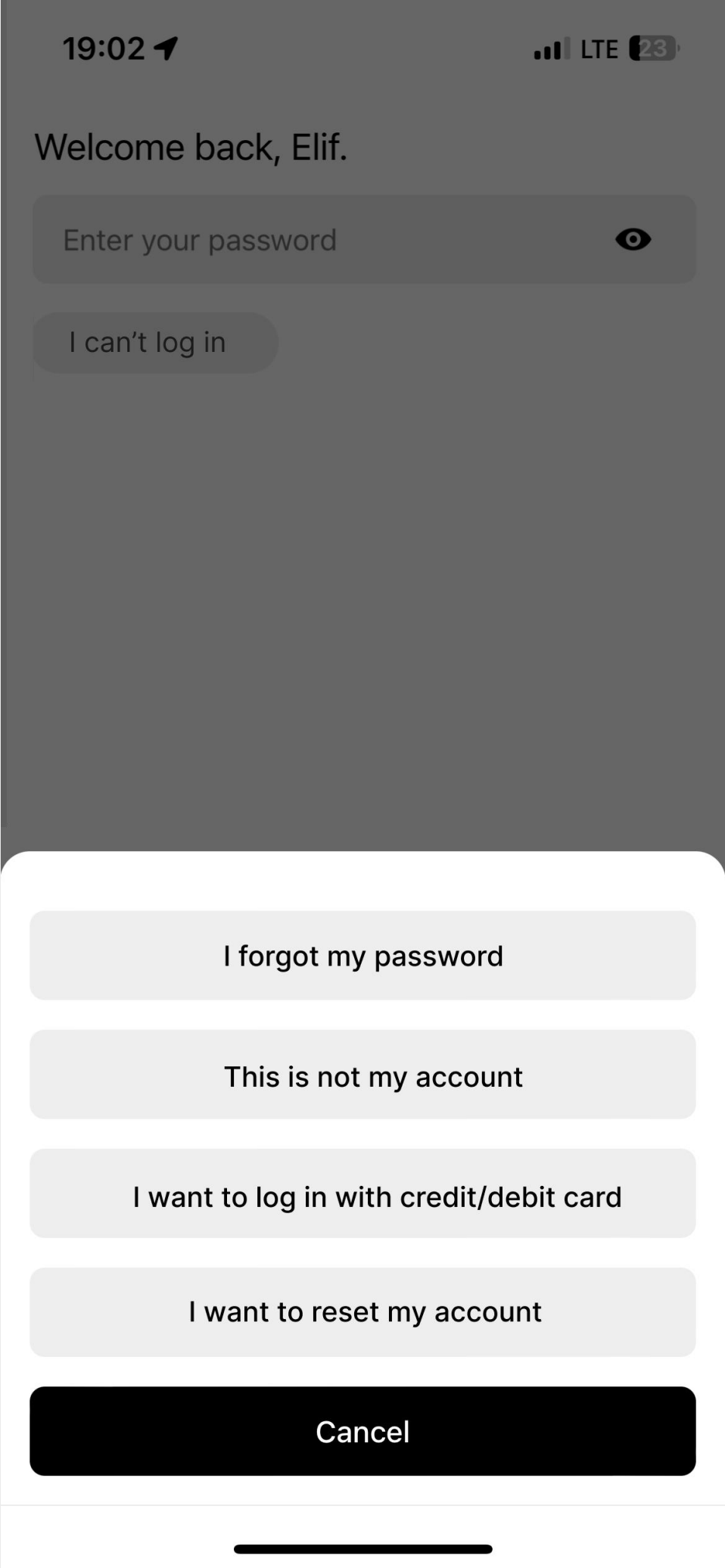
What can be done better?

We can simplify the screen and regroup all the possible options under the “**I can’t log in**” button. This way the only 2 options the user would have would be to complete logging in or to click the “**I can’t log in**” button if they have a problem.

We can also rearrange the order and change the copy in the drawer to ensure that all the buttons are consistent and clear.



Suggestion 1



Suggestion 2

5. Main Dashboard

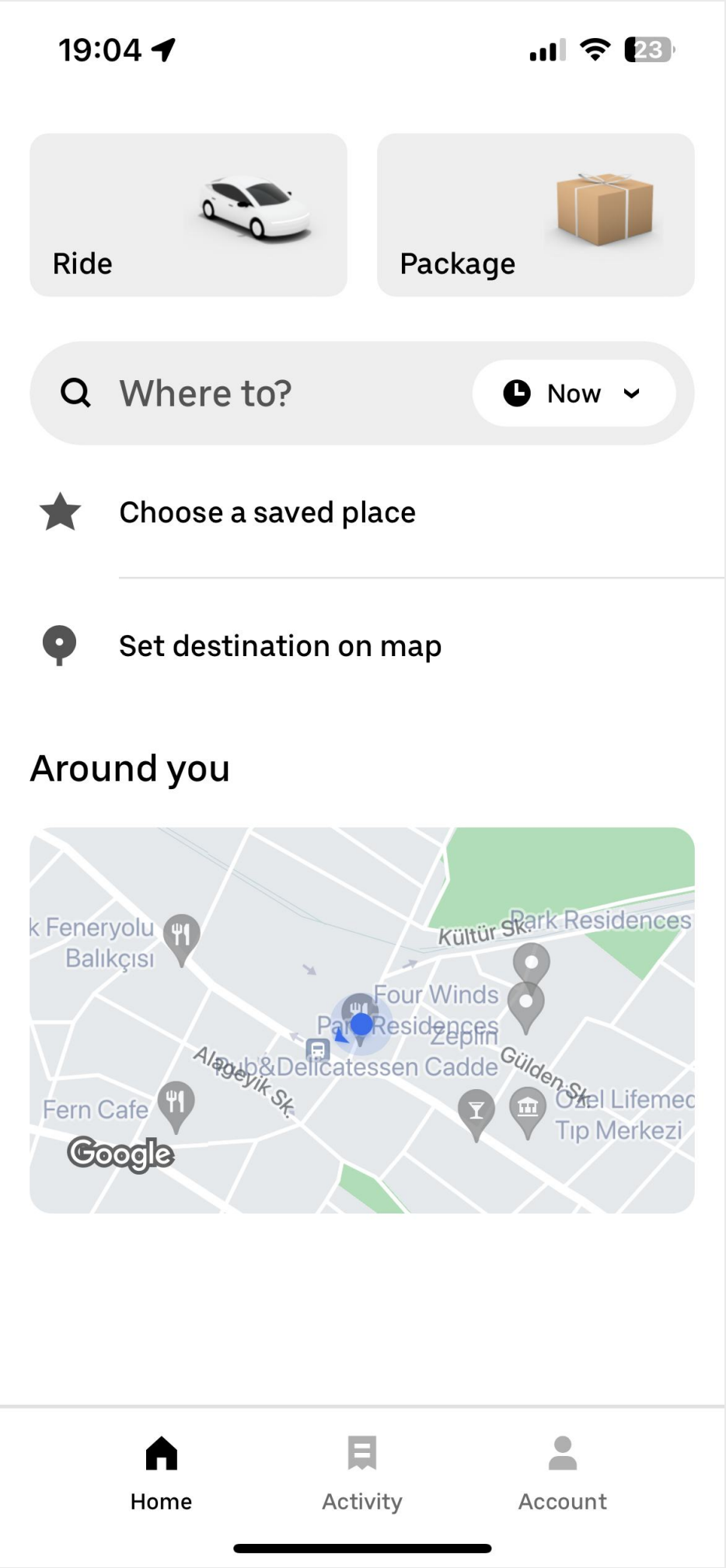
Tutorials

For a new user, tutorials are the best way to learn how to use an app. They help users familiarize with an interface.

What’s wrong?

The Uber app doesn’t have any tutorials or instructional overlays that shows how the app could be used, so they are left alone from the very start of their journey.

Relevant Heuristics: Help and Documentation, Visibility of system status, Content Heuristics - Instructional text & tooltips



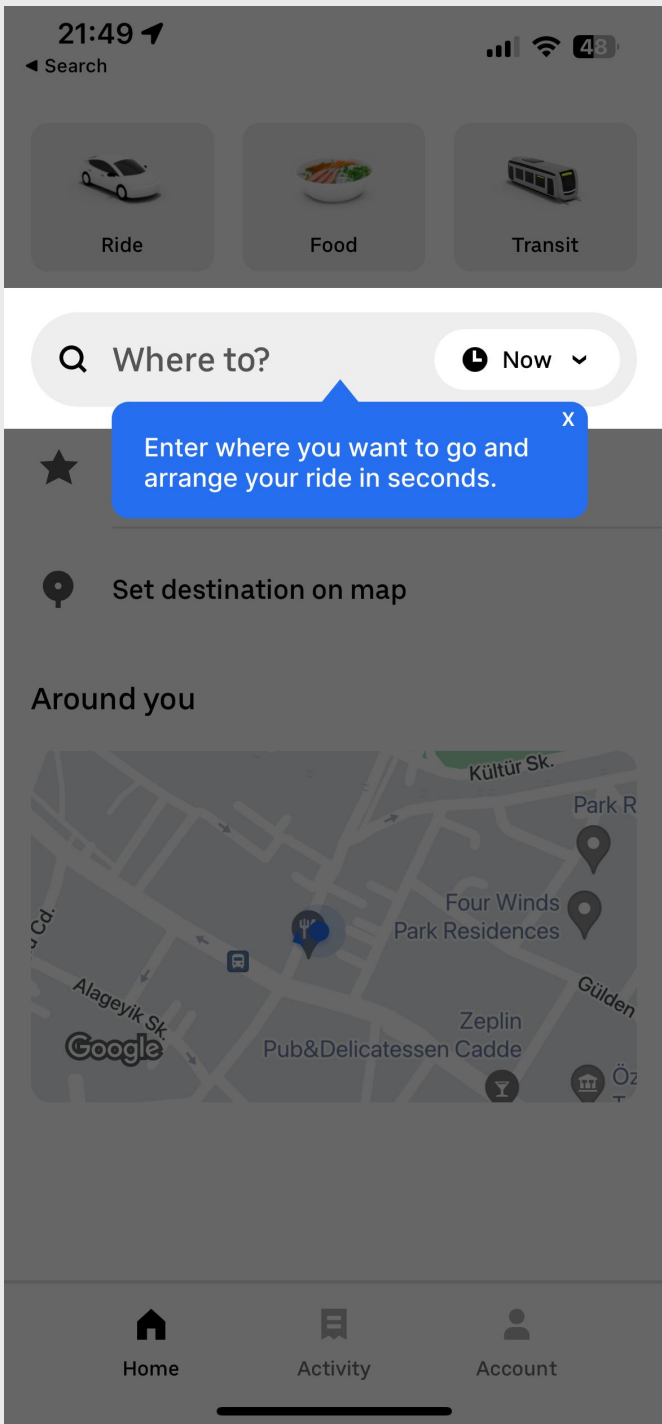
Original Screen

5. Main Dashboard

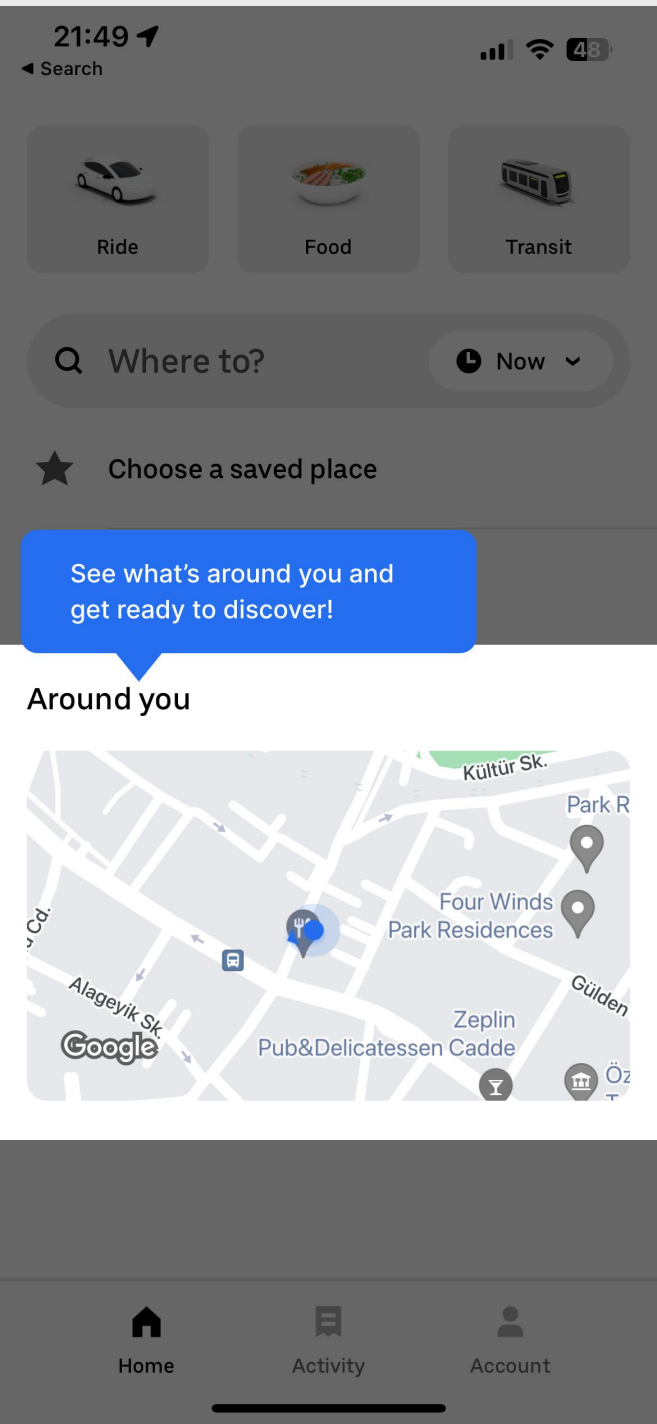
Tutorials

What can be done better?

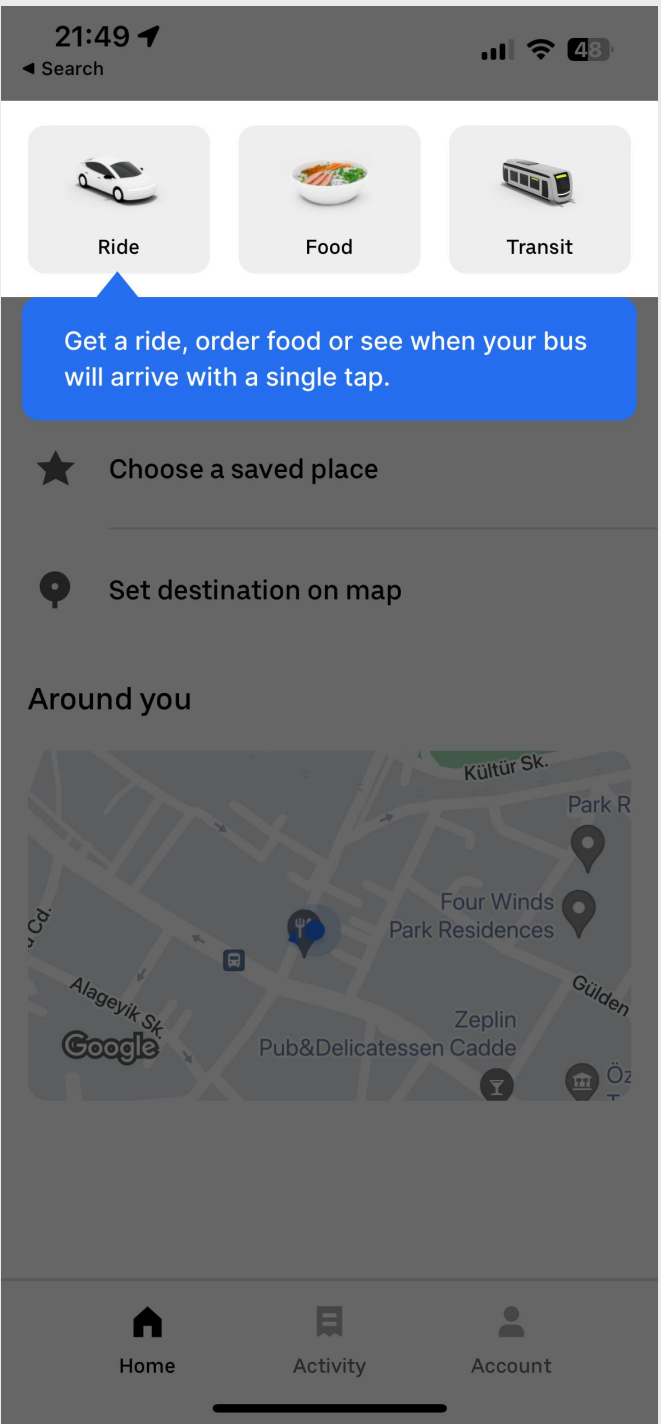
We can add helpful content in the with the suitable design to help the users learn more about the app.



Suggestion 1



Suggestion 2



Suggestion 3

6. Activity Dashboard

Empty States

For a first time user, seeing empty states are inevitable. Thankfully, these screens can be used to direct the user to take their first action.

What’s wrong?

The empty state message of the **Activity** section lacks to give any guidance to the user. Also, the copy on the page has a cold and distant tone.

Relevant Heuristics: Visibility of System Status, Content Heuristics - Empty States, Voice & Tone



Original Screen

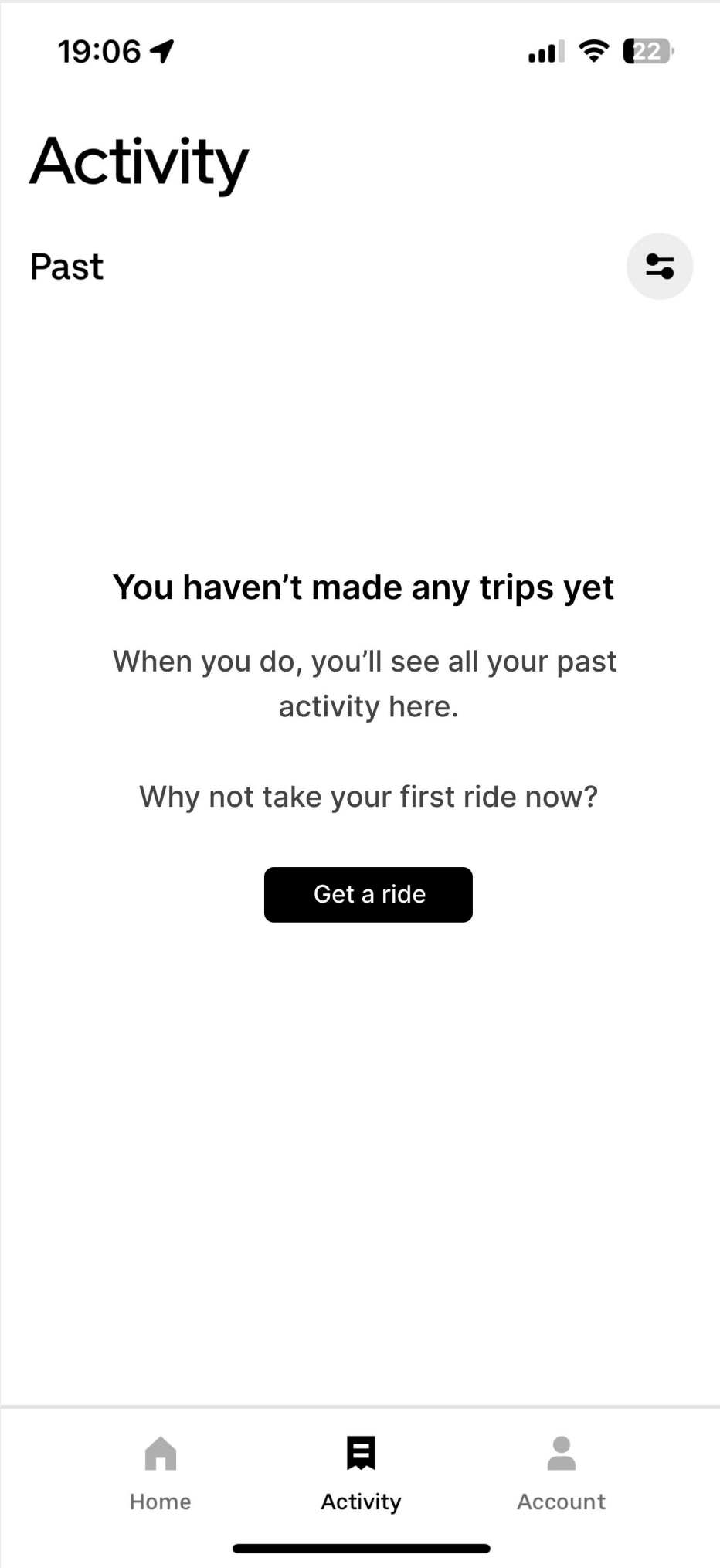
6. Activity Dashboard

Empty States

What can be done better?

If the user is seeing these screens, it’s possible that they’re still new to the app, so this is a good place to showcase how the app talks.

We can edit the copy so that it can reflect the identity of the brand and add a call-to-action to motivate the users to make a move.



Suggestion

7. Settings

Voice, tone & terminology

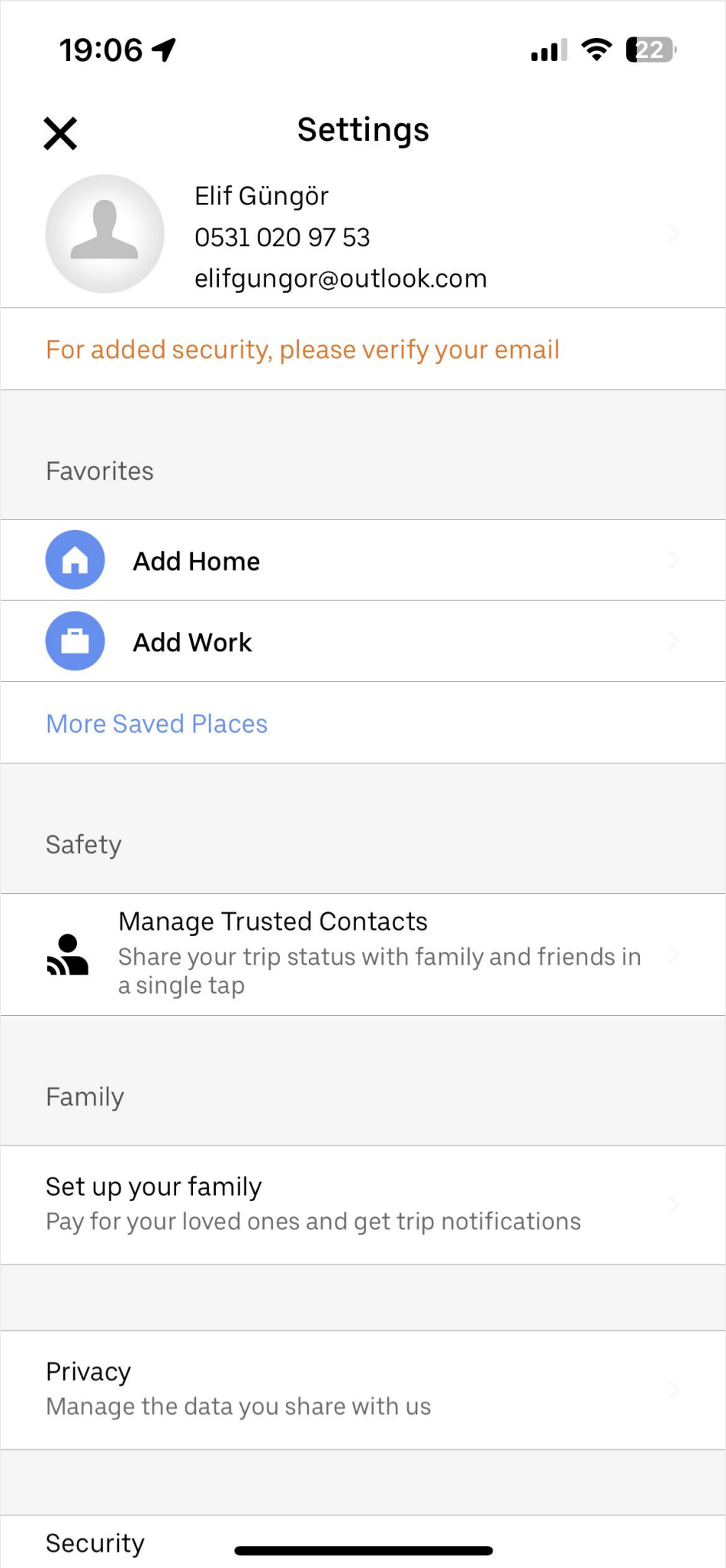
It’s important that each UI copy is consistent and understandable throughout the app.

What’s wrong?

The **Settings** page of the Uber app has multiple issues:

- The alert message concerning the security of the user has a distant tone.
- The sections inside the Settings page don’t have the same terminology as the rest of the app.
- The content does not follow a steady content hierarchy.

Relevant Heuristics: Consistency and standards, Content Heuristics - Voice & Tone



Original Screen

7. Settings

Voice, tone & terminology

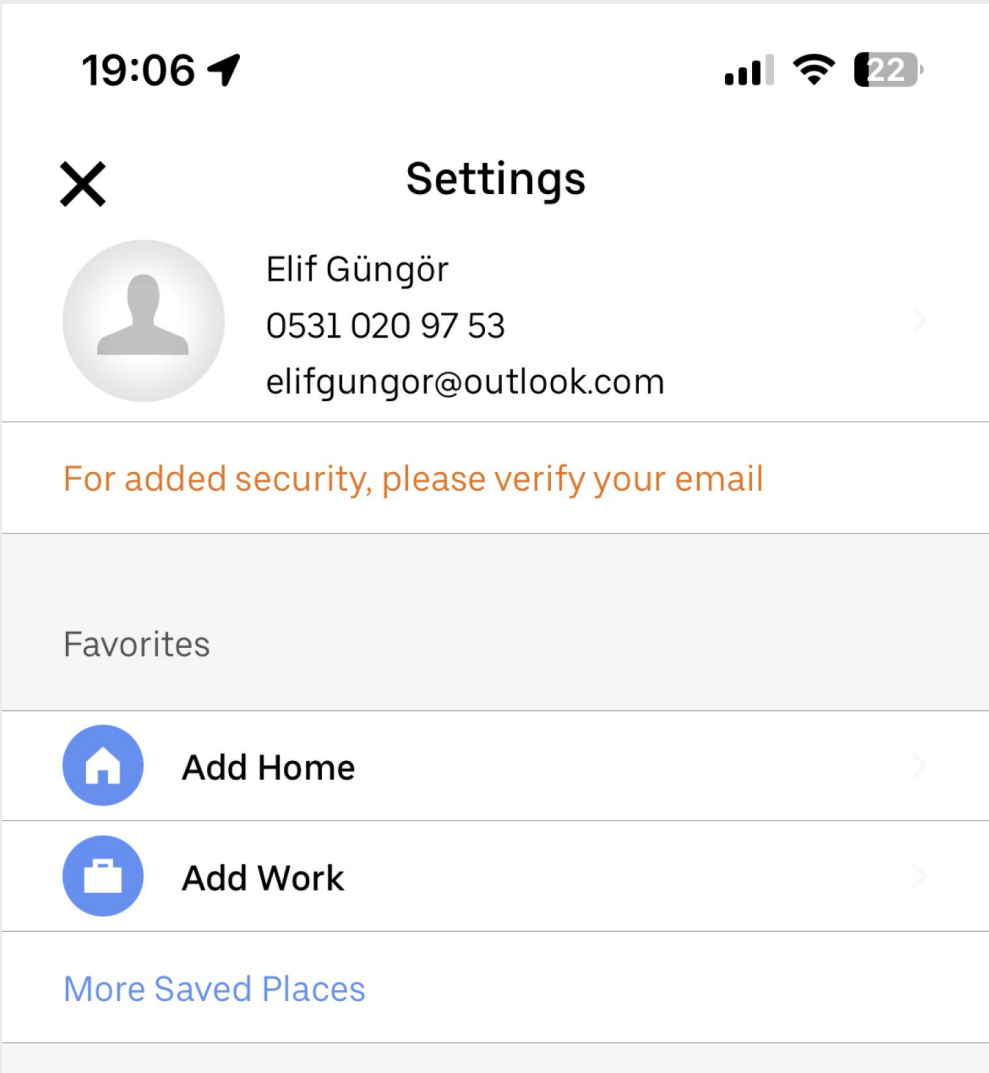
What can be done better?

In the alert message, the words “added security” might give the sense that the user would be in more danger if they didn’t verify their email.

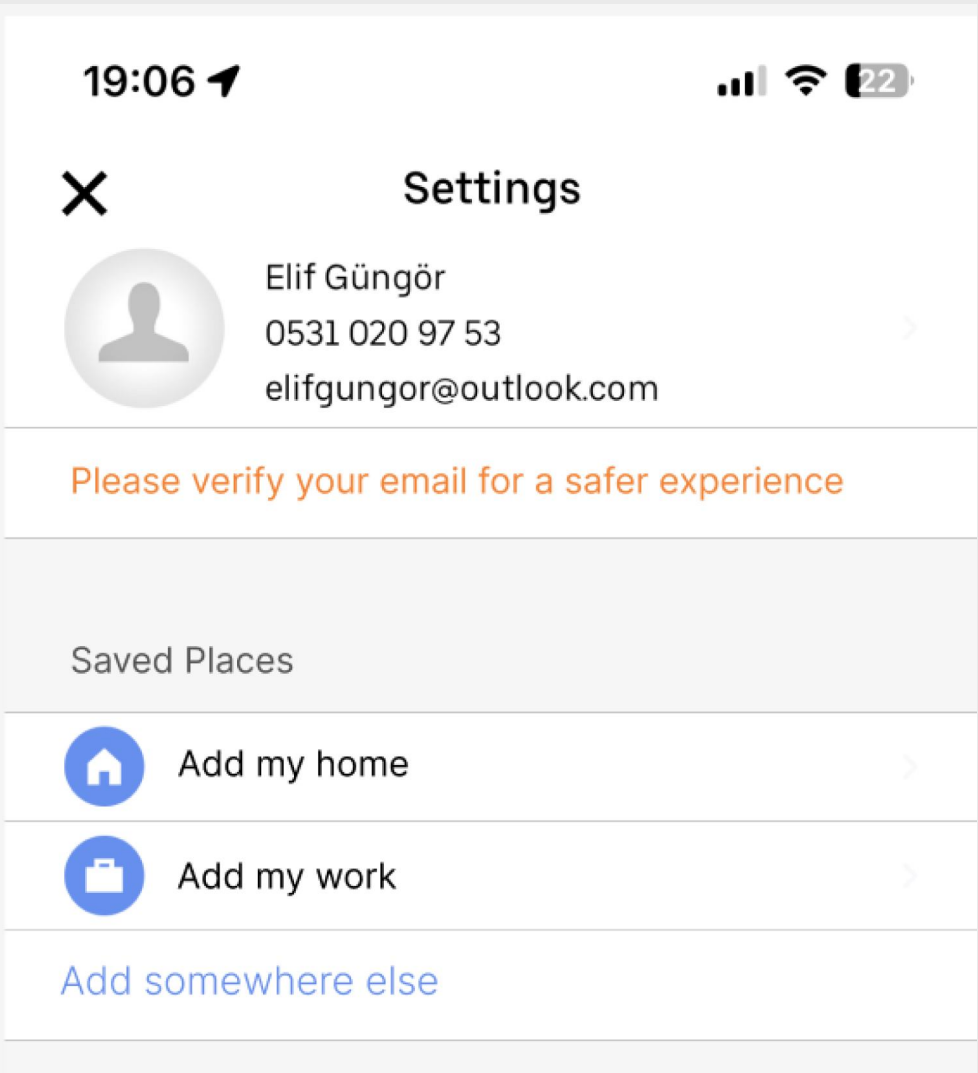
Changing the copy to focus on giving a “safer experience” could capture the attention of the user in a calm way.

Also, while the term “Saved Places” is used frequently inside the app we see the title “Favorites” for the first time in the Settings page.

We could make changes for a more consistent use of terminology.



Original Screen



Suggestion

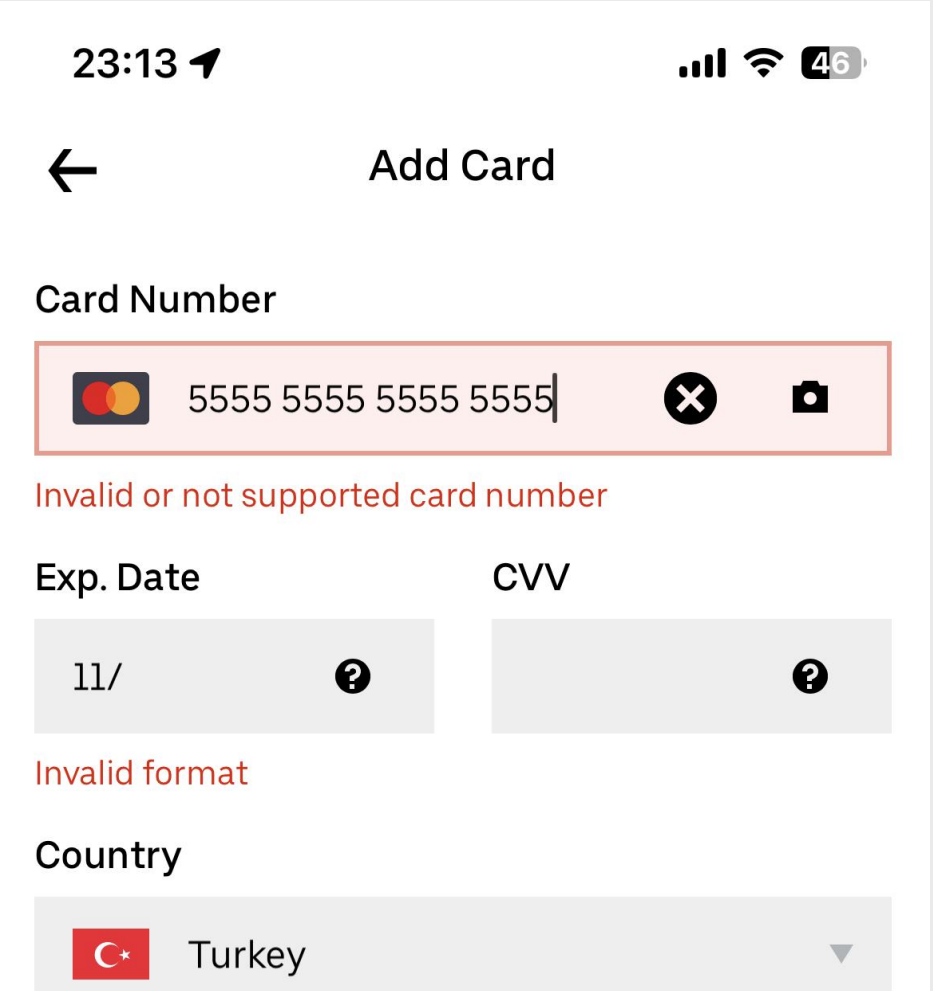
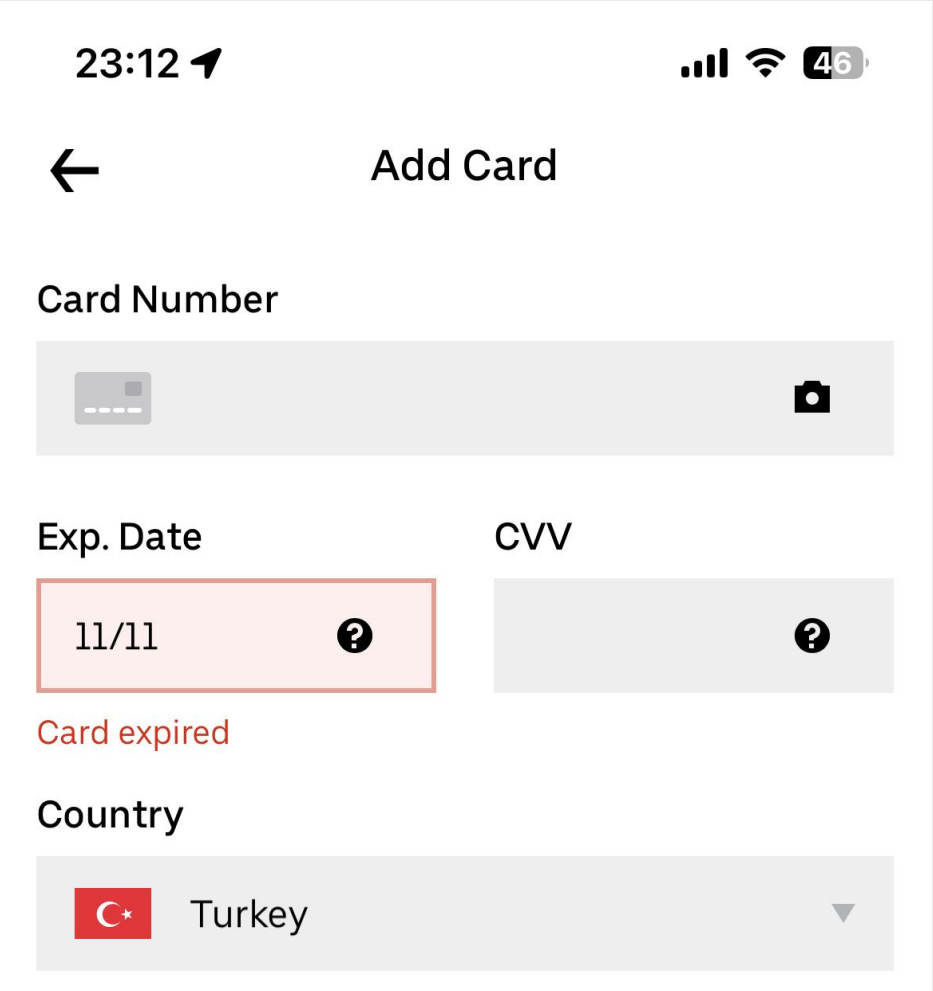
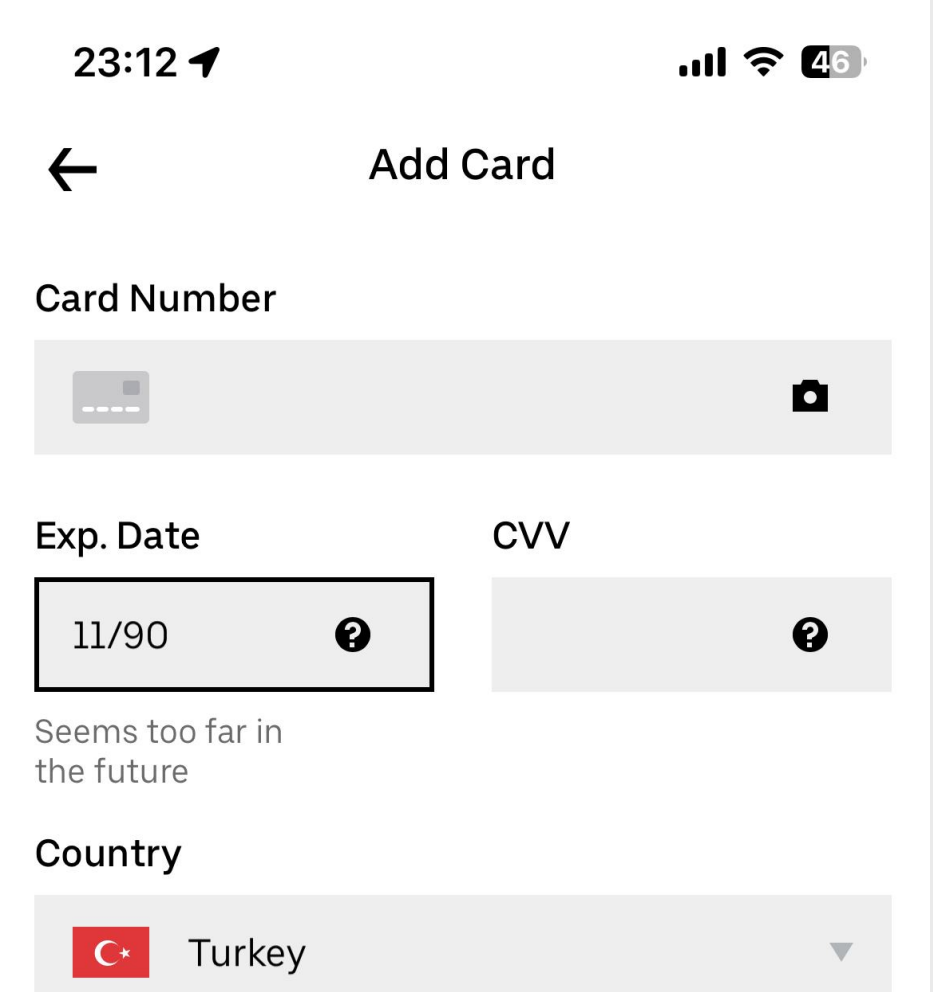
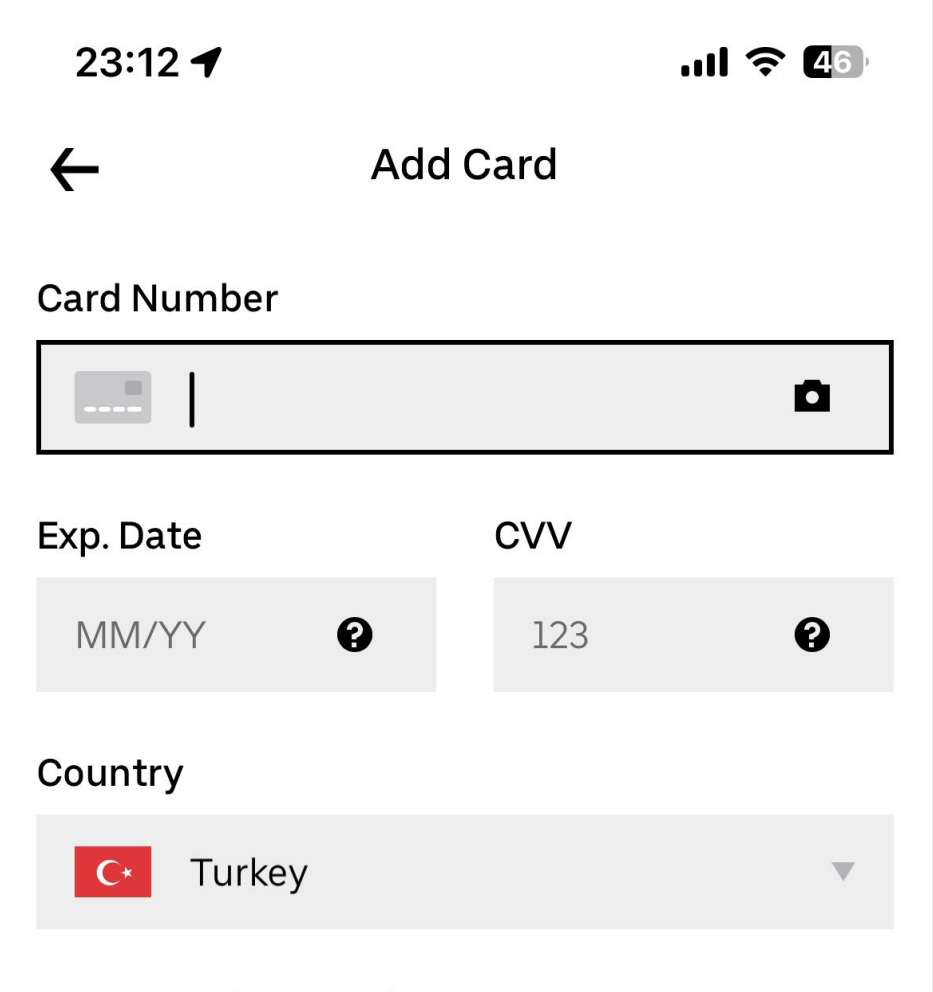
8. Payment Methods

Error Messages

During the process of adding a debit/credit card in Uber, the user might enter the wrong information and see different field validation error messages.

What’s wrong?

Even though the message “Seems too far in the future” matches the Tone & Voice of the app, the other error messages don’t have the same characteristics and include technical jargon.



Relevant Heuristics: Help users recognize, diagnose, and recover from errors, Consistency and standards, Content Heuristics - Voice & Tone

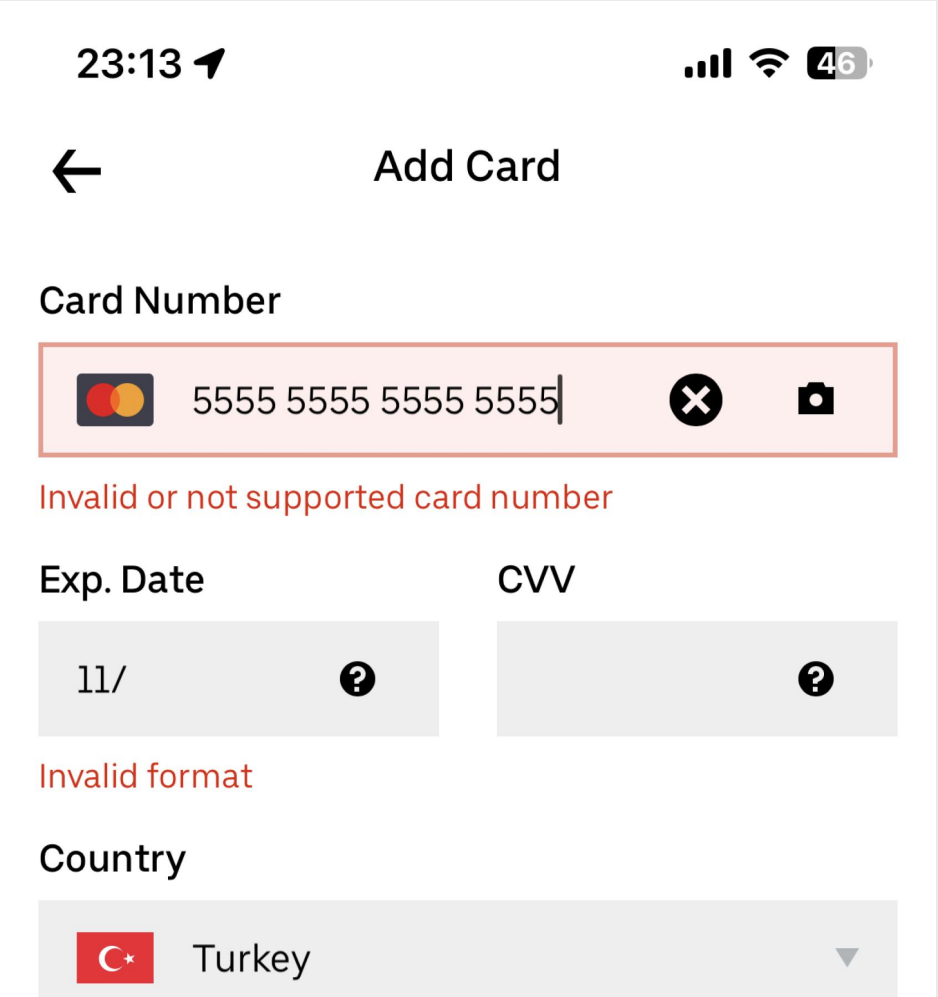
Original Screens

8. Payment Methods

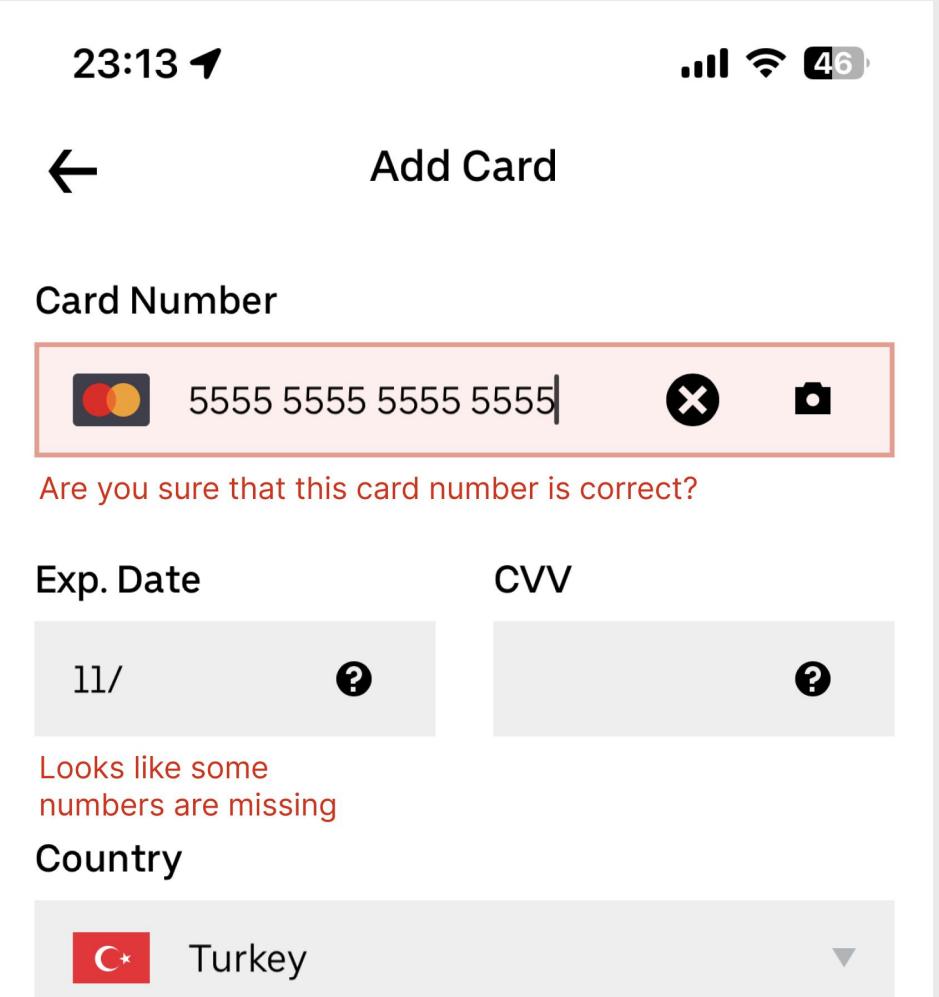
Error Messages

What can be done better?

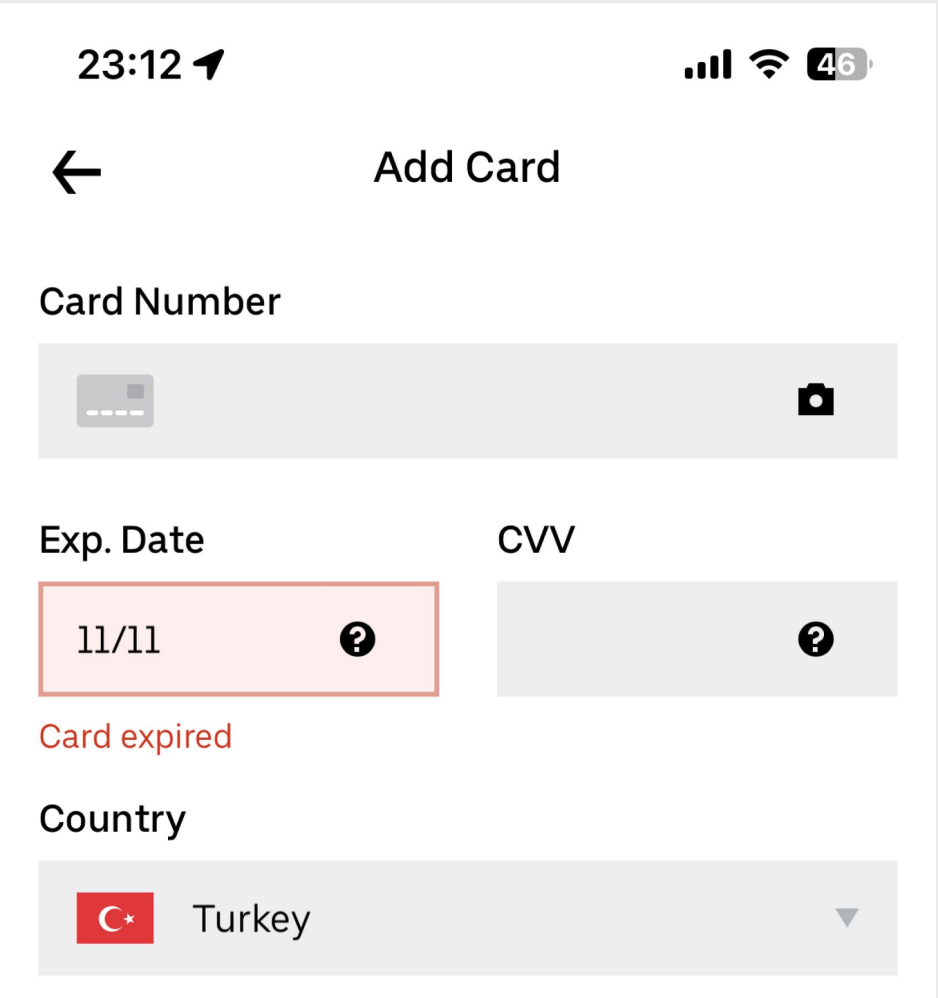
Words like “Invalid” and “format” can be removed from the copy to keep the overall communication consistent and to prevent any possible stress.



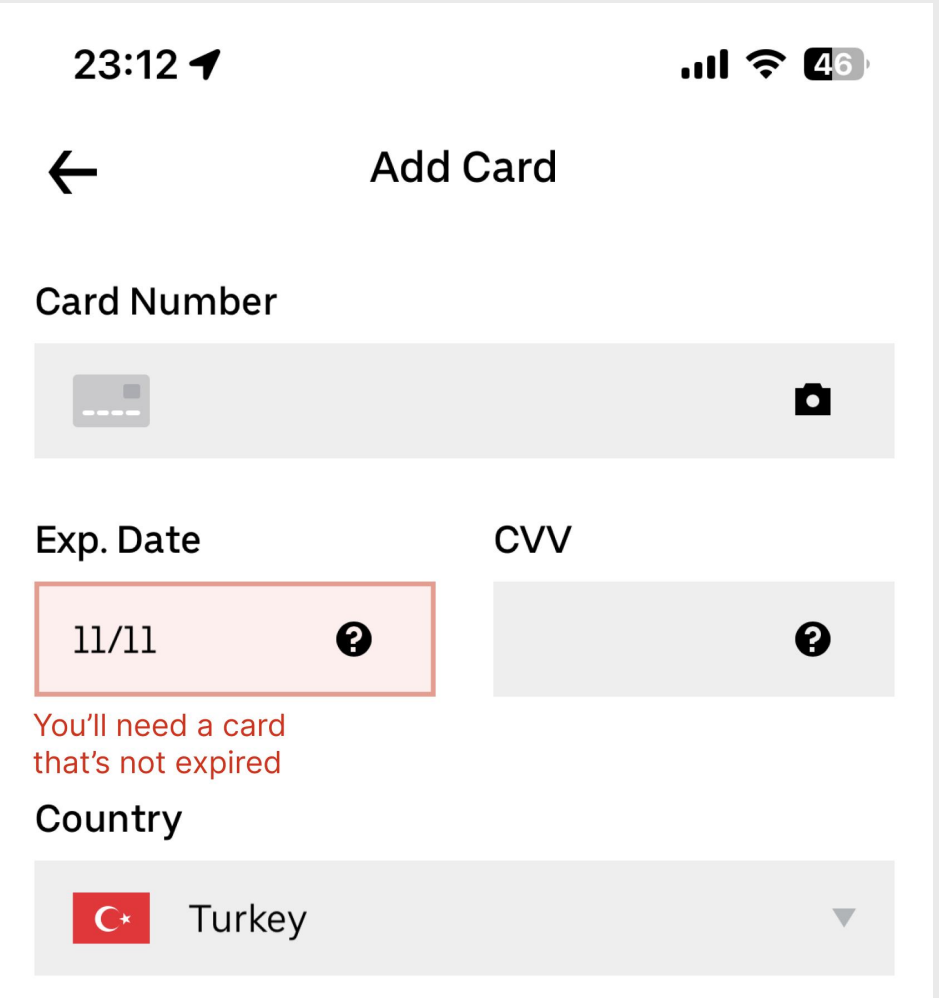
Original Screen



Suggestion



Original Screen



Suggestion

9. Push Notifications

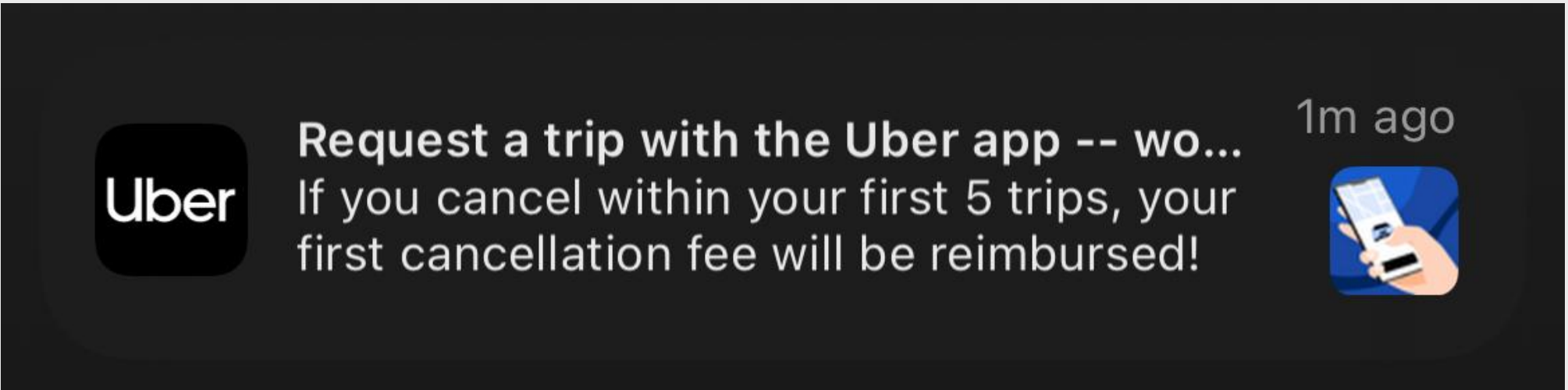
Push notifications help alert the user and invite them to open the app to get more information or to complete an action.

There is a character limit for push notifications, so the most important message should be written first and should fit the screen.

What’s wrong?

The title of the push notification is too long and the content is not readable.

Relevant Heuristics: Content Heuristics - Push Notifications, Consistency and standards

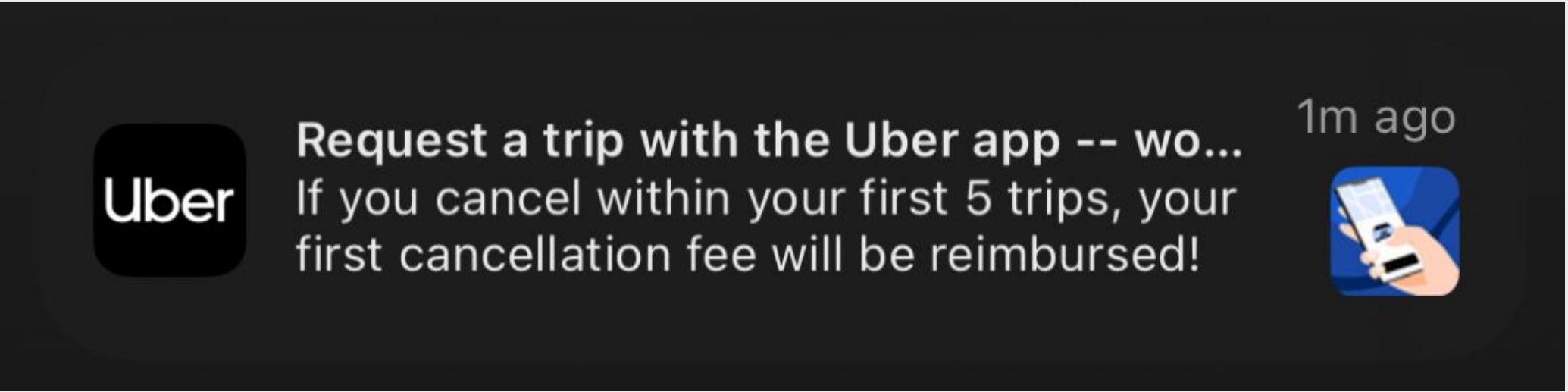


9. Push Notifications

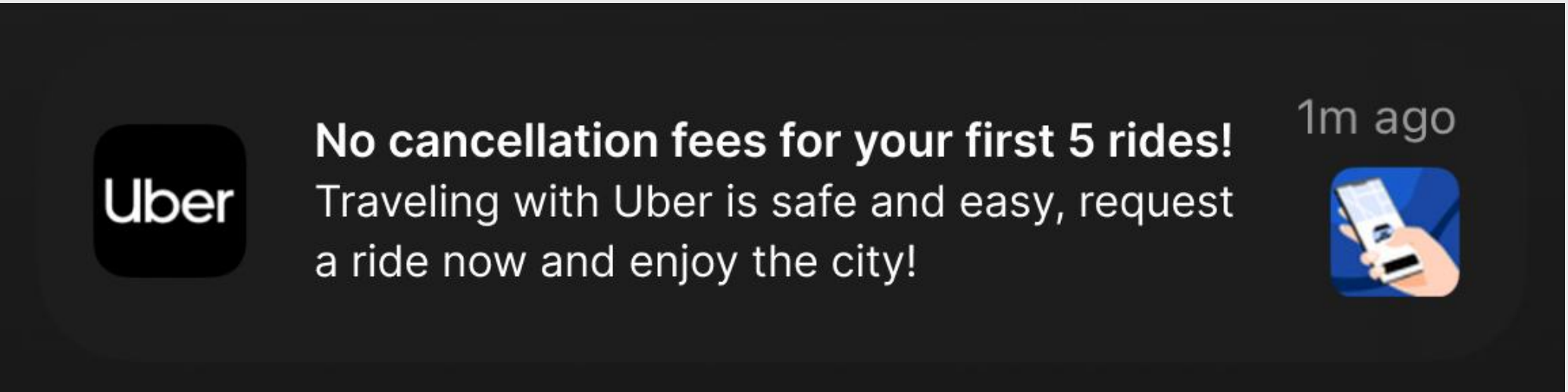
What can be done better?

We can edit the push notification copy to fit completely in mobile screens.

Also giving the most important message first in the title would help to get the message reach the user more effectively.



Original Copy



Suggestion

10. Ride Cancellation

Confirmation Modal

Uber gives their users the option to cancel a ride, or to ask for another driver for free.

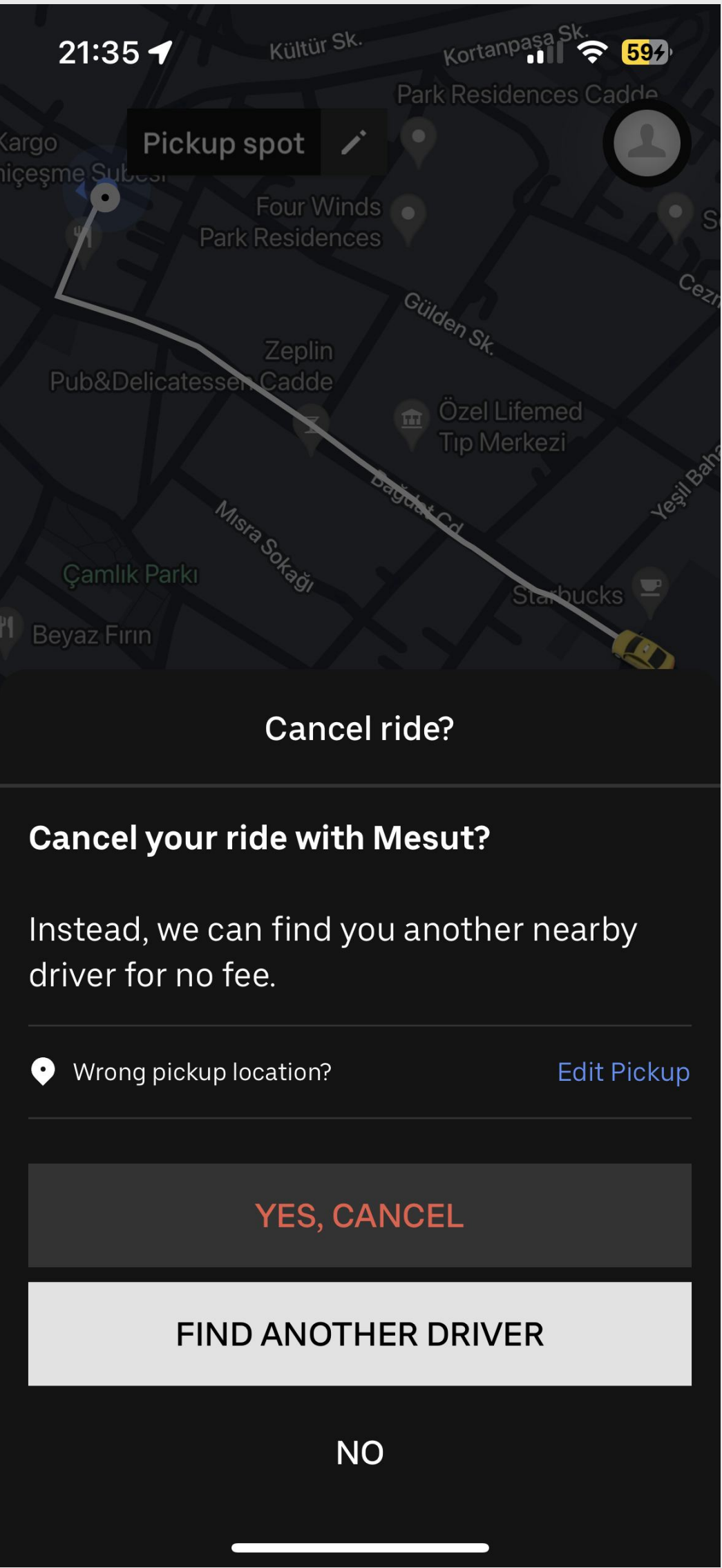
What’s wrong?

The title of the drawer and the body are almost the same and give no additional value, causing the copy to take up unnecessary space.

The copy doesn’t tell the user if the ride cancellation would have a fee or not. So the content doesn’t clearly tell the user the outcome of their action.

Also, the writing style of the button copy does not match the overall format of the app, which causes inconsistency.

Relevant Heuristics: Consistency and standards, Aesthetic and minimalist design, Visibility of system status



10. Ride Cancellation

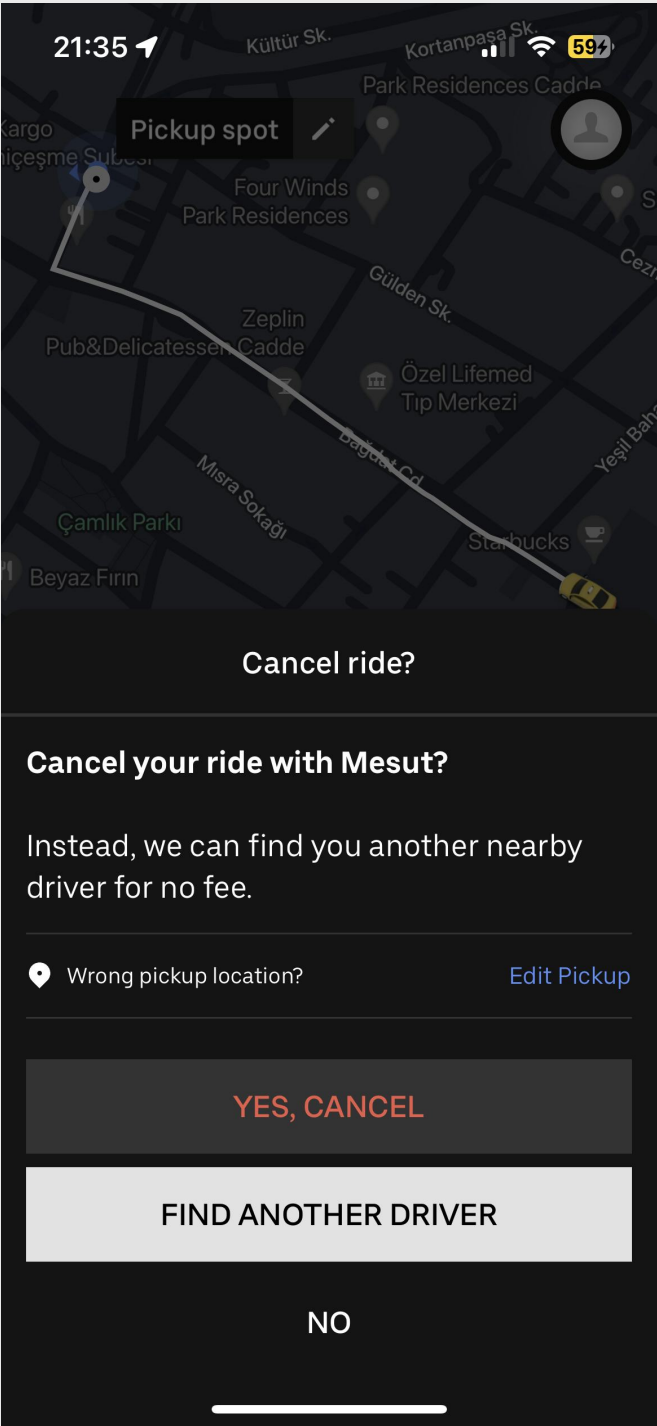
Confirmation Modal

What can be done better?

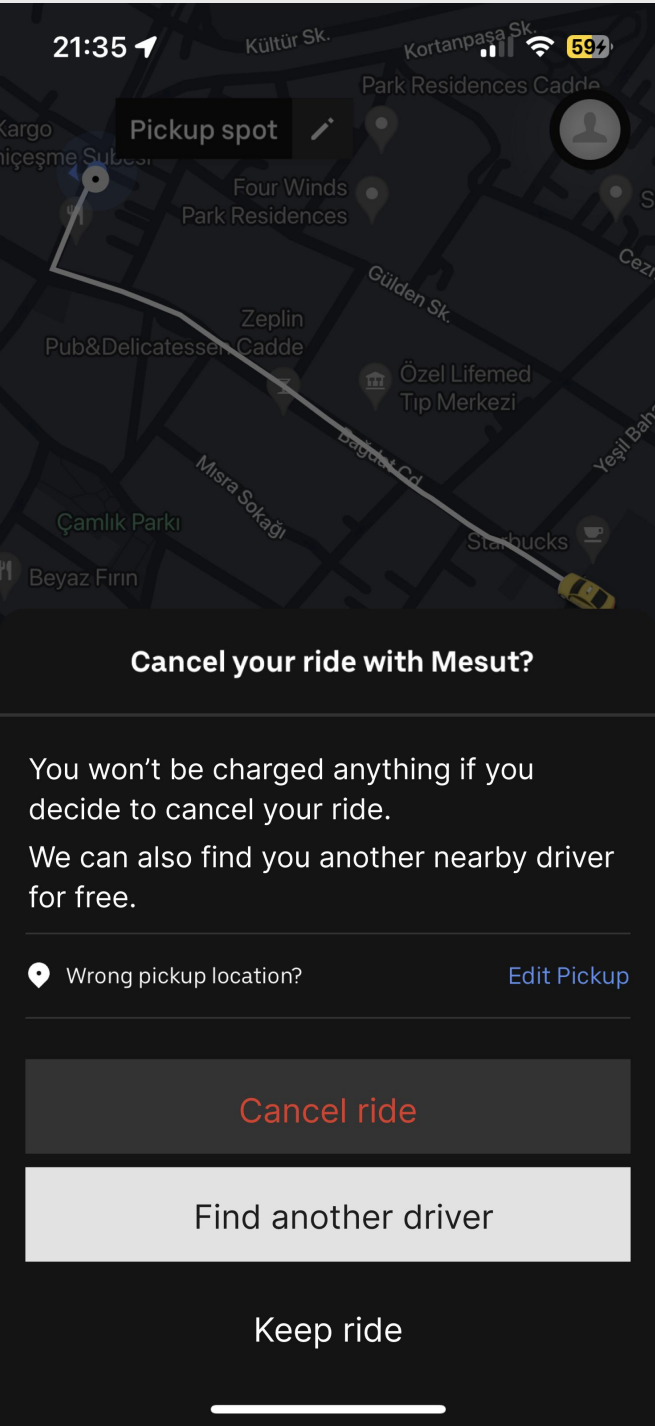
We can delete unnecessary content to make space for more important copy that will help the user.

We can add more information about the consequences of the action the user is asked to approve.

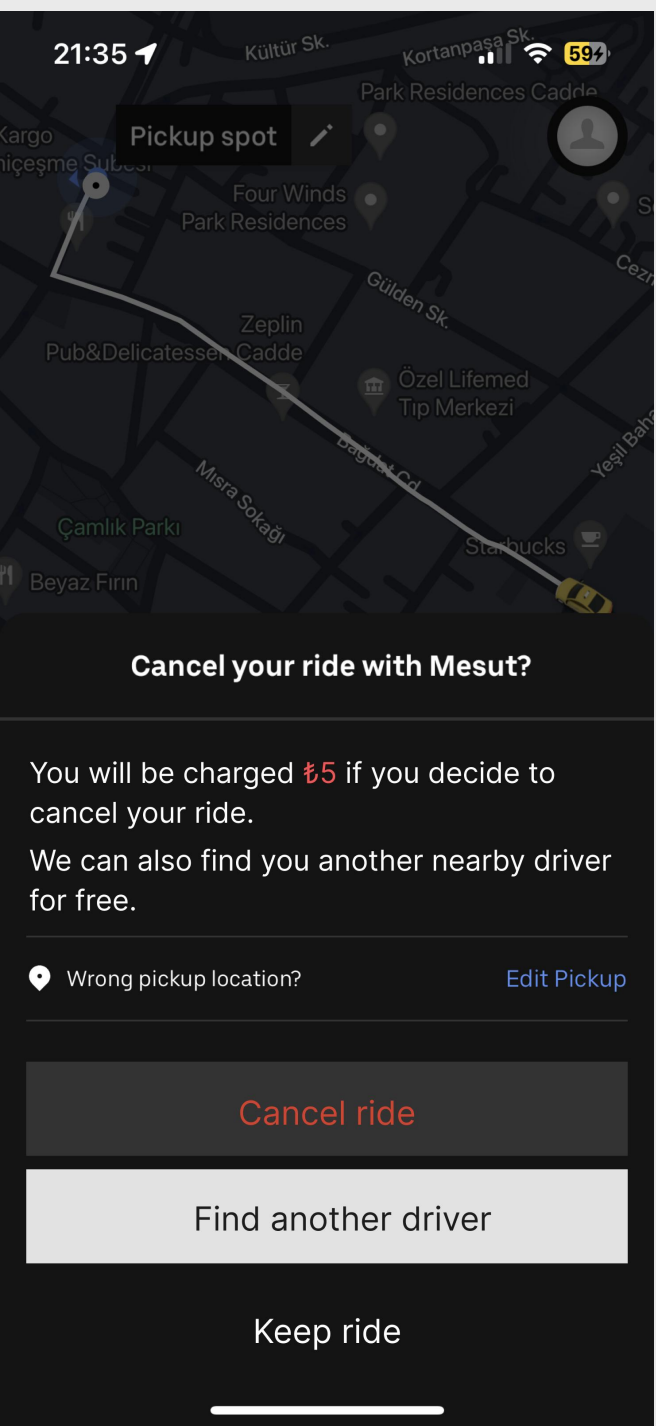
We can also change the writing style of the buttons to ensure consistency in the UI.



Original Screen



Suggestion 1
(The cancellation is free)



Suggestion 2
(The cancellation isn't free)

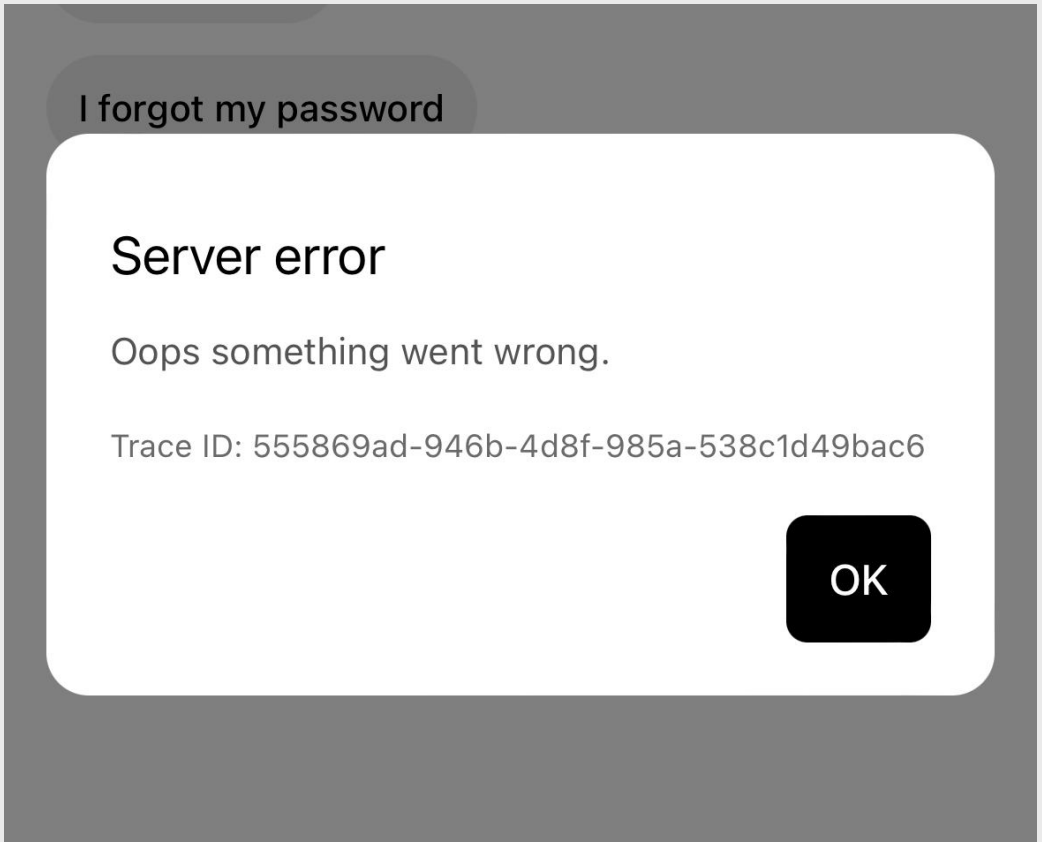
Conclusion

1. Inconsistency

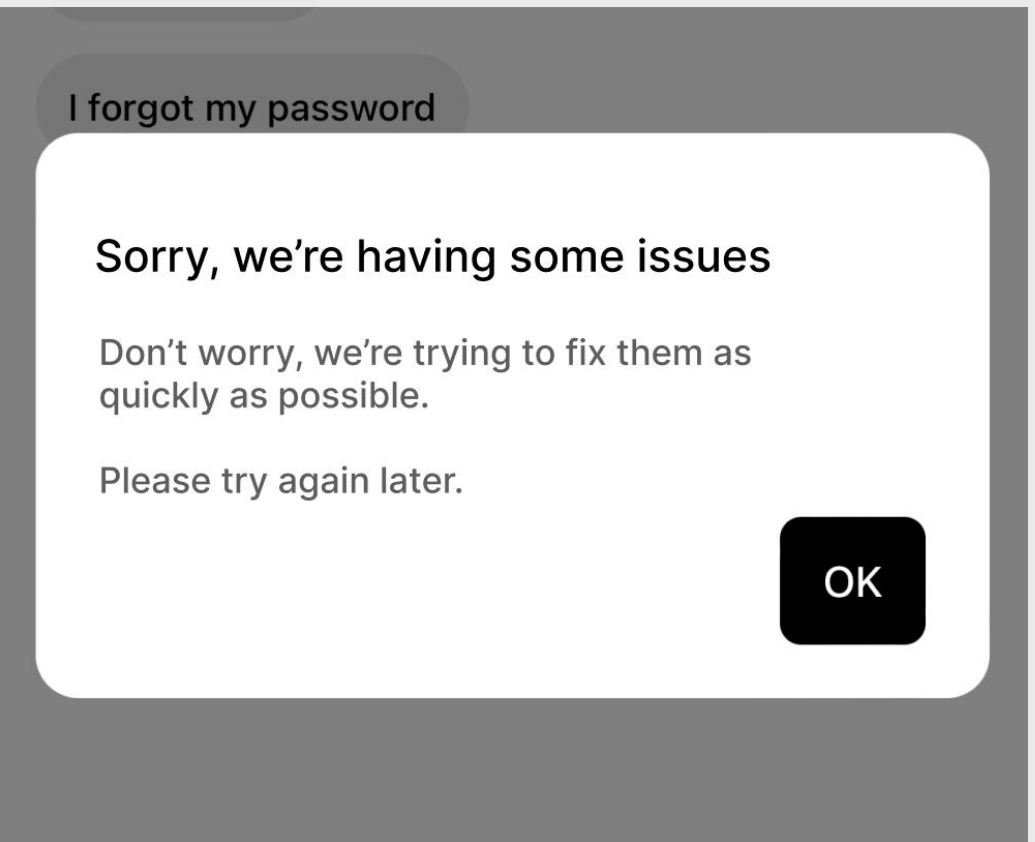
Event though Uber has a Voice & Tone, the app fails to show the characteristics of the brand in the mobile application.

How can it be better?

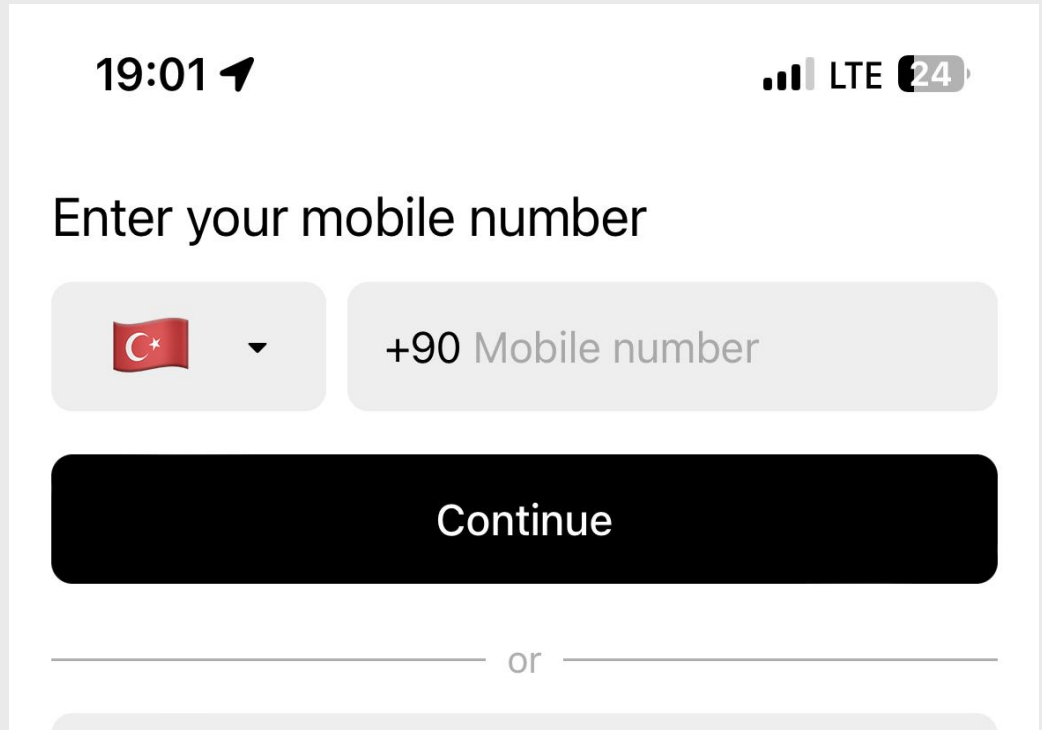
So each flow can be revisited to ensure that the user feels like the communication is coming from the same brand, and only differing in tone.



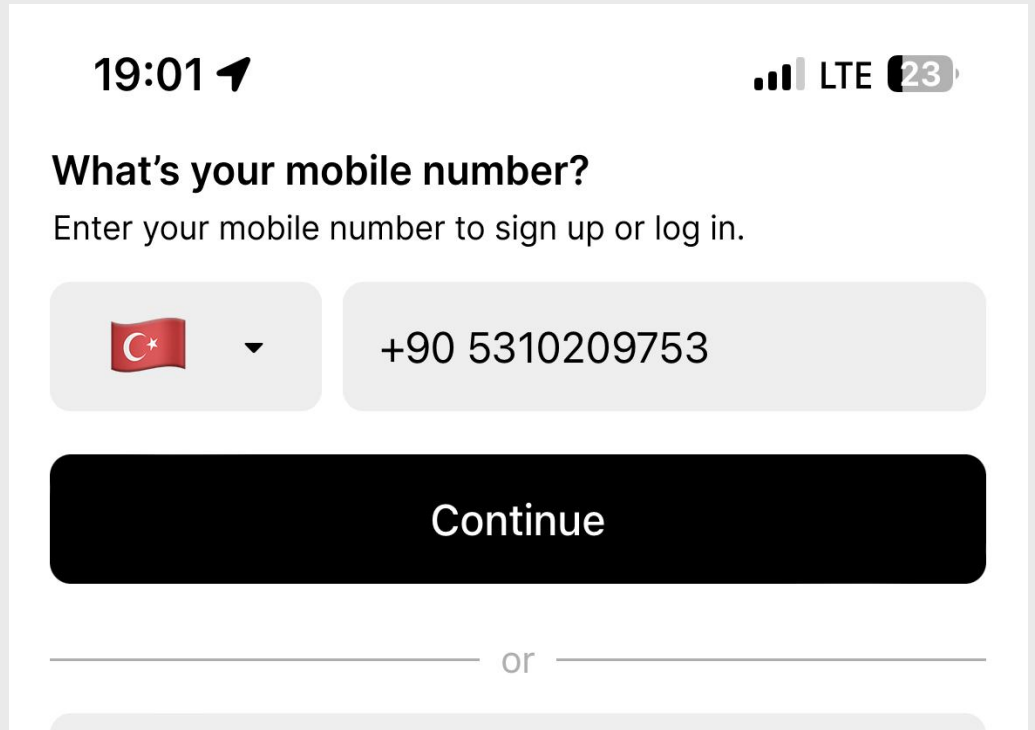
Original Screen



Suggestion



Original Screen



Suggestion

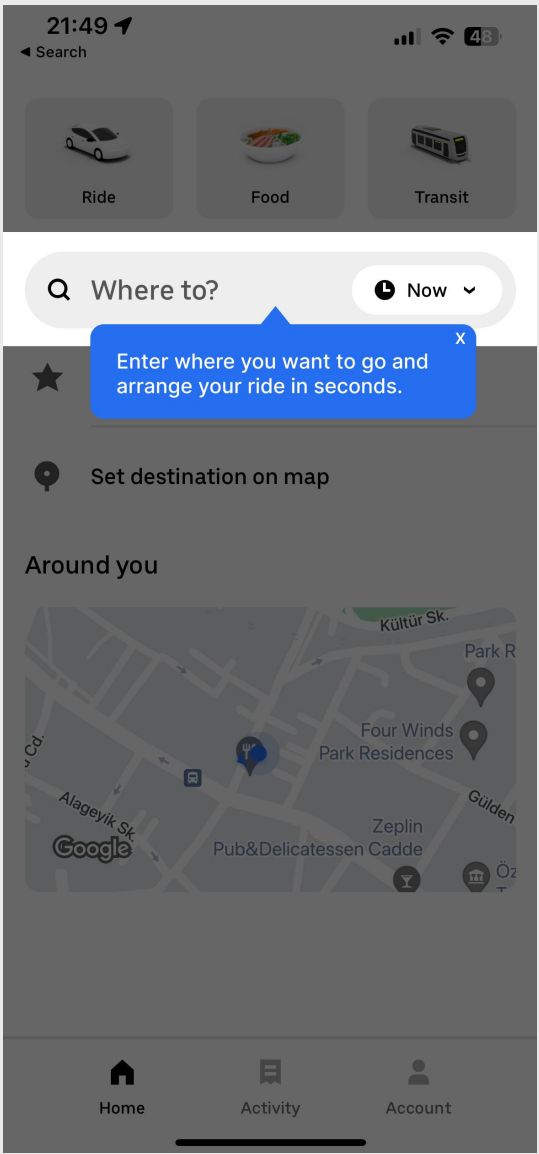
Conclusion

2. Lack of tutorials

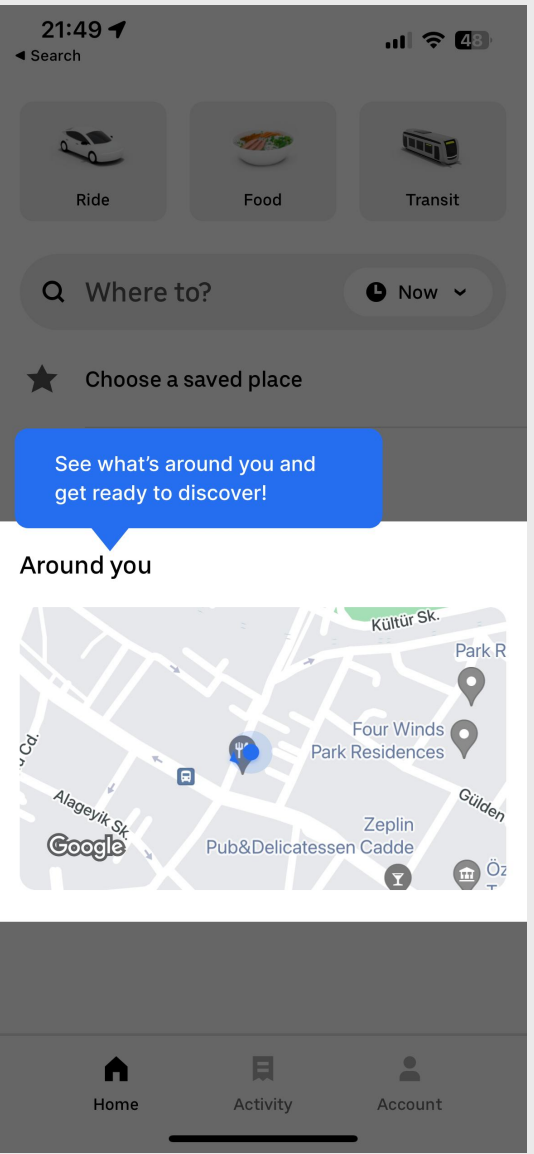
Guidance and directions are missing to teach how to use Uber , leaving the new user alone while discovering the app

How can it be better?

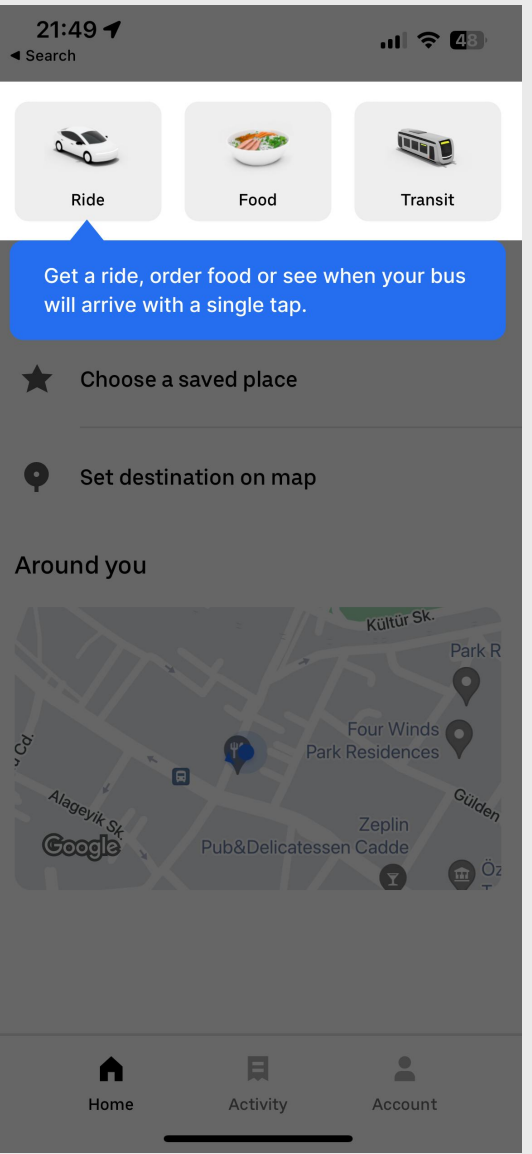
We can add tutorials in the suitable design format to help users learn how to use Uber easily. Also, we can benefit by using the introduction screen more effectively by adding more content that highlights the values of the product.



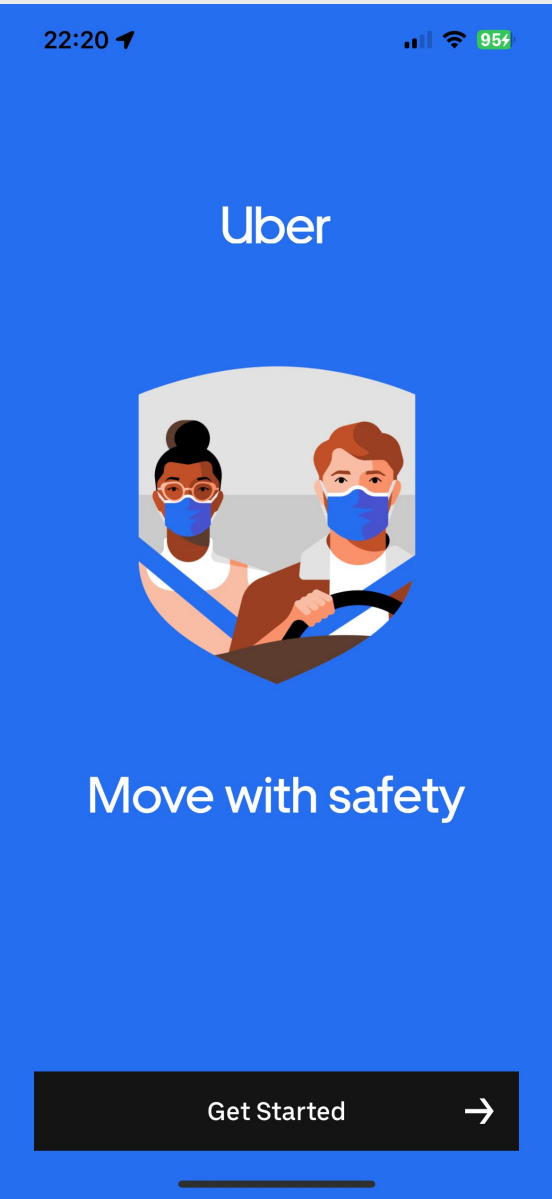
Suggestion 1



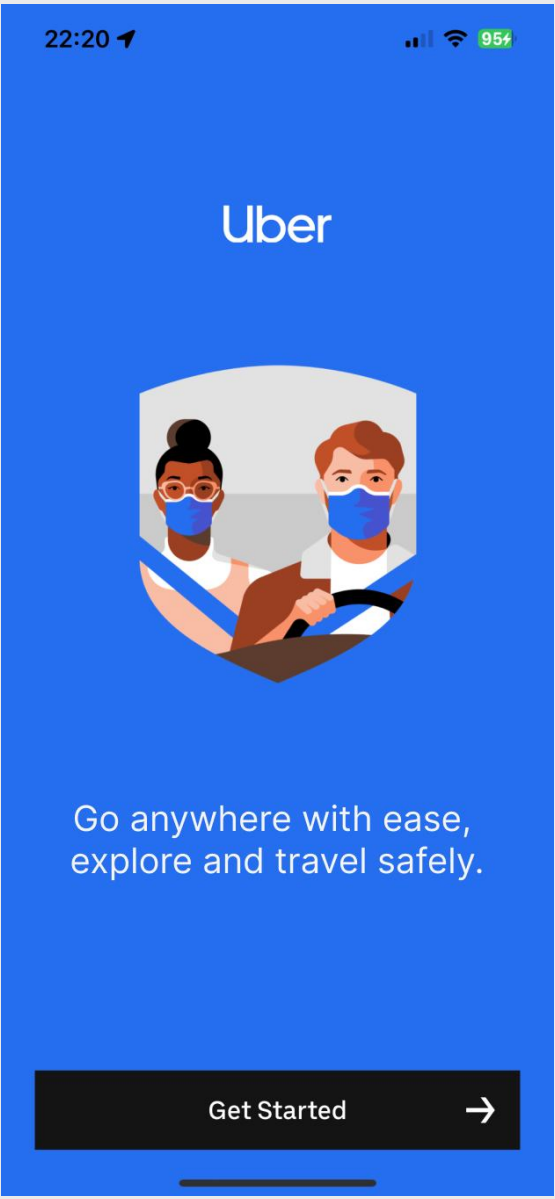
Suggestion 2



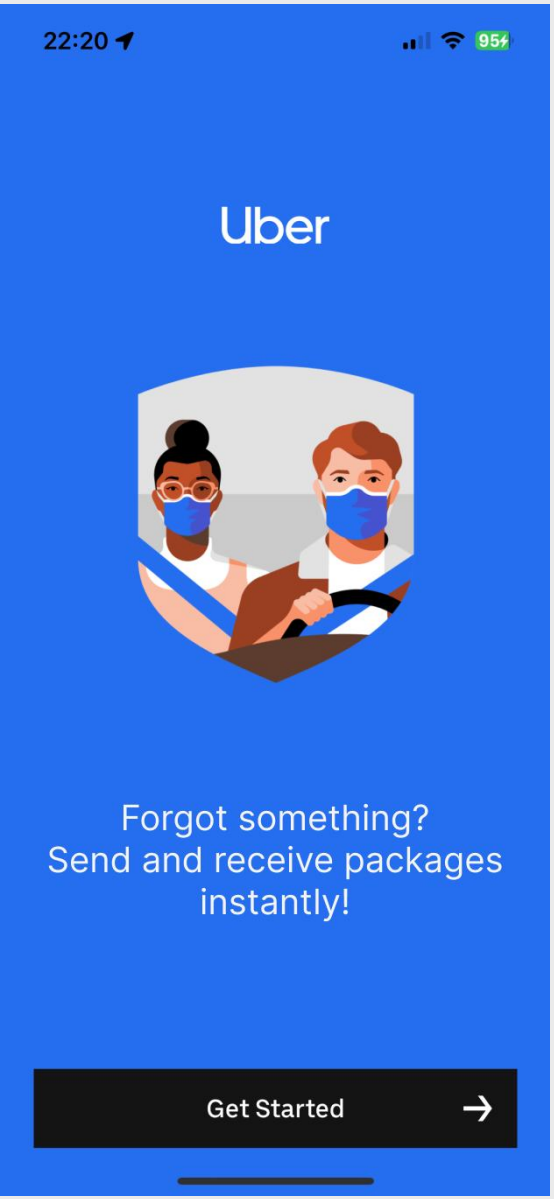
Suggestion 3



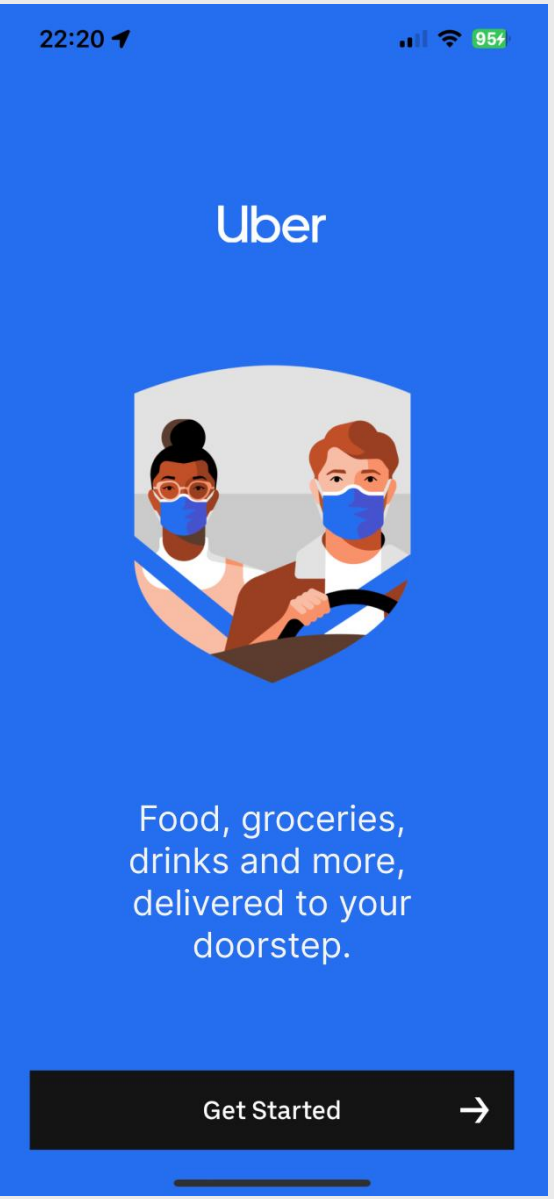
Original Screen



Suggestion 1



Suggestion 2



Suggestion 3

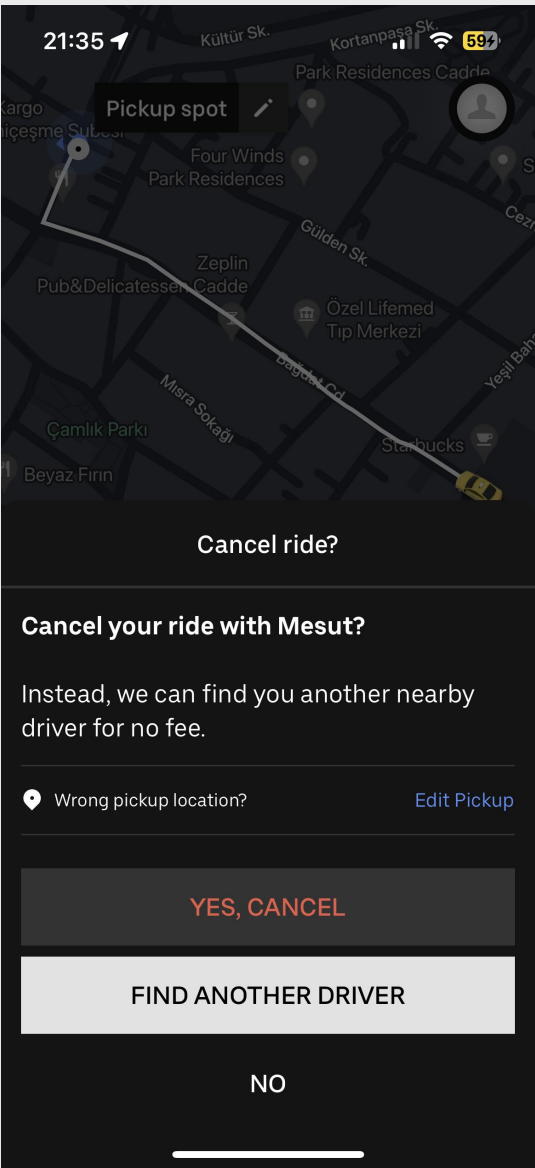
Conclusion

3. Unnecessary content

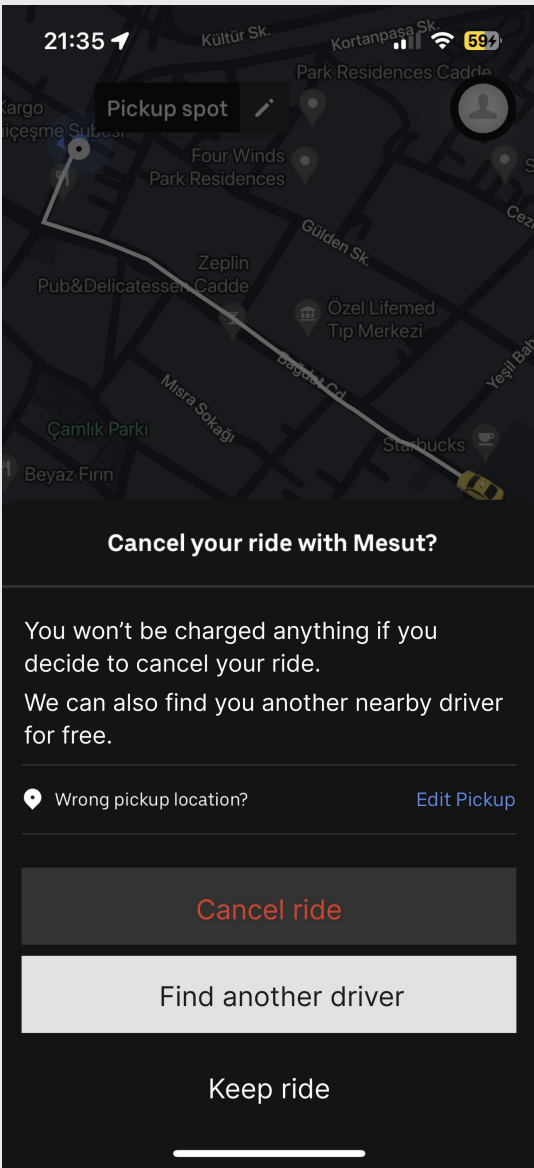
Even though Uber has a minimal design, there are certain points texts that were placed in the same area but had almost the same meaning, causing difficulty in reading.

How can it be better?

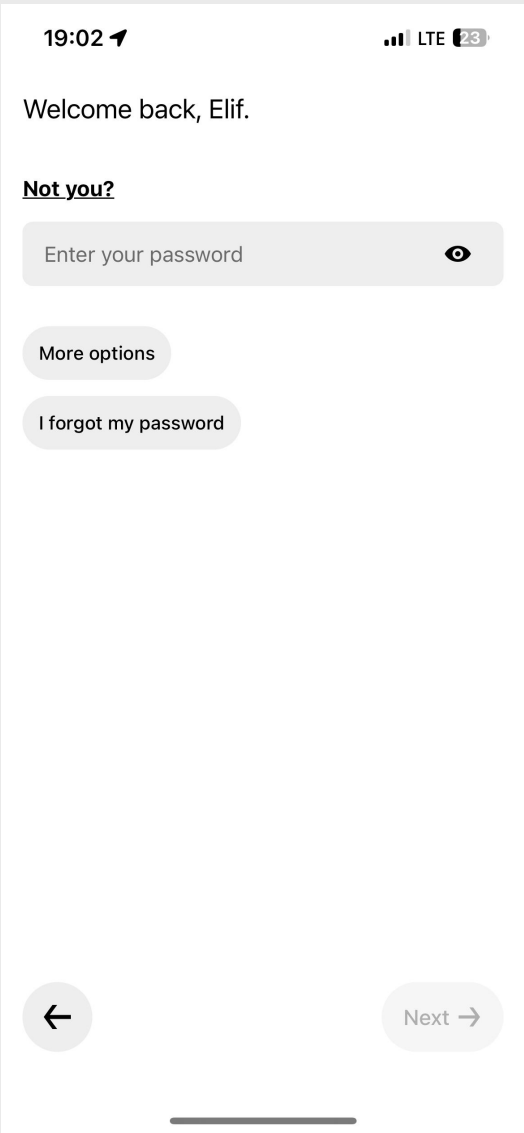
We can eliminate what we don't need and try to say things shortly as possible. We can also rethink the content placement for a better user experience.



Original Screen



Suggestion



Original Screen



Suggestion



Thank you!