CAR NEXT DOOR

Service Website Revamp
(Desktop and Adaptive Mobile Website)

DURATION :

2.5 weeks for idea to wireframe prototyping.

ROLE :

User Experience Designer, Project Manager and User Interaction designer. Part of a 3 person UX consultant team.

METHODS :

Stakeholder Interviews, Competitor Analysis, Comparative Analysis, Heuristic Evaluation, Usability Testing, Google Analytics, Sitemap, Surveys, Personas, Feature Priorisation Mapping, Co Design Workshop, Sketching, Interactive Prototyping, Customer Journey Map, Service Blueprint and Content Strategy.

TOOLS :

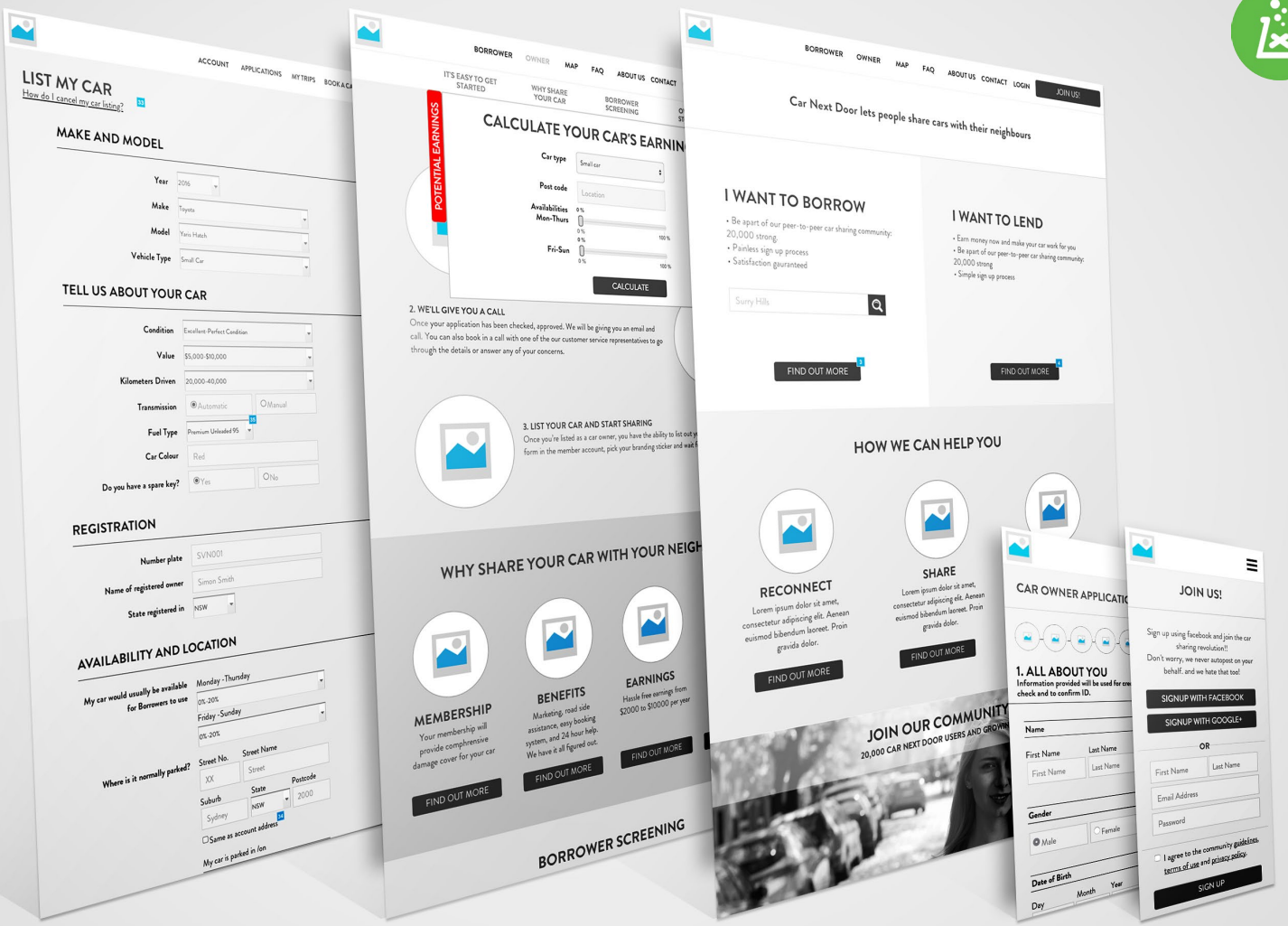
Axure, Invision, Lookback, Excel, Photoshop, Keynote, Google Drive and Google Analyitics.

DELIVERABLES :

Presentation:
https://drive.google.com/file/d/0BxXMq-H-R961dXVZUHd0MXQySWc/view?usp=sharing

Interactive Prototype:
http://d6fxpc.axshare.com/#p=home

Annotated Wireframes:
https://projects.invisionapp.com/share/E361IPO8N#/screens/135328038/comment



IN SUMMARY

PROBLEM

Car Next Door is a peer to peer car sharing service. Currently they have an imbalanced ratio of 1 car owner to 30 car borrowers which limits the growth of the business because there is a lack of supply for cars.

Our challenge was to increase the customer engagement of the car owner onboarding process which will improve car owner conversion rates.

APPROACH

We approached the problem by defining the scope of our solution. This was done by getting a more holistic view of the problem through drawing up a sitemap and conducting a customer journey map.

Consequently, we found that not only did the sign up pages needed to be redesigned, but also the pages before them (i.e. homepage and car owner pages). This meant the entire website structure needed to be redesigned.

SOLUTION

The solution recommended is a revamp of their website structure and their form to create a better user experience. incorporating an easy, efficient and trustworthy sign up process (from awareness to usage).

User concerns as a car owner and borrower has been also been addressed by educating them in more prominent website layout.

DISCOVER - Understanding the problem

In the discovery phase, we focus our primary and secondary research around the business and the user. It is these research that will help us understand if the proposed problem provided by the client is really the problem.

BUSINESS INSIGHTS

Methods used : stakeholder Interviews, Competitor Analysis, Comparative Analysis, Heuristic Evaluation.

- Users have no understanding of the Car Next Door service and therefore dependent on the call with the sales team to answer concerns.

- Car Next Door does not lack in features compared to other competitors in the Peer to Peer car sharing space. (it's the website experience needs work.)

- Competitors tailor their website to all of their users (i.e. both borrowers and owners) while Car Next Door caters to borrowers only.

- Other peer to peer services appeal to their users by being transparent about their processes to develop trust and security. This was very effectively executed in services such as AirBNB.

- The website navigation elements are not clear. It makes it difficult for users to access information that creates trust for the website.



CAR NEXT DOOR - COMPETITOR ANALYSIS

	Car Next Door	Turo (formerly RelayRides)	CarAmigo	Zip Car	Drivy (formerly CityzenCar)	Flexicar	GetAround	MyCaravan	Spride Share	DriveMyCar
Location	Australia	America	Belgium	North America and Europe	France	Australia	America	Australia	America	Australia
Peer-to-peer	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Short Term Rental	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Unattended Key	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
Social Media Sign Up	No	Yes	Yes	No	Yes	No	Yes	Yes	Yes	Yes
Customer Testimonials	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes
Smart Card/ Activation	No	No	No	Yes	No	Yes	No	No	No	No
Trip Advisor/ Travel Recommendations	Yes	Yes	No	No	No	No	No	No	No	No
Mobile App	Not yet	Yes	No	No	No	No	No	No	No	No
Live Chat Feature/Help with review about experience with service	No	No	No	No	No	No	No	Yes	Yes	Yes
Valet Service	No	Yes	No	No	No	No	No	No	No	No
Feedback for Car/Review	No	No	Yes	No	Yes	No	Yes	Yes	Yes	No
24 Hour Roadside assistance	Yes	No	No	No	No	No	No	No	No	No
Environmentally conscious	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
Provides Insurance/Fuel	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Blog	Yes	No	No	No	No	No	Yes	Yes	No	Yes
Large variety of cars	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes

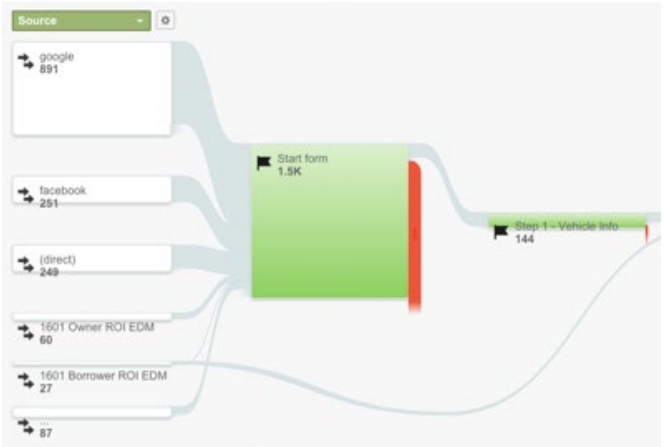
TAKE A CLOSER LOOK AT THE APPROACH TO SOLUTION

DISCOVER - Understanding the problem

USER INSIGHTS

Methods used : Usability Testing of existing signup process, Google Analytics and Surveys.

- User has difficulty in findings relevant information.
- Users want to be told prior to signup are: how much money can you earn, membership and insurance fees, what peer-to-peer carsharing is, who will be using their car.
- Users are more concerned with bad things happening than the benefits of using the car service.
- Highest user motivations are financial incentives (74.%).
- Secondary motivations included sharing of underused resources and saving the environment. (34.5%)
- The more earnings predicted by the calculator, the more willing people were to complete the signup.
- Users drop out after seeing the earnings calculator.
- No expectations of what the process will include or how long it will take.
- Inconsistent labeling and layout causes users to doubt its authenticity and whether my details or vehicle are secured.



CAR NEXT DOOR - CURRENT WEBSITE USABILITY TESTING

TASK	USER	COMMENTS / RESPONSE	PAIN POINTS / INSIGHTS	PRIORITY
5 seconds test	1	I do not like the idea of this business.	prefer traditional methods of renting a car rather.	
	1	There are car rental companies (traditional) who rent for the same price.		
	2	renting a car from someone in your area	Good Understand the general idea of Car Next Door	
	2	Sharing cars in neighbourhood		
	2	Very prompting, assuring, I am going to use this.		
	2	I don't want to watch video, because it looks like it will take too long.	Video might not be nesssay so early on the home page.	
	3	This website is all about borrowing cars!	The website wasn't clear that you can be both an owner and	
	4	I worry about insurance straight away	Insurance is intial concerns of the user	
	5	It's something about cars, right?	Unclear website goal	
	5	it looks colourful and game like.	user attracted by the visual	
Homepage	1	What if they crash my car?	Worried about their car getting wear & tear and dirty from	
	1	Why would I do this? Why would I use a P2P service?	Doubts about entire P2P car sharing concept	
	2	What if they smell or scratches my car?	Worried about their car getting wear & tear and dirty from	
	3	So you can be a car owner too?	Interested at being a car owner	
	3	It's good you can source a car for a short period of time	Likes the concept of peer to peer car sharing.	
	3	How much deposit is the borrower going to pay?	Pages are content heavy and hard to digest.	
	3	I feel like there are better ways to present the website	Finding information and navigating website could be better	
	4	The first thing I'd do is borrow a car	They would rather borrow a car instead of lending a car	
	5	Clicked "list my car" but I didn't get to list my car.	unclear website goal, and hesitating over labeling	
	5	there's alot of bad labeling		
	5	its a completely different website	Website is disjointe, especially the navigation and flow.	
	5	why is it opening a new tab?		
	5	I won't use this service, because they probably be involved in accidents if i lent out my	User concerns not anwsered causes rejection of service	
Earning Calculator / Sign up	2	Not worth it x2	Too much effort to sign up.	
	2	I wonder how the gas / petrol works.	No indication to address potential car owner concerns	
	2	1250? membership took my money already!	Calculator causing disappointment	
	2	Form order is good - general info first & then details	Flow of the sign up is good.	
	2	Luxury care - don't like people touching my property.	Worried about their car getting wear & tear and dirty from	
	2	How do people evaluate my car condition? - not clear.	Not clear on process of how sign up works	
	2	If I had a shitty toyota, I wouldn't mind renting it out.	Excited to earn some extra money from the use of old car.	
	3	The calculator seems a bit repetitive? Why do I have to fill it again?	The calculator pops up twice. Users don't understand why it	
	4	Second car that's free will earn money	User starts calculating membership vs earnings, and	
	4	I have to fill out the calculator	Feels the calculator mandatory and part of the process.	
	4	I assume I'll have to fill this out		
	4	I will play around with this calculator to see how much I will earn	Expectations of earnings are set	
	4	For the greater good- rent out to neighbourhood	Benefits to the community positive feeling for user to sign	
	5	skipped calculator	User skipped the calculator completely and not blocked from	
Signup	1	Why do I need to fill out my vehicle now???	User 1 has dropped out at this point.	
	2	This is way too much work, I got to do 5 more of these?	The value of time & effort you need to spend on signup VS how much you can get back.	
	2	Things in form not made clear		
	2	Whats motivating me is the money aspect		
	2	All makes sense, but is the money worth it?		
	2	If I really need the money I would just sell the car.		
	2	photo- taking function is weird.	There are too many steps of taking a picture of myself.	
	2	So I have to join an insurance?	User was not prepared for joining insurance. There was not expectations in how the process works	
	2	Avatar should be clickable	hard to select form elements	
	2	they are going to call me ?? I just filled this out, why do they need to call me??	was not prompted on the process of sign up.	
	3	I feel like a website shouldn't have to make me think. This site makes me think	Too much effort to sign up.	
	3	Choose your persona...? What..? Oh... is it like your personality? What is it for?	Need a better way to inform users why they need to pick a persona	
	3	I don't like the two step process of choosing a persona	Users tried to click on a persona	
	3	How come the labeling of the sign up process is different from the page title?	Inconsistent labeling	
	3	It's so long *sigh*	Too much effort to sign up.	
	3	Don't you have to log in first before you put up a car?	Users questions on flow of signing up	
	3	This application only felt like a real service when I had to verify my ID	There is no sense of security with the whole process	
	3	My privacy trade-off doesn't seem worth the money they predicted for my car though		

USER	AGE	DURATION
1	50+	10minutes
2	24	25minutes
3	32	30minutes
4	22	35minutes
5	30	41minutes

	Good
	Minor Concerns
	Medium Concerns
	High Concern

TAKE A CLOSER LOOK AT THE APPROACH TO SOLUTION

DEFINE - Insight (implications) and Needs

From understanding the business and the user from our discovery phase. We can then define what the particular needs and problems that exist for both the business and the user.

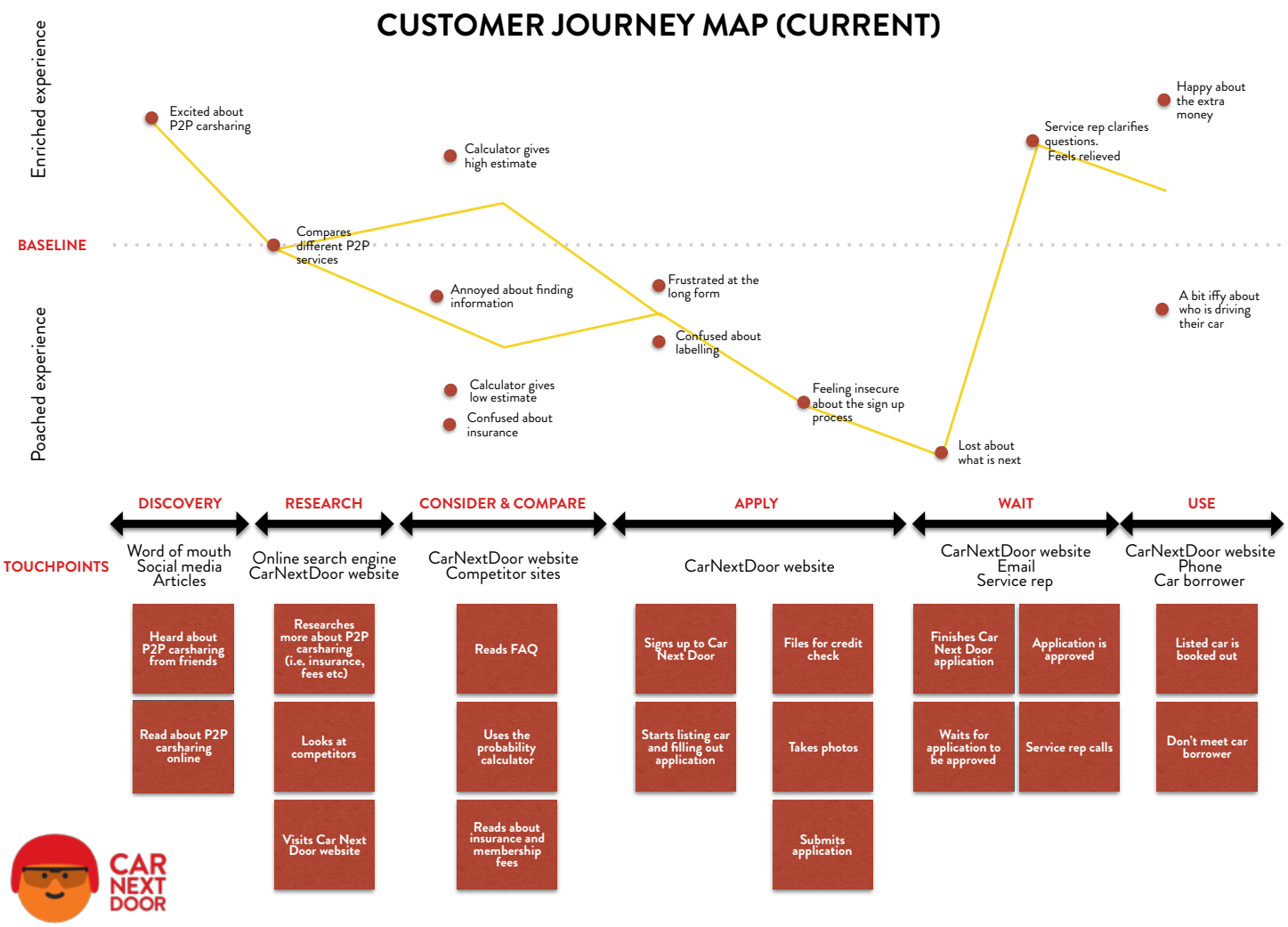
Driven by our research findings, We developed into artefacts to visually illustrate insights via personas, current sitemap and customer journey map. These allow us to have a good understanding of what Car Next Door's and our target users needs are.

BUSINESS NEEDS

- A website that tailors both to Car Owners and Car Borrowers.
- A straight forward and efficient website with a cohesive experience.
- Seamless and efficient signup process.
- Pages organised in a meaningful way for their users to make easy decisions.
- Increased conversion rates for Car Owners.

USER NEEDS

- Users want an easy, efficient and trustworthy sign up process (from awareness to usage).
- Users need easy access to the information that can help address their concerns and make easier decisions.
- The service needs to be transparent about what they can offer the users, what the service expects out of them and why they are asked for specific details from them in the sign-up form.
- A choice between in-depth answers to questions or a simple and easy way to quickly understand information.



As we discovered the main problems of our target market drop off points, pain points, motivations and emotions experienced, we realised the proposed problem pivoted to a much wider scope.

We now understood that we needed to correct information architecture on the website first, for the user to consider being a car owner and then access the signup form.



CAR NEXT DOOR SITE MAP (CURRENT)

LEGENDS
- FOLD VISIBLE LINKS
- FOLD VISIBLE SECONDARY LINKS

HOME

FOR CAR OWNERS
- How does it work?
  - Estimate your car's earning power
  - Is my vehicle eligible?
  - You car is fully insured
  - Borrower screening and etiquette
  - Hassle-free earning
  - We're here to help 24 hours a day
  - Get paid for doing good
  - Drive your neighbours' cars
  - Pricing and plans.
  - Checkout FAQs
  - Get started
- Rates and Plans
  - Insurance cover
  - How fred works
  - Road side assistant
  - How you get paid
  - How borrowers pay for their fuel
  - Fines and tolls
  - Missing - marketing your vehicle
  - Calculate your car's earning power
  - Get started
- Car Owner FAQ
  - >Earning money from your car
  - See all 11 articles
  - >Is it for me?
  - See all 18 articles
  - >Accessing your car
  - See all 4 articles
  - >Insurance, damage & roadside assistant
  - See all 9 articles
  - >Trust and Safety
  - See all 6 articles
  - >Using your own car
  - See all 8 articles
  - >Fines and Tolls
  - See all 2 articles
  - >Parking
  - See all 4 articles
  - >Fuel and servicing
  - See all 2 articles
  - >Communicating with your Borrower
  - See all 2 articles

FOR CAR BORROWERS
- How does it work?
  - Check your eligibility
  - Join now for free
  - Check out the FAQ
  - Join now for free
- Rates and Plans
  - Check out different pricing for different car types
  - Here are the rates
  - Join Now
- Car Borrowers FAQ
  - > Getting Started- for car borrowers.
  - See all 8 articles
  - >Most frequently asked borrower questions.
  - See all 18 articles
  - >Pricing and payment
  - See all 12 articles
  - >Fuel / Petrol
  - See all 18 articles
  - >Taking a Trip
  - See all 18 articles
  - >Insurance and damage
  - See all 18 articles
  - >Troubleshooting
  - See all 18 articles

FLEET MAP
- By Location
  - Sydney
  - Melbourne
- Search by Suburb
- By car model
  - Van
  - Small Car
  - Medium Car
  - Large Car
  - Station Wagon
  - SUV/4WD
  - People Mover
  - Ute
  - Automatic
  - Current Cars to Rent
  - Current Borrowers

CONTACT US

LOGIN
(Login to Car Next Door)

MEMBER ACCOUNT PAGE
- List my Car
- My Trips
- Book a Car DEFAULT
- My Car
- Account
- Logout

MEMBER ACCOUNT FOOTER LINKS
- Privacy Policy
- Forms and Policies
- Contact Us
- FAQs

JOIN US!
- Join free as a borrower
  - Signup to Car Next Door
- List your car
  - Rent my car - Signup / Calculator
    - Vehicle Info.
      - About you
        - Insurance Info.
          - Verification
            - Choose plan
              - Application received

FOOTER LINKS

FOR CAR OWNERS
- How does it work
- Rates and plans
- FAQ
- Owner handbook
- List your car

FOR CAR BORROWERS
- How does it work
- Rates and plans
- FAQ
- Member handbook
- Join as a borrower

NIL TITLE
- Member reviews
- Help
- Terms of use
- Stories and news
- About us

NIL TITLE
- Media
- Careers
- Carbon offsetting
- Research & development
- Contact

TAKE A CLOSER LOOK AT THE APPROACH TO SOLUTION







RICHARD SMITH

"I hate having my cars being under utilised"

CONNOR JONES

"I love the feeling of helping my community by sharing my under utilised resources"

CELESTE LEE

"I love to travel, always open to new experiences and I need more money to facilitate this"



RICHARD SMITH

38, a Project Manager on 100k salary. He and his wife are on a double income household, however no kids yet.

Public transport usage
frequent — never

Car usage
frequent — never

How easy is it to convince.
easy — hard

Community / environment input
important — don't care

Financial gain
important — don't care

Lifestyle how frequent they go outdoors
active — inactive

Behaviours:

- Lives and mainly walk to work in the CBD, he doesn't use much public transport.
- Has one sports car for show and the other older car (10 year old) for purely functional aspects.
- Feels guilty that his cars are under utilised, but don't want to sell his 2 cars just in case both he and his wife needs it for driving to meet with client.

Loves:

- Efficient and concise processes.
- Having multiple streams of income.

Dislikes:

- Illogical and long signup process.
- The possibility of other car drivers damaging his car and questions on how insurance would fix that.

Needs:

- Be assured everything will be alright (liability and insurance are covered) if anything happens to his car.
- Be assured and convinced about the product or service before proceeding signup. (potential alternatives and competitors).
- Needs external validation/to feel his contribution of his under-utilised vehicle is appreciated in the community

Special Considerations:

- Once a blue moon, both him and his wife may need to use both cars for separate client meetings.



CELESTE LEE

25, has a hipster filmmaker boyfriend, freelance photographer doing Masters of Fine Arts, 50k salary.

Public transport usage
frequent — never

Car usage
frequent — never

How easy is it to convince.
easy — hard

Community / environment input
important — don't care

Financial gain
important — don't care

Lifestyle how frequent they go outdoors
active — inactive

Behaviours:

- Lives in Newtown and likes being apart of the artistic community.
- Into fashion/writes a fashion blog in her spare time, alternative lifestyle, Ramona Flowers hair.
- Is open to new experiences/is excited by businesses.
- Initially motivated by financial incentives/needs money to keep up her partying/ somewhat hedonistic/nomadic lifestyle
- Wants to try Car Next Door service initially for financial motivation after hearing positive validation from her neighbourhood / community.

Loves:

- Efficient and Concise processes.
- Having multiple sources of income.

Dislikes:

- Developing a bad reputation within the neighbourhood.
- Reading too much to understand stuff.

Needs:

- To know that her decisions are financially viable, and will drive revenue with minimum effort.
- Make use of the secondary assets to support life style.
- Needs more money to facilitate her travels.
- Quick and easy way to join the service.

Special Considerations:

- Would still need her car to travel on outings with friends, there are no scheduled dates, just whenever she is not on shift.

IDEATE – Generate ideas

From the holistic insights gathered in the defining phase, we understood the scope of the problem isn't just the signup form but also the information architecture of the website.

FEATURE PRIORISATION MAP

In understanding this, concept ideas are generated from both business and user needs is placed in a feature priorisation map. Where it will help us understand what is feasible to be implemented, that best satisfy the proposed problem. (Minimal Viable Product)

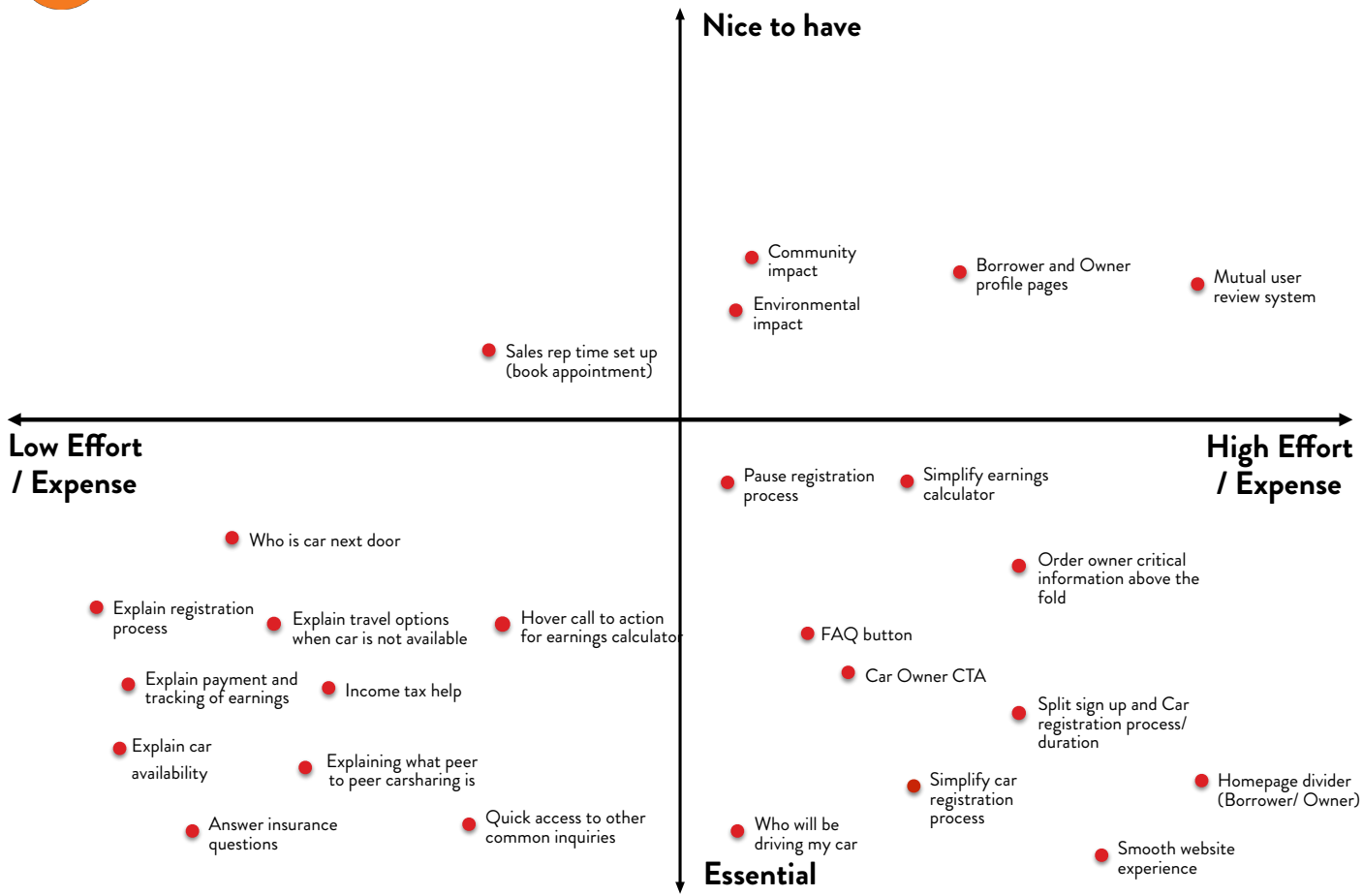
CO DESIGN WORKSHOP

We invited our client different department representatives to help generate ideas. The workshop allowed majority of the stakeholders to come onboard to the UX journey to help develop the concept solution.





CAR NEXT DOOR FEATURE PRIORISATION MAP



BUILD - Prototyping

Following the ideation phase, we then took all the ideas and consolidated it with the chosen prioritised features and started rapidly sketching out the solution in paper form.

RAPID SKETCHING

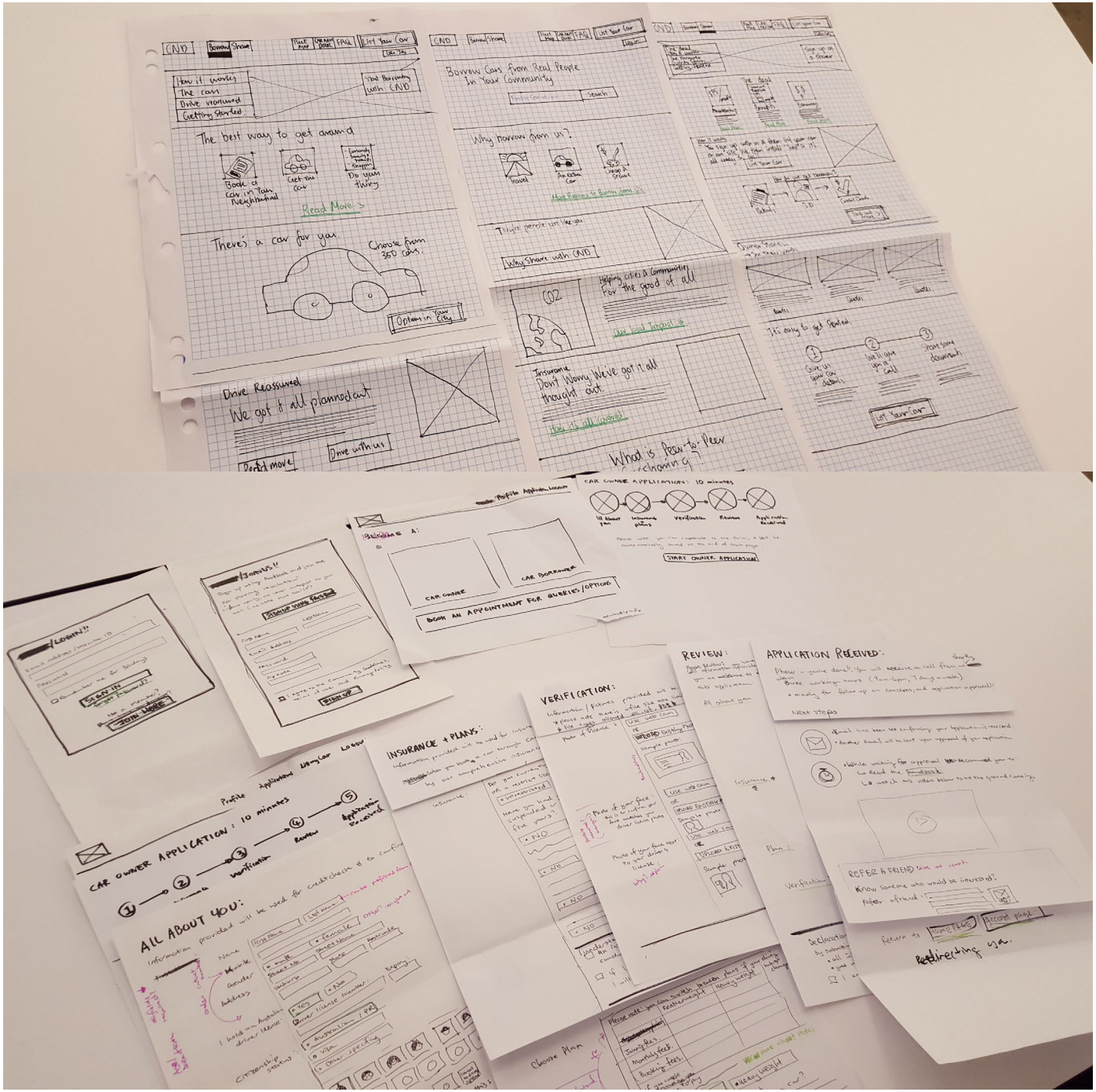
Rapid sketching on papers allows us to craft calls to actions, navigation labels, page flow, element positioning and reorganise information architecture. It encourages guerilla testing to identify problems early, saving time and effort in the long run.

PROTOTYPE SCOPE

At this point we are designing the solution that addresses the concerns of car owners and borrowers by providing a more prominent and logical website layout.

- Home page landing page
- Car owner
- Borrower page
- Membership
- Signup form as member
- List your car form
- Mobile version of website

The above pages are what we believe will help craft a more positive customer journey on the car owner sign up process.



TAKE A CLOSER LOOK AT THE APPROACH TO SOLUTION

VALIDATE - Testing

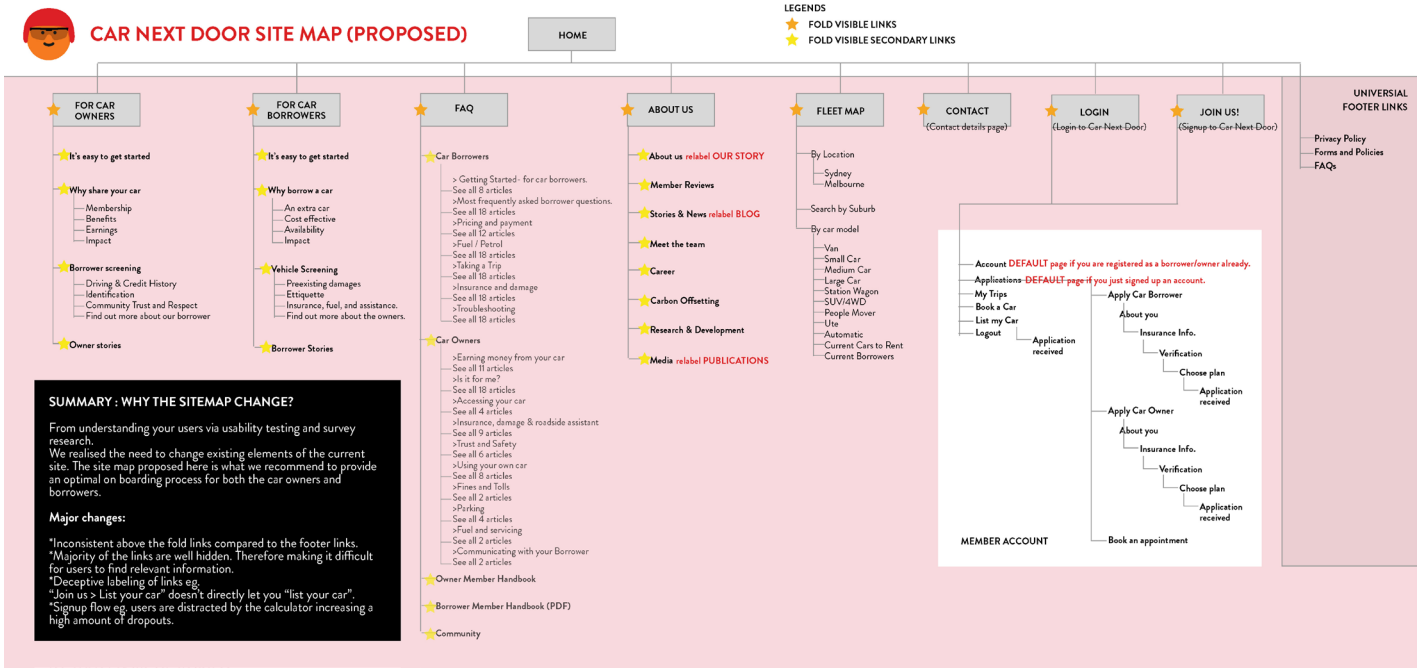
Once we had a form of prototype established, it necessary to check that we are solving the proposed problem via variety of methods. In this case usability testing, design proposed sitemap and customer journey map helps validate positive impact of the concept solution.

USABILITY TESTING

So before we develop the paper prototypes into interactive prototypes, we conducted usability testing with paper prototypes with 5 users and continuously iterated our designs into final concept solution.

OTHER VALIDATION METHODS

The creation of current and proposed sitemap and customer journey map illustrates the impact of the concept solution in the sign up process.



ITERATE - Implement changes & Repeat Testing

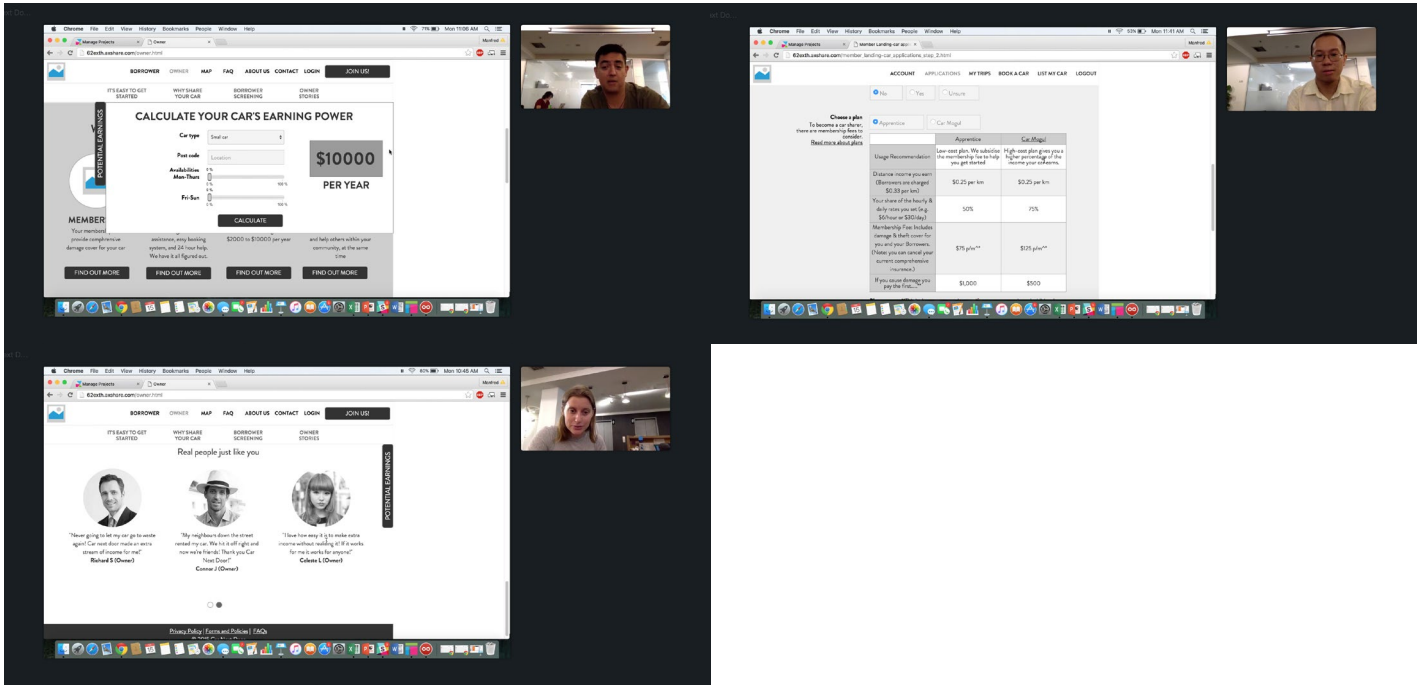
Insights from validate phase are taken on board for further implementation and testing until the end of project sprint.

The continuous cycle of build, validate and iterate ensures a more refined and solid concept solution as an end product.

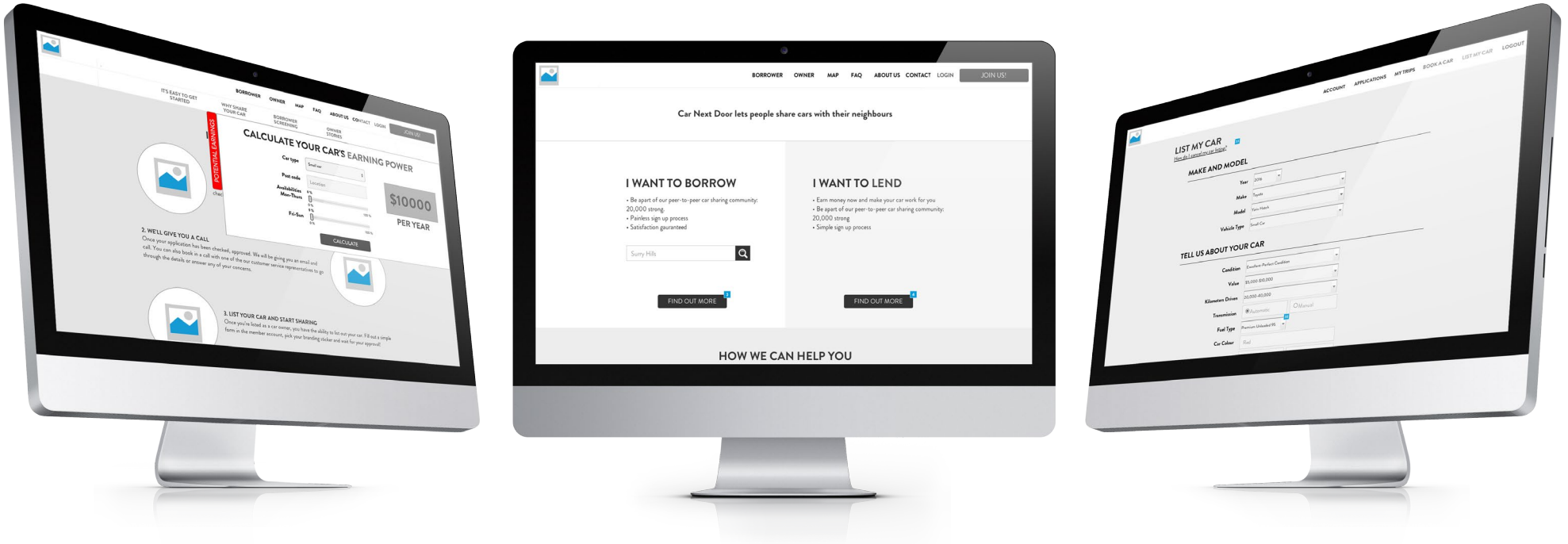
In the process of digitalising the wireframes, we also conducted guerilla a/b testing of the car borrower and car owner page layout with 3 users to resolve designer conflict.

The results of this was a fusion of both designs and both designers were comfortable with the final layout decision.

Once the interactive prototype has been built, we were able to test it out with 3 users, some insights were implemented due to time constraints and the remaining are documented in an insights document for future implementation.



THE CONCEPT SOLUTION



HOW NEEDS ARE SATISFIED

BUSINESS

- The solution has a 50% split between borrower and owners. This reinforces conversion rates for car owners.
- Straight forward, efficient website, catered to both car owners and borrowers who are not familiar with understanding the peer to peer car sharing.
- We removed blockers that prevents a seamless and efficient signup process. (eg calculator location.)
- The sitemap is reorganised in a meaningful user centric manner.

USER

- Information is presented in a way that is catered to both in-depth and efficient readers.
- They were guided with their decision on sign up process and thinking.
- They built confidence and reassurance by easily accessing information. In addition, customer stories from real users.
- Expectations were managed through being transparent in full process and additional visual cues.

NEXT STEP RECOMMENDATIONS

Although usability testing is done and it is annotated in the wireframes etc. It was recommended to the client to conduct more testing in the next steps. To tackle the problem scope on a holistic view, other areas of recommendations include content strategy, visual branding and an overall service blue print/strategy are provided.

LEARNINGS / REFLECTIONS

To improve this project even further, I felt a faster research process could be in place. The balance of time spent on research verses prototype development would allow a more holistic prototype to show to our client.

In regards to people management within the team with varying idea perspectives, it is always best to point to our users preference. Argument on what is a better design layout between designers are best solved when we test it with our users, since we are designing for the user, conflict management between 2 designers are well managed in this case.