

# AutoFix



# Example Real Issues



# Example Real Issues



**Abdallah Shehata**

Sep 8, 2023 ·

لو سمحتو يا جماعه معايا عربية عطلانه علي طريق اسيوط  
مفيش حد بتاع صيانه يقدر يفدي

...



**Anonymous participant**

Jul 25 ·

السلام عليكم

...



**Almoatasem Ahmed Abdallah**

1d ·

اليوم الاحد والورش قافله، تحتاج كهربائي سيارات ضروري  
في ميدان العباسية

...



**Omar Hany**

Aug 17 ·

انا عطلان علي طريق السويس قبل بوابات مدینتي الكوبلين  
اتكسر عربیه نوبيرا ٢ حد يعرف اجيب الكوبلين منين النهارده  
الحد والاغلب الي قافل

...



السلام عليكم محتاج ونش سياره يحمل السياره من عند مركز البدرى

10 comments

Like Comment Share

5



**Năsser Židňě**

1d ·

السلام عليكم اسف للازعاج واماكن انا في مصالح الجديد في  
النzechه وبطلت العربيه وبدور موش عارف العيب فين في  
الكهرباء لوحد قريب من المكان ويساعدني له كل الشكر  
والتقدير ولو في كهربائي ويأخذ تعبي على راسي وحده رقمي  
للتواصل 01007050650 عربیه النترا الحمد لله وقف

...

راجل محترم وعمل اللازم ربنا يجزيه خير



1 comment



Like



Comment



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# Project Overview

- Auto The project is a mobile application and website that provides all car services in one platform.
- The main goal is to support car owners by:
  - Purchasing guaranteed spare parts easily.
  - Booking and tracking regular maintenance with certified service centers.
  - Offering 24/7 emergency roadside assistance.
  - Keeping full vehicle maintenance history for better tracking.
- The key advantage is partnering with trusted and certified service centers across all regions to ensure high-quality service and customer satisfaction.

# Problem Statement

- Car owners face difficulties accessing integrated and reliable car services.
- Finding original and guaranteed spare parts is time-consuming and exposes customers to counterfeit products.
- Maintenance services are scattered, making regular car follow-up complex.
- In emergencies, customers often struggle to get fast and reliable assistance.
- There is no centralized system to track and store vehicle maintenance history for better monitoring.
- This results in a frustrating customer experience and a lack of trust in available services.

# AutoFix Solution

AutoFix offers a comprehensive digital platform designed to simplify every aspect of vehicle ownership. The app allows users to access certified service centers, purchase guaranteed spare parts, and manage all car maintenance needs in one place. Users can book and track regular services, receive instant 24/7 roadside assistance, and maintain a complete digital record of their vehicle's maintenance history.

By partnering with trusted and certified service centers across all regions, AutoFix ensures quality, transparency, and reliability. The platform empowers car owners with a seamless experience, giving them confidence in every service and helping them make informed decisions about their vehicle's care and safety.

## Interviews

# Stakeholder

- What is the main goal you expect this project to achieve?
- In your opinion, what is the main customer problem we should solve through this app?
- Should the main priority be spare parts sales, maintenance follow-up, or emergency services?
- What key features do you think customers will expect from the app?
- How can we ensure the app is user-friendly for all types of users (youth, elderly, non-technical)?
- Should the app be open to all service centers, or only selected and certified ones?
- What kind of guarantees or verification do you expect to ensure spare parts and service quality?
- How do you see the communication method between the customer and the service center (live chat, call, online request)?
- Which business model do you consider most suitable (commission per transaction, subscriptions, ads)?
- Do you think the app should start in major cities first and then expand? - Do you envision integrating the project with other companies (insurance, financing, new/used car sales)?
- Do you have a preferred design style or visual direction for the app?
- (e.g., modern, minimalist, professional, youth-oriented) - Are there any existing brand guidelines, such as colors, logos, or visual assets, that we should adhere to?
- Which languages should the app support?
- (Arabic, English, or both) - What are the primary goals of this project?
- Who is the target audience we want to serve?
- What services will the app provide to users?
- In which locations or areas will these services be available?
- What are the essential features users will need most?
- What are the main scenarios or use cases for the app?
- Does the app need to integrate with any external systems or platforms?
- Are there specific accessibility requirements to consider (e.g., for people with disabilities)?
- Who are your main competitors in this field?
- Do you have any reference apps or examples we should review for inspiration?

# Competitors Analysis:

Benefits	Odiggo	Fixawy	Mecanicar	Souq El- Gomaa	Karam El-Baly	EG Car Parts	Helpoo	MyDay	EnQaz
Online Payment	✓	✗	✗	✗	✗	✗	✗	✓	✗
A wide range of services	✓	✓	✗	✗	✗	✗	✗	✗	✗
Trusted for our guaranteed quality	✗	✓	✓	✗	✓	✗	✓	✓	✓
Accessible everywhere	✗	✗	✓	✓	✓	✓	✓	✗	✓
Track your orders easily	✗	✓	✗	✗	✗	✗	✓	✓	✗
Quick response time	✗	✗	✓	✗	✗	✗	✓	✓	✓
Competitive price	✓	✓	✗	✗	✓	✓	✓	✗	✓

# INSIGHTS

01

The goal of the app is to provide car owners with a unified platform that simplifies all aspects of vehicle maintenance and services. It helps users access reliable service centers, track maintenance history, and get immediate support in emergencies.

02

Our target audience includes individual car owners, fleet managers, and small businesses that rely on vehicles for daily operations and need trustworthy, fast, and transparent car service solutions.

03

competitors include various car service booking and roadside assistance platforms. However, most lack full integration – they don't offer guaranteed spare parts, maintenance history tracking, and certified service partnerships all in one place.

04

differentiate our app by partnering only with certified service centers and verified spare part suppliers. In addition, our app provides 24/7 roadside assistance, digital maintenance history, real-time service tracking, and transparent pricing – giving users full confidence and control.

05

We are inspired by successful service and logistics apps such as Uber, Mrsool, and CarSwitch, which have built trust through convenience, reliability, and strong customer support. We aim to replicate this success within the car service industry.

06

Our growth metrics for the next 1–5 years include expanding partnerships with certified centers, increasing user adoption through regional marketing campaigns, integrating payment options, and launching loyalty and referral programs.

07

are focusing on user acquisition, satisfaction, and retention by offering a smooth app experience, transparent service tracking, and fast customer support. Regular updates will add new features like predictive maintenance reminders and AI-based service suggestions.

08

encourage our development and support teams to keep improving user experience, enhance system reliability, and actively collect customer feedback to refine our features and maintain a reputation of trust, quality, and innovation in the car service industry.

# Research Qualitative

## Interview Questions

- We interviewed 8 people to better understand the needs and challenges faced by car owners in managing their vehicle services. Our goal was to gather valuable insights to design a more convenient, reliable, and integrated car service experience.
  - We conducted a survey with 56 participants to gather measurable data about their car service habits, preferences, and pain points. The results helped us identify key priorities such as the need for faster emergency assistance, transparent pricing, and easier access to certified service centers.
- 
- How do you currently purchase spare parts? Do you trust the sources you use?
  - How long does it usually take you to find a reliable service center or trusted provider?
  - Have you ever used automotive service apps or websites before? What did you like or dislike about them?
  - What features do you consider essential in an app that provides car maintenance and spare parts services?
  - How do you usually deal with emergency situations (car breakdown, flat tire, dead battery)?
  - What would make you trust an app or website that offers automotive services?
  - Would you prefer integrated digital payment options within the app?
  - How important are exclusive offers or discounts to you in such a service?
  - Do you have any preferences regarding the app's user interface or design?
  - What are the most common issues you face with your car?
  - Have you ever used a car repair app before?
  - What type of service do you need most?
  - Do you prefer visiting a repair shop or having a mechanic come to your location?
  - How would you prefer to pay for repair services?
  - Would you like to receive updates on the status of your car repair?
  - Would you feel comfortable rating the mechanic or repair shop after service?
  - Would you prefer customer support via live chat or phone calls?
  - Are you interested in purchasing spare parts directly through the app?
  - Would you find it helpful if the app keeps a record of your car's repair history?

# Survey

## أستبيان احتياجات العملاء لخدمات الصيانة والمساعدة على الطريق

يهدف هذا الاستبيان إلى التعرف على احتياجات العملاء وتجاربهم مع صيانة السيارات والأعطال المفاجئة أثناء الطريق أو السفر. إجاباتكم ستساعدنا على

تطوير تطبيق  
**(AutoFix)**

لتقديم خدمات متكاملة تشمل الحجز، الصيانة، المساعدة الطارئة، والدفع الإلكتروني بطريقة أسهل وأكثر أماناً.

[Sign in to Google](#) to save your progress. [Learn more](#)

\* Indicates required question

السن \*

**Age**

Your answer

المحافظة \*

**City**

Your answer

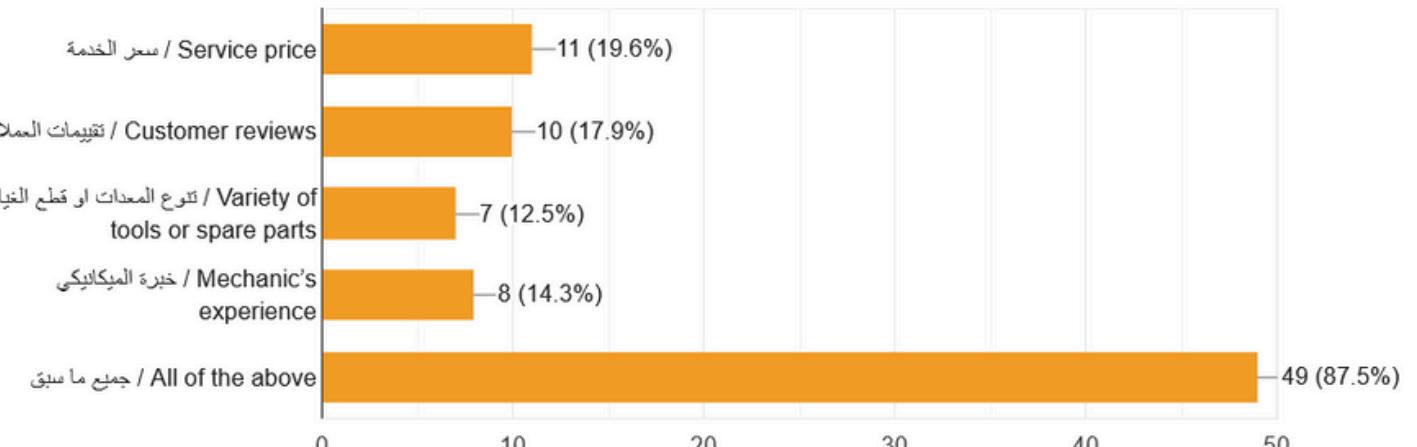


# Survey Responses

ما نوع المعلومات التي تبحث عنها قبل أن تقرر صيانة سيارتك؟

What kind of information do you look for before deciding to service your car?

56 responses

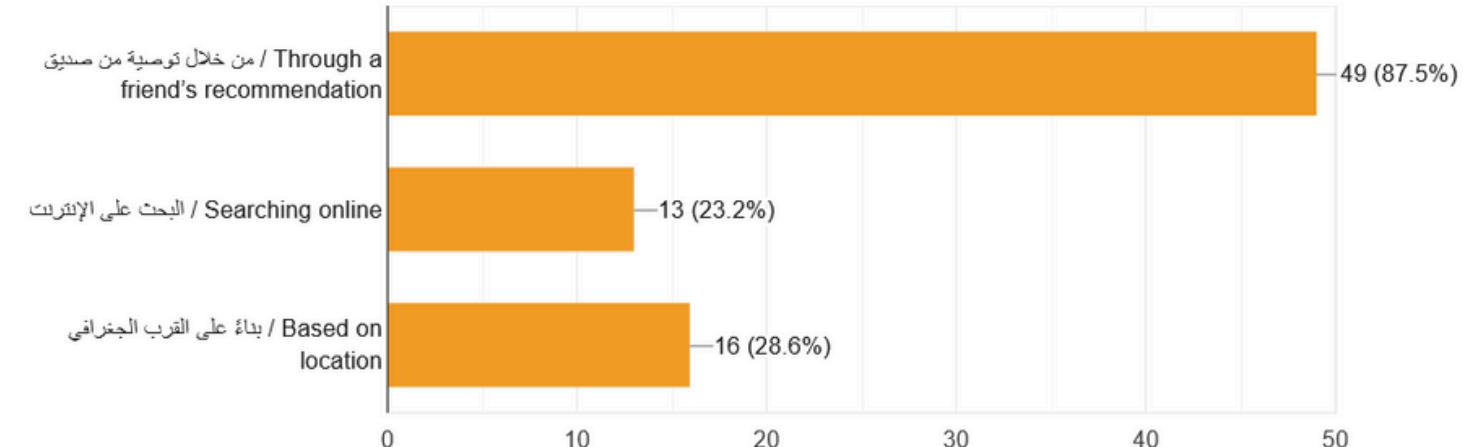


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كيف تختار ورشة الصيانة أو الميكانيكي الذي تتعامل معه عادةً؟

How do you usually choose the workshop or mechanic you deal with?

56 responses

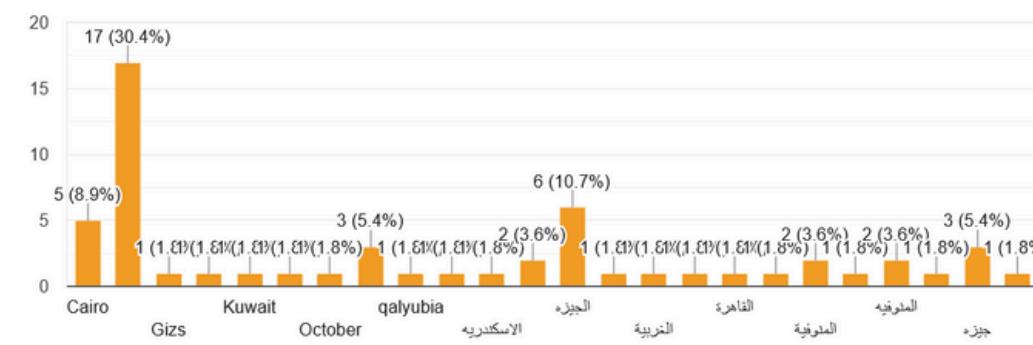


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المحافظة

City

56 responses

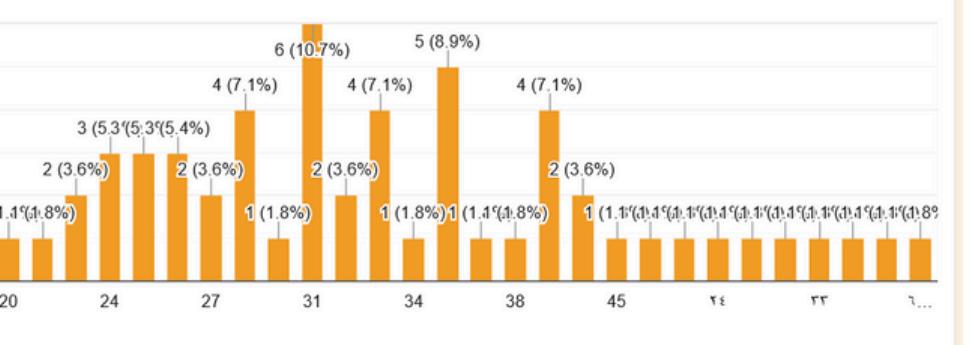


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السن

Age

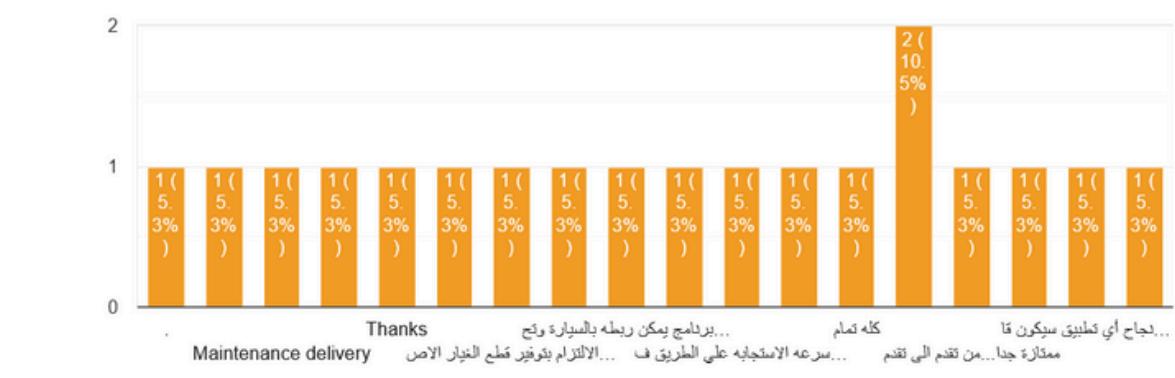
56 responses



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هل يمكنك تقديماقتراح أو خدمة تردد توفرها

19 responses



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# Survey Responses

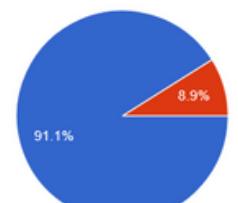
هل ترغب أن يضاف خيار تقييم مركز الصيانة أو الميكانيكي بعد الخدمة؟  
Would you like to have an option to rate the service center or mechanic after the service?

56 responses

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هل تفضل أن تجذب سيارتك عبر تطبيق أو موقع الكتروني؟  
Do you prefer to book your car service through an app or a website?

56 responses

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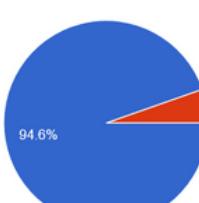
هل ترغب أن يوفر التطبيق إمكانية حجز صيانة سريعة قبل رحلة سفر؟  
Would you like the app to let you book quick maintenance before a trip?

56 responses

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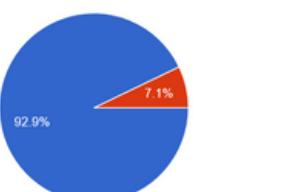
هل تعتبر وجود تطبيق على الهواتف أسهل من استخدام الموقع الإلكتروني؟  
Do you think having an app on your phone is easier than using the website?

56 responses

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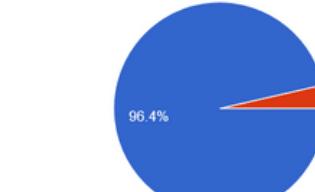
هل تعتبر متابعة حالة السيارة (زيت - فرامل - إطارات) عبر التطبيق مهمة؟  
Do you think tracking your car's condition (oil - brakes - tires) through the app is important?

56 responses

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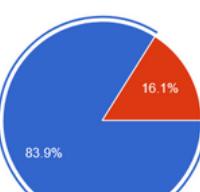
هل يهمك وجود خدمة دفع إلكتروني آمن داخل التطبيق؟  
Is it important for you to have a secure online payment service in the app?

56 responses

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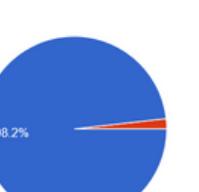
هل ترى أن اللغة العربية في التطبيق ضرورية بالنسبة لك؟  
Do you think having Arabic in the app is necessary for you?

56 responses

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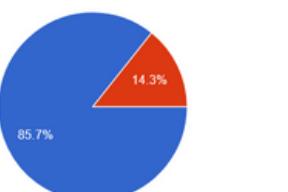
هل تفضل وجود خريطة داخل التطبيق تعرض محطات الوقود ومرافق الخدمة؟  
Do you prefer having a map in the app that shows fuel stations and service centers?

56 responses

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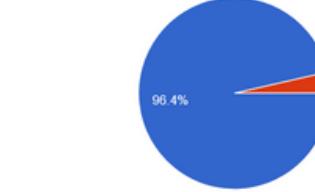
هل تحتاج إلى إشعارات عن العروض أو التخفيضات على الخدمات وقطع الغيار؟  
Do you need notifications about offers or discounts on services and spare parts?

56 responses

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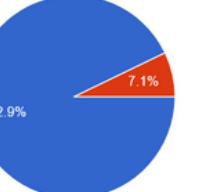
هل ترى أن إضافة خدمة المساعدة على الطريق مهمة؟  
Do you think adding roadside assistance is important?

56 responses

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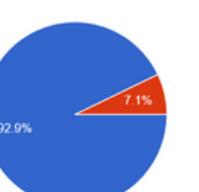
هل ترى أن وجود إشعارات للتذكير بمواعيد الصيانة مهم بالنسبة لك؟  
Do you think having reminders for service appointments is important for you?

56 responses

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هل تحتاج إلى إشعارات لتذيبك بانتهاء التأمين أو اللحسن الدوري للسيارة؟  
Do you need notifications to remind you when your insurance or car inspection is about to expire?

56 responses

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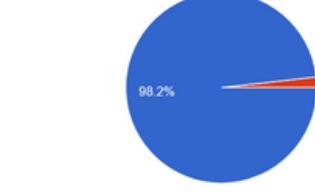
هل ترى أن وجود دعم فني على مدار 24 ساعة في حال العطل أمر ضروري؟  
Do you think having 24/7 support in case of a breakdown is necessary?

56 responses

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هل يهمك أن يتوفر سائق أو ونش لنقل سيارتك في حالة العطل المفاجئ؟  
Is it important for you to have a driver or tow truck available if your car breaks down?

56 responses

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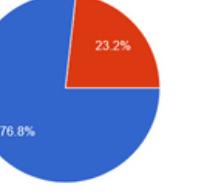
هل ترغب في معرفة أقرب مركز صيانة أو ميكانيكي أثناء وجودك على الطريق؟  
Would you like to know the nearest service center or mechanic while you are on the road?

56 responses

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هل تعرضت من قبل إلى عطل مفاجئ في الطريق؟  
Have you ever had a sudden breakdown on the road?

56 responses

[Copy chart](#)

# SWOT Analysis

## S STRENGTH

- Comprehensive services (spare parts purchase, service booking, maintenance tracking)
- Partnerships with certified and trusted service centers.
- 24/7 customer support anytime, anywhere.
- Complete vehicle data history for easy follow-up.
- Seamless user experience (Mobile + Web).

## O OPPORTUNITIES

- Rapid digital transformation in the automotive sector.
- Growing awareness of digital maintenance services.
- Potential partnerships with insurance and car finance companies.
- Geographic expansion across all governorates.
- Future service add-ons (vehicle tracking, roadside assistance, e-payments).

## W WEAKNESS

- Continuous need to update spare parts and service center databases.
- High initial cost for integration with all service centers.
- Reliance on constant internet availability for users.
- Initial lack of trust from new customers

## T THREATS

- Competition from similar automotive service apps.
- Possible resistance from traditional service centers.
- Economic fluctuations and rising spare part costs.
- Heavy reliance on partner quality (service centers, suppliers).
- Data security risks and customer trust issues



## KARIM

- 33 years old
- Married
- Bank Employee
- Senior Level

Always busy, needs time-saving services.  
Books services online, prefers reminders.

## OVERVIEW

A car owner who values reliability, convenience, and time efficiency. He wants a trusted digital solution to manage all his vehicle needs – from booking maintenance and purchasing genuine spare parts to getting 24/7 roadside assistance – all in one place. He seeks transparency, certified service centers, and real-time updates to ensure his car is always in safe hands.

## GOALS

- Keep his car always in excellent condition
- Save time while managing work
- Use emergency roadside assistance when needed

## NEEDS

- Reliable service
- Organized scheduling
- Reminders for maintenance

## FRUSTRATIONS

- Loss of time in traffic and workshops
- Fear of unexpected breakdowns
- Difficulty in managing busy schedule

## MOTIVATIONS

- Well-maintained car
- Professional service
- Peace of mind about car safety

# Empathy Map

## SAYS

- "I need something reliable and fast; I don't have time to waste."
- "I want to know my car is in safe hands."
- "Service centers are too crowded and take forever."
- "I prefer booking everything online rather than calling."

## THINKS

- Thinks transparency and trusted service centers are essential.
- Worries about unexpected breakdowns affecting his work schedule.
- Believes a digital solution can help him save time and stay organized.
- Thinks maintenance reminders are extremely helpful.

## DOES

- Uses the app mainly to manage maintenance and emergencies.
- Books services in advance to avoid losing time.
- Checks ratings and certified service centers before booking.
- Relies heavily on reminders and clear timelines.

## FEELS

- Feels stressed when car issues disrupt his busy work life.
- Feels relieved when he gets quick, reliable, professional service.
- Feels safe when he knows the service provider is certified.
- Feels more in control when the app organizes everything in one place.

# Journey Map

Task Tracker				
Task	Does	Thinks	Feels	Opportunity
Awareness	Notices his car needs maintenance or faces an unexpected issue.	I don't have time to visit multiple workshops.	Worried, stressed, in a hurry.	Highlight AutoFix as a fast, trusted all-in-one solution.
Consideration	Compares nearby certified service centers and checks ratings.	I need a trusted place with clear pricing.	Needs reassurance and transparency.	Show certified centers, real reviews, and upfront cost estimates.
Booking	Selects the service, service center, date, and time through the app.	I hope the booking process is simple.	Focused but slightly anxious about choosing correctly.	Simplified UI, clear steps, smart suggestions, reminders.
During Service	Goes to the service center or requests roadside assistance.	I hope they finish early; I'm busy today.	Tension while waiting for updates.	Real-time service tracking, status notifications.
Completion	Picks up the car and checks the service details.	Good, everything went smoothly.	Relief, satisfaction.	Encourage rating, offer next service reminders.



## SARA

- 29 years old
- Single
- Graphic Designer
- Senior Level

Many apps but too complex..  
Prefers modern stylish  
apps with smooth UI.

## OVERVIEW

She relies on her car to commute to work, meet clients, and travel frequently. She prefers using digital platforms that are modern, simple, and trustworthy. She wants a seamless way to book car maintenance, track service progress, and receive transparent cost estimates – all without needing to visit multiple service centers or make endless calls.

## GOALS

- Use modern and stylish services
- Enjoy smooth UI/UX
- Flexible payment methods

## NEEDS

- Trendy and simple design
- Convenient service
- High-quality user experience

## FRUSTRATIONS

- Confusing and old-fashioned apps
- Time wasted in searching for services
- Complicated payment systems

## MOTIVATIONS

- Premium lifestyle
- Easy process
- Feels comfortable with modern services

# Empathy Map

## SAYS

- "I need apps that look modern and simple."
- "I don't have time to waste comparing service centers."
- "Why are some apps so complicated to use?"
- "I prefer online payment if it's easy and smooth."

## THINKS

- Wants a stylish, smooth UI that matches her design taste.
- Thinks traditional service centers are outdated and inefficient.
- Believes smart digital platforms should simplify her life.
- Values clear pricing and flexible payment options.

## DOES

- Compares apps visually before using them.
- Books services online instead of calling or visiting centers.
- Uses digital payment methods frequently.
- Reads UI/UX reviews and trusts modern platforms.

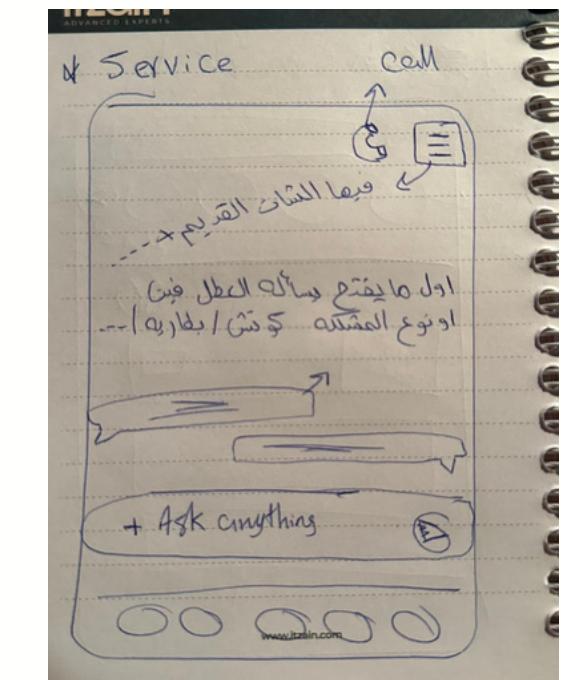
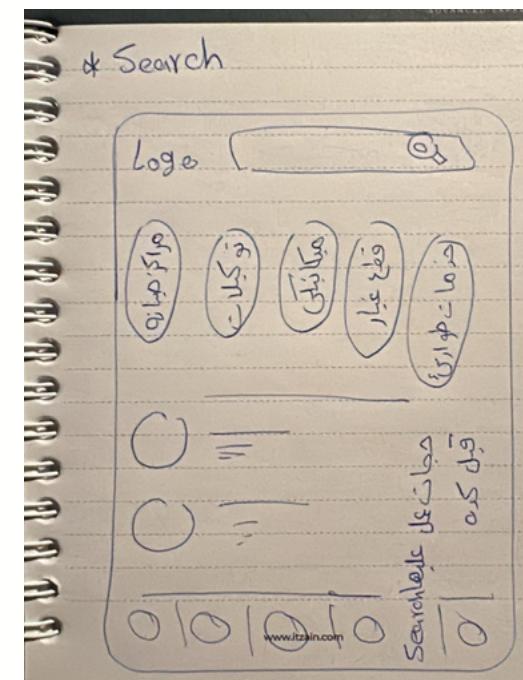
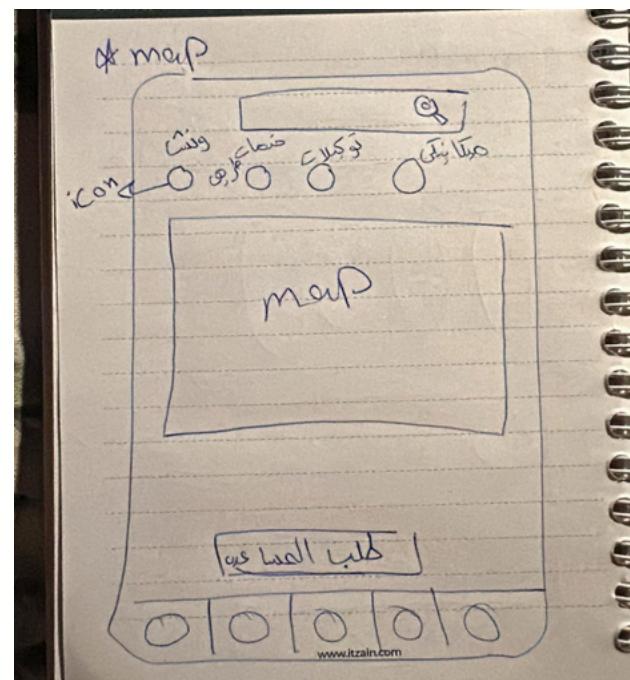
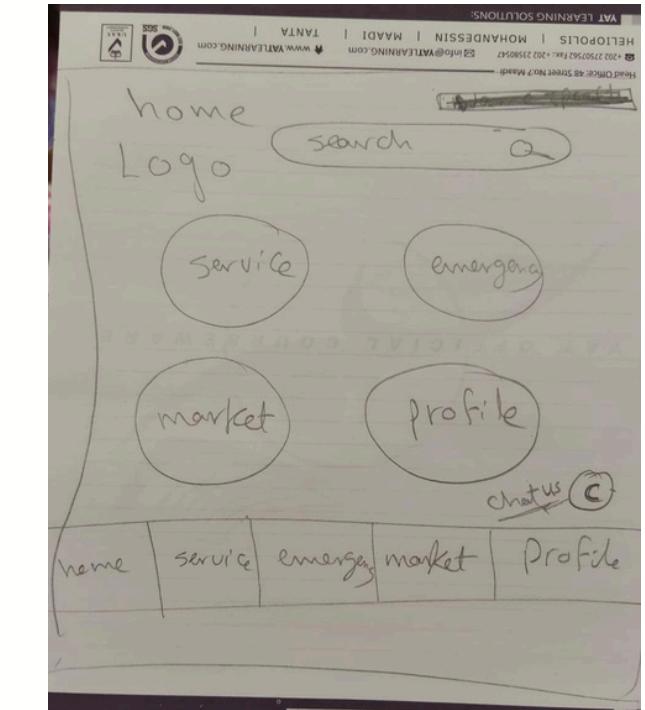
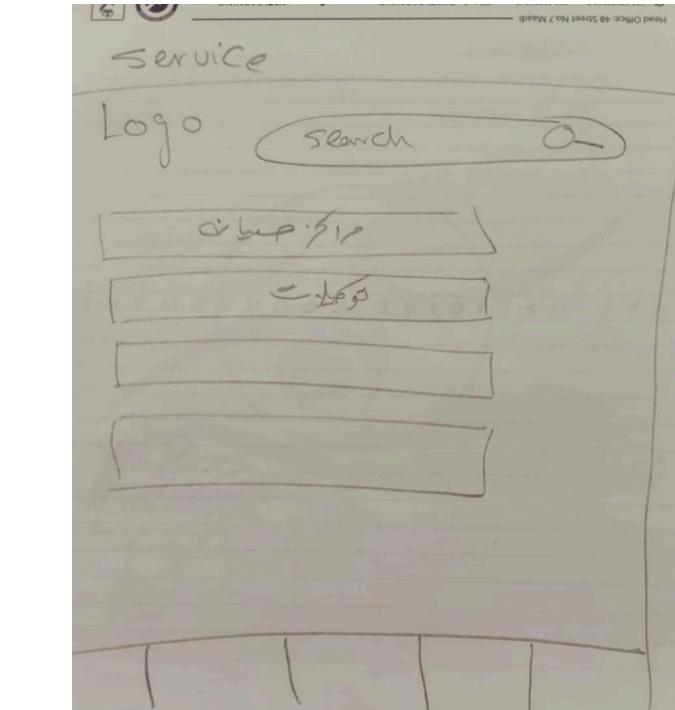
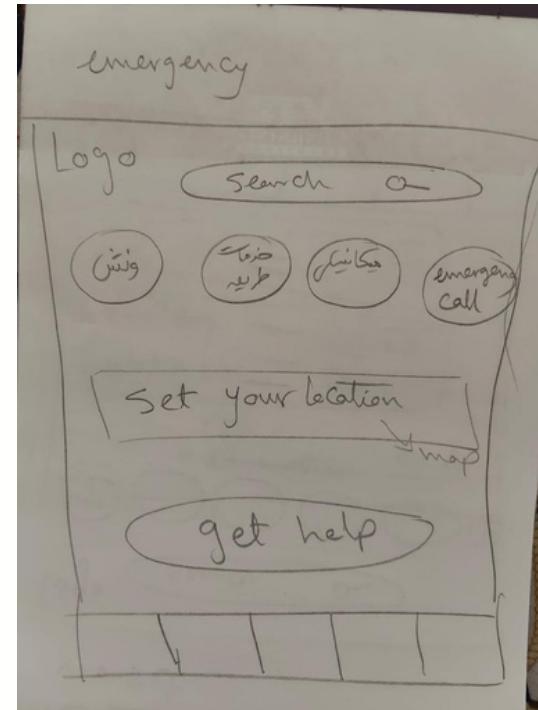
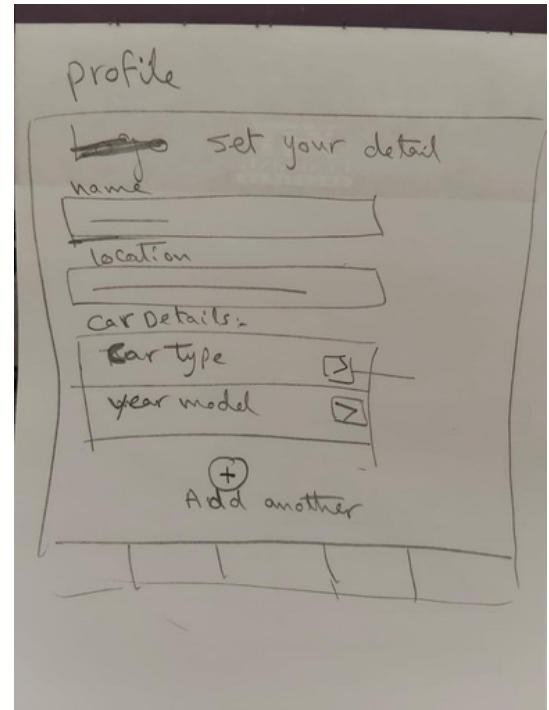
## FEELS

- Feels frustrated with complicated, old-fashioned apps.
- Feels comfortable and confident using modern interfaces.
- Feels relieved when services are fast and well-organized.
- Enjoys a premium digital experience that aligns with her lifestyle..

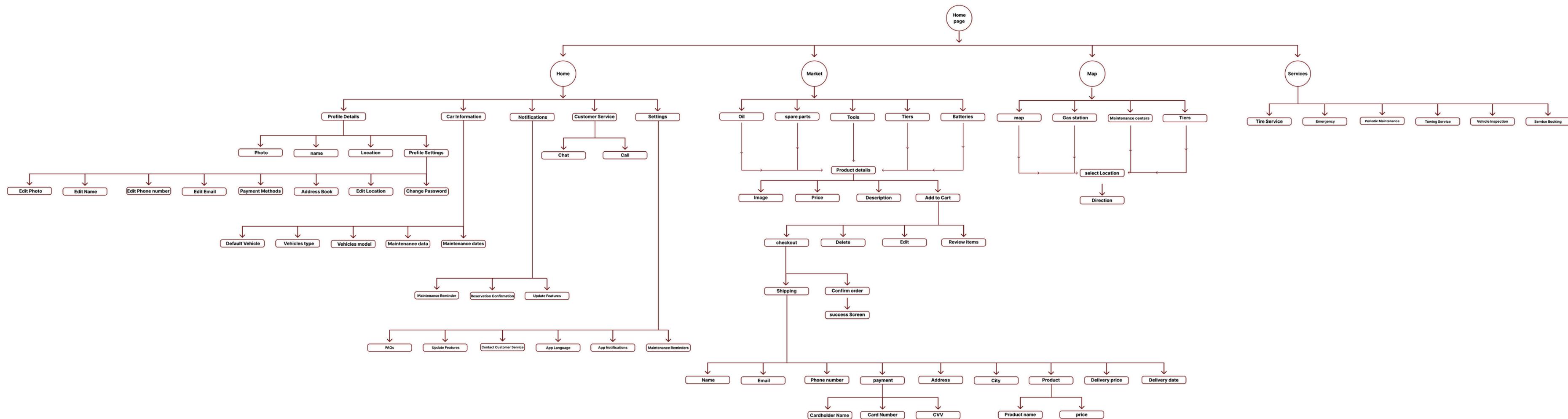
# Journey Map

Task Tracker				
Task	Does	Thinks	Feels	Opportunity
Awareness	Realizes she needs a quick service like oil change or maintenance before traveling.	I want something modern and simple without calling any service center.	Annoyed by complicated platforms.	Communicate AutoFix's smooth, modern, minimal experience.
Consideration	Browses the app, checks available services, prices, and nearby options.	The design matters... everything must be clean and easy to follow.	Wants a comfortable and stylish experience.	Strong UI/UX, visually clean layout, quick navigation.
Booking	Easily books a service with a preferred payment method.	Great, booking is simple and clear.	Comfortable and confident.	Offer multiple payment options and smooth checkout.
During Service	Tracks the progress of her car through the app.	I like how everything is organized and clear.	Relaxed, reassured, premium experience.	Stylish progress UI, real-time updates, helpful notifications.
Completion	Reviews the service and receives a confirmation notification.	This was efficient and smooth. I'll definitely use it again.	Satisfied, confident in the app.	Loyalty points, follow-ups, personalized offers.

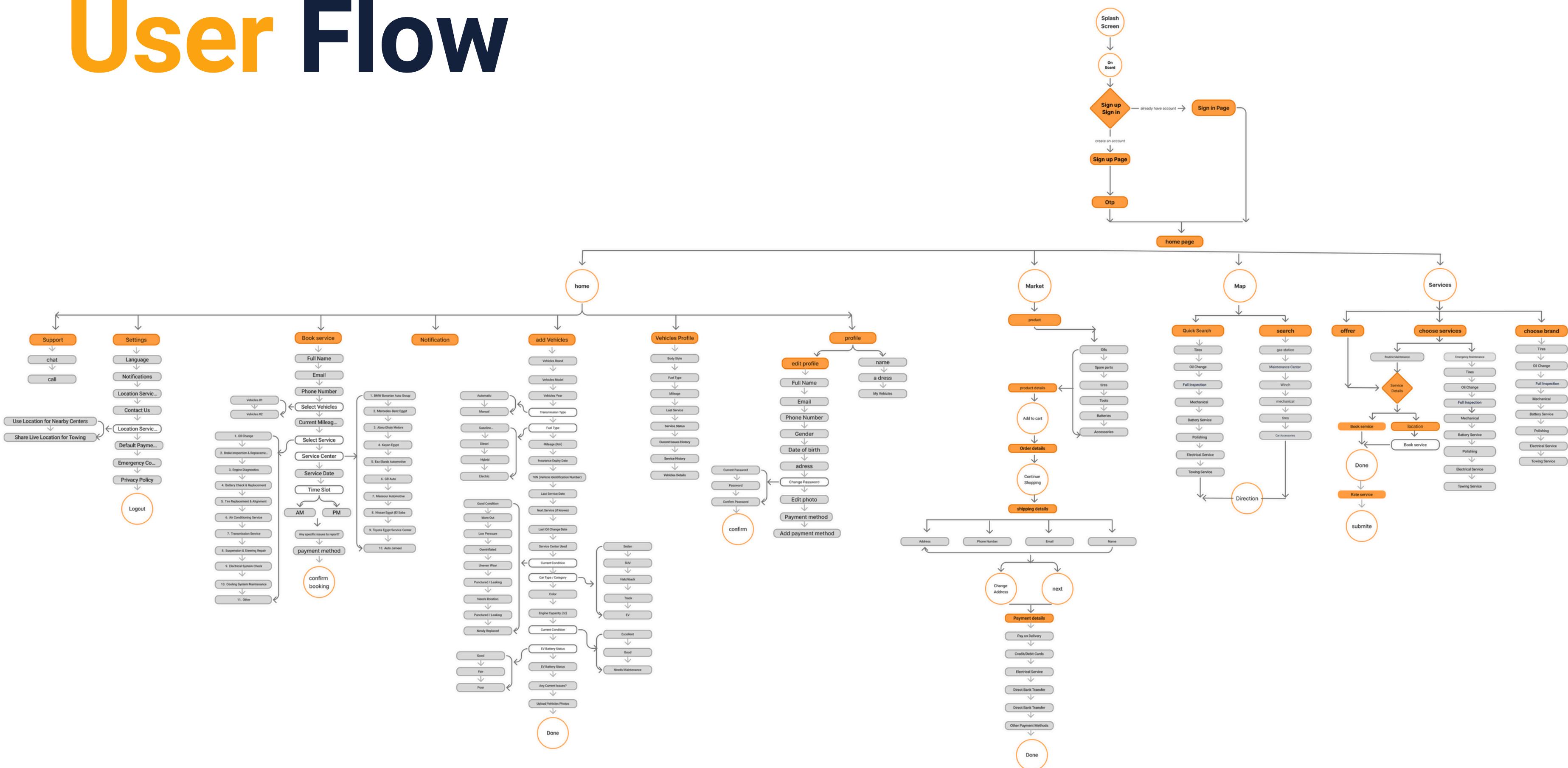
# Low Fidelity



# Information Architecture



# User Flow



# Design System

default

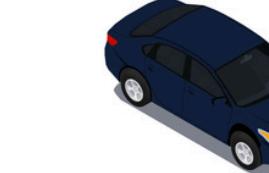
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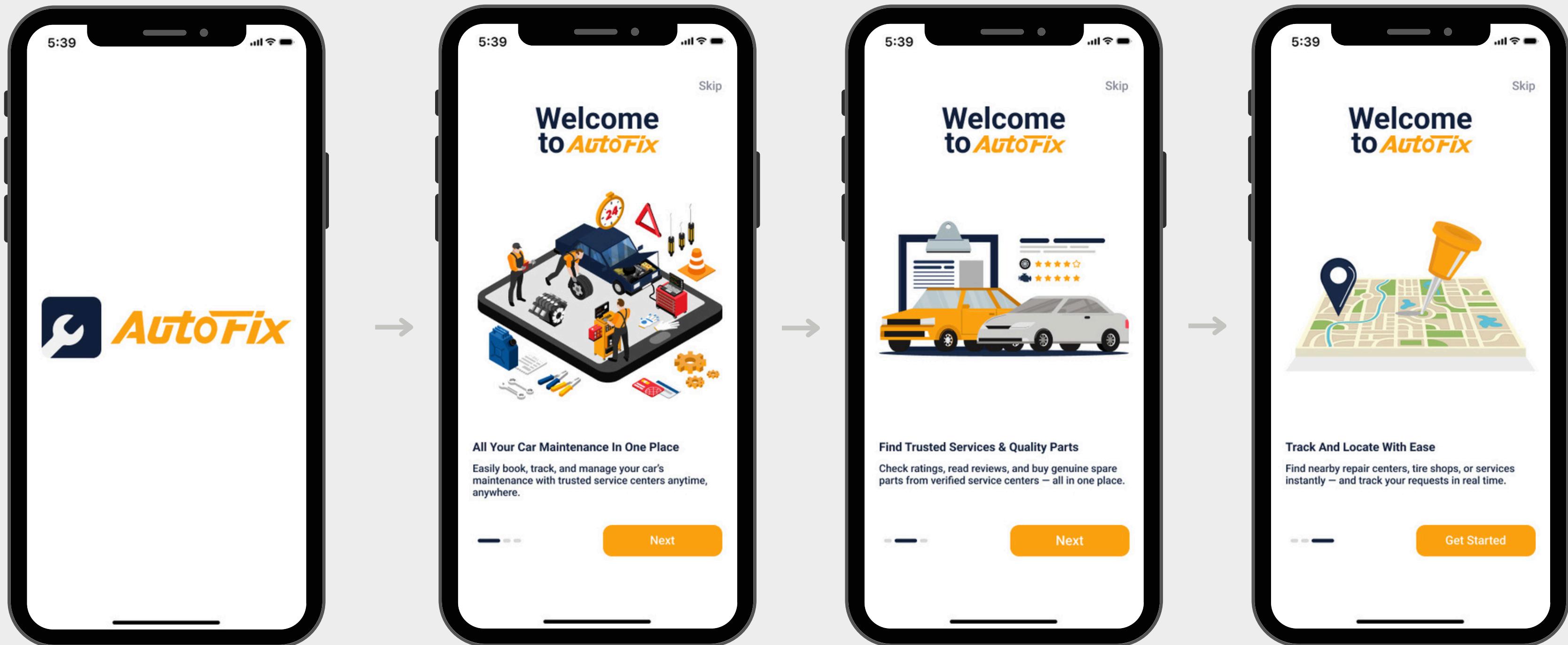
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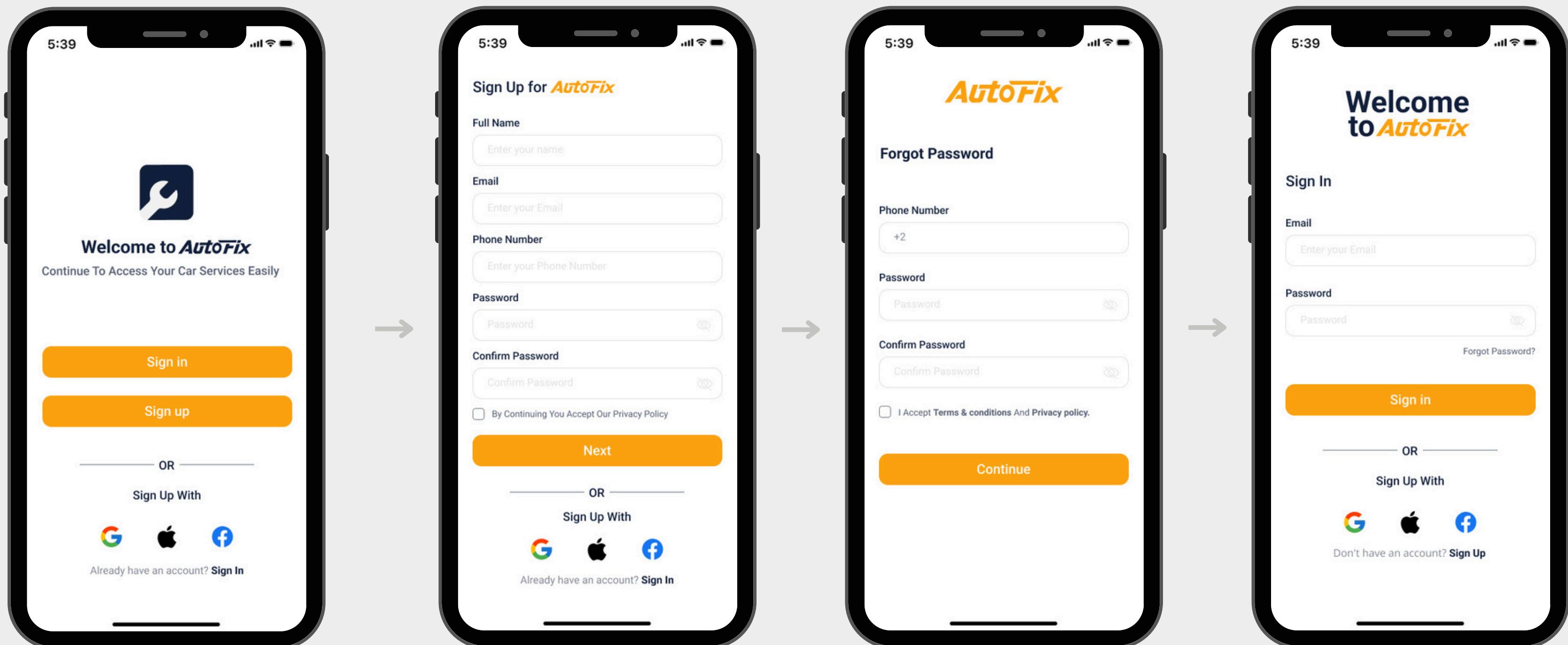
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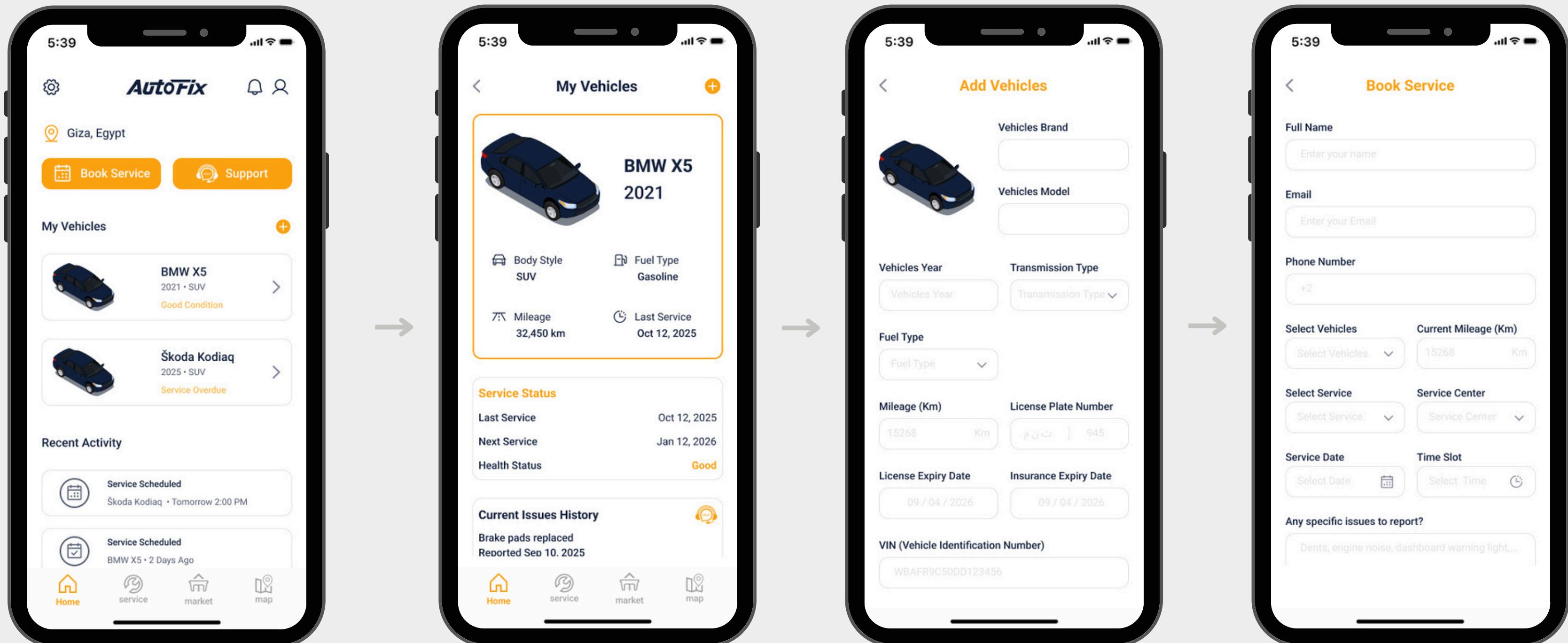
# Splash Screen



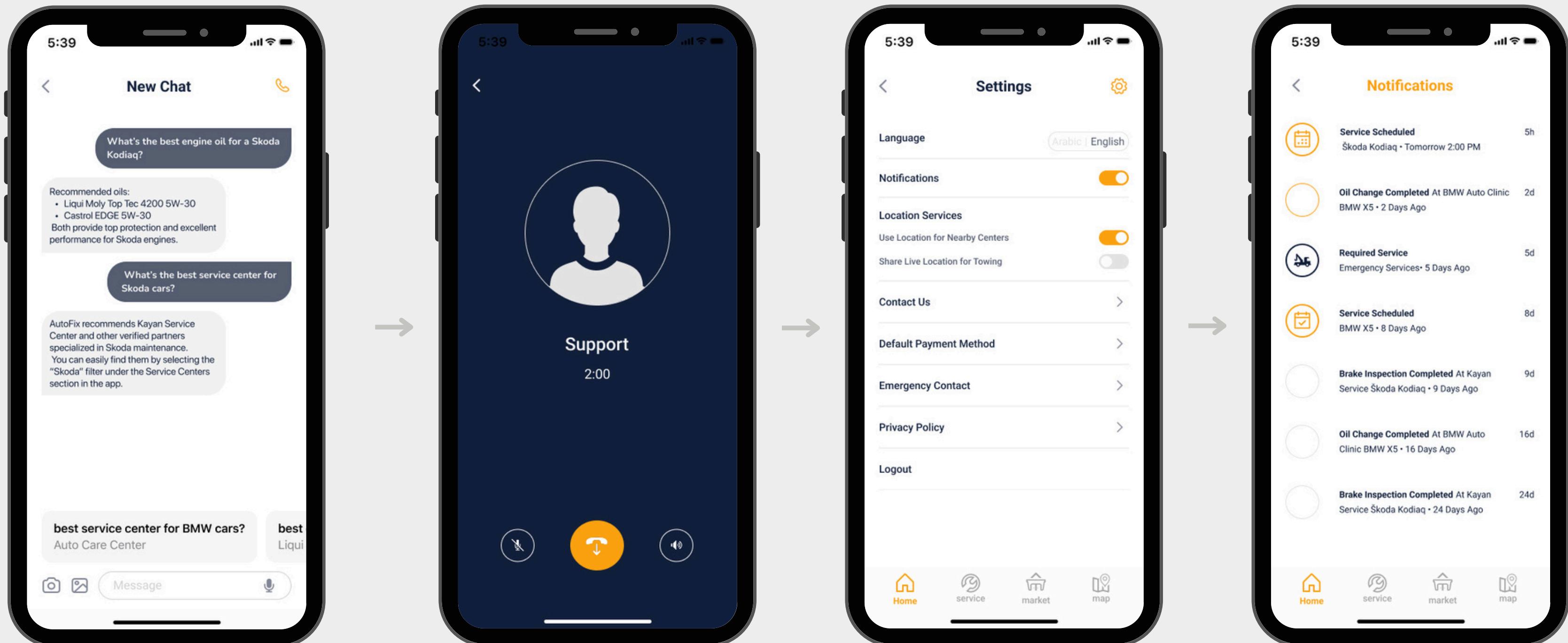
# Sing in Screen



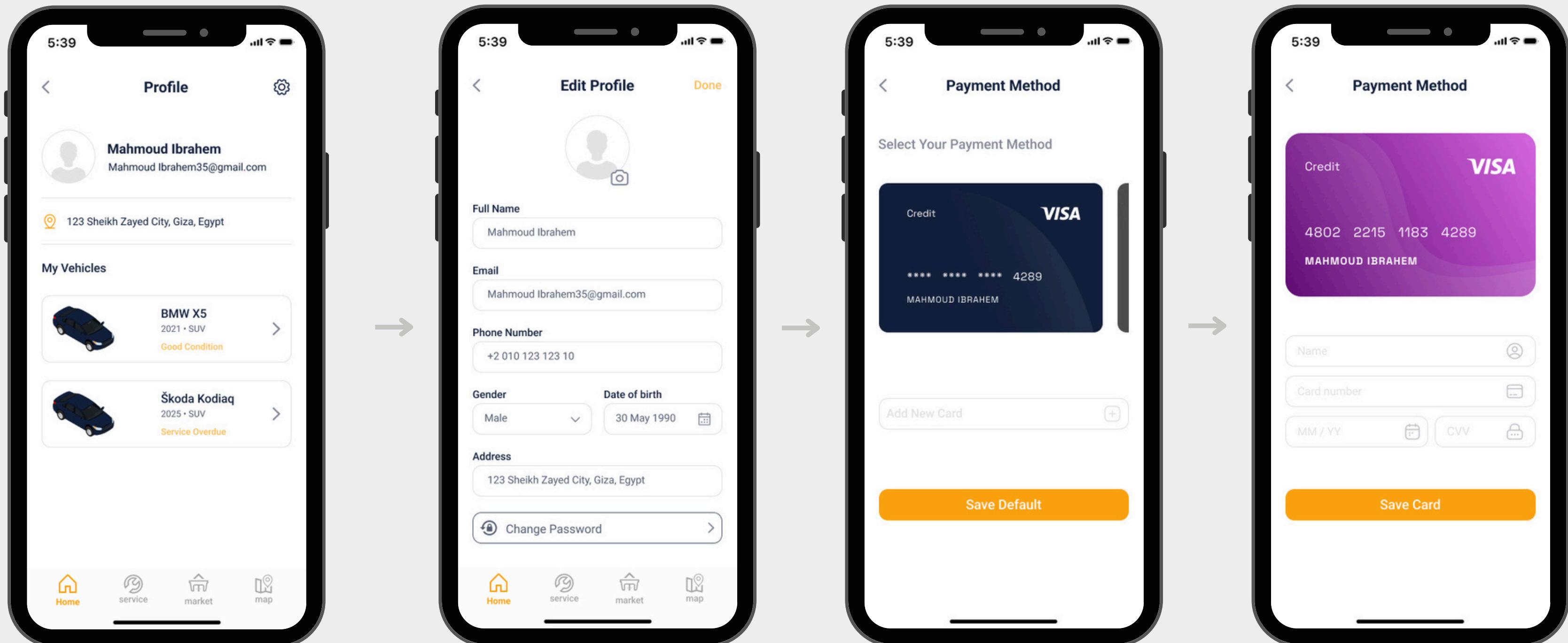
# Home Screen



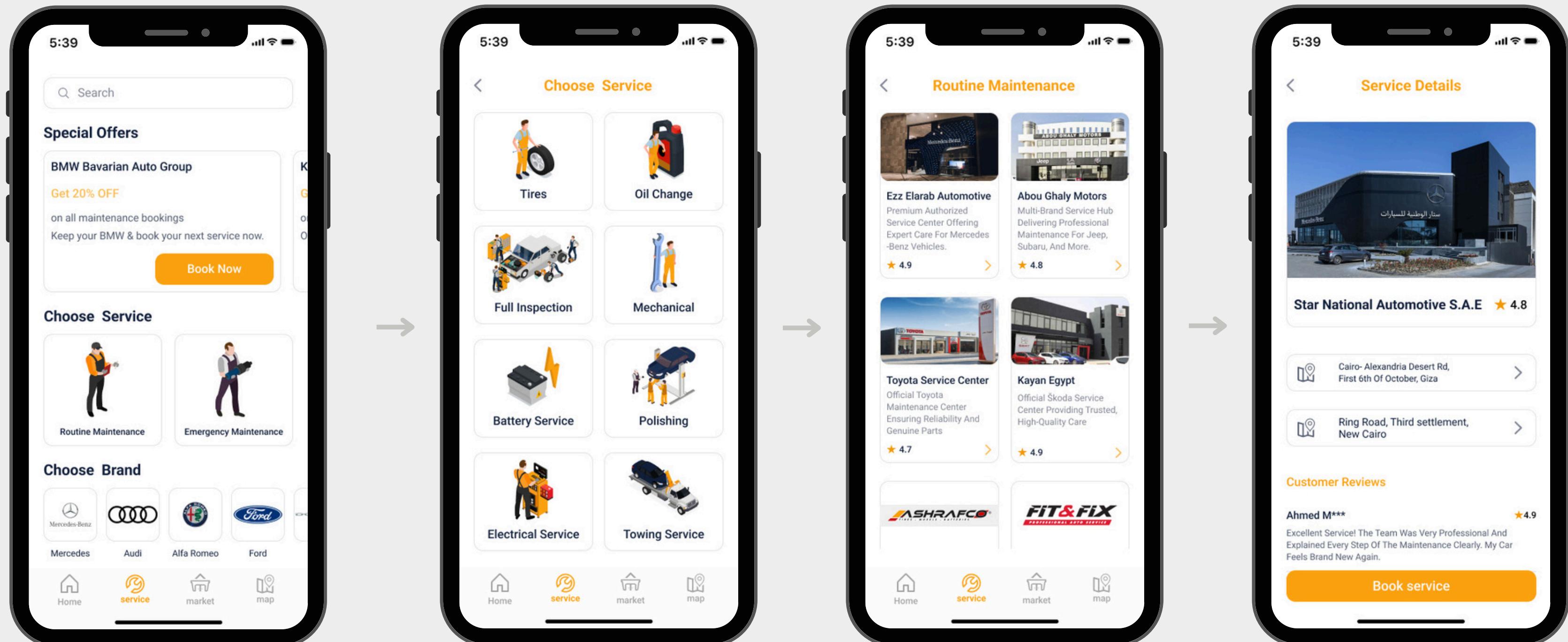
# Settings Screen



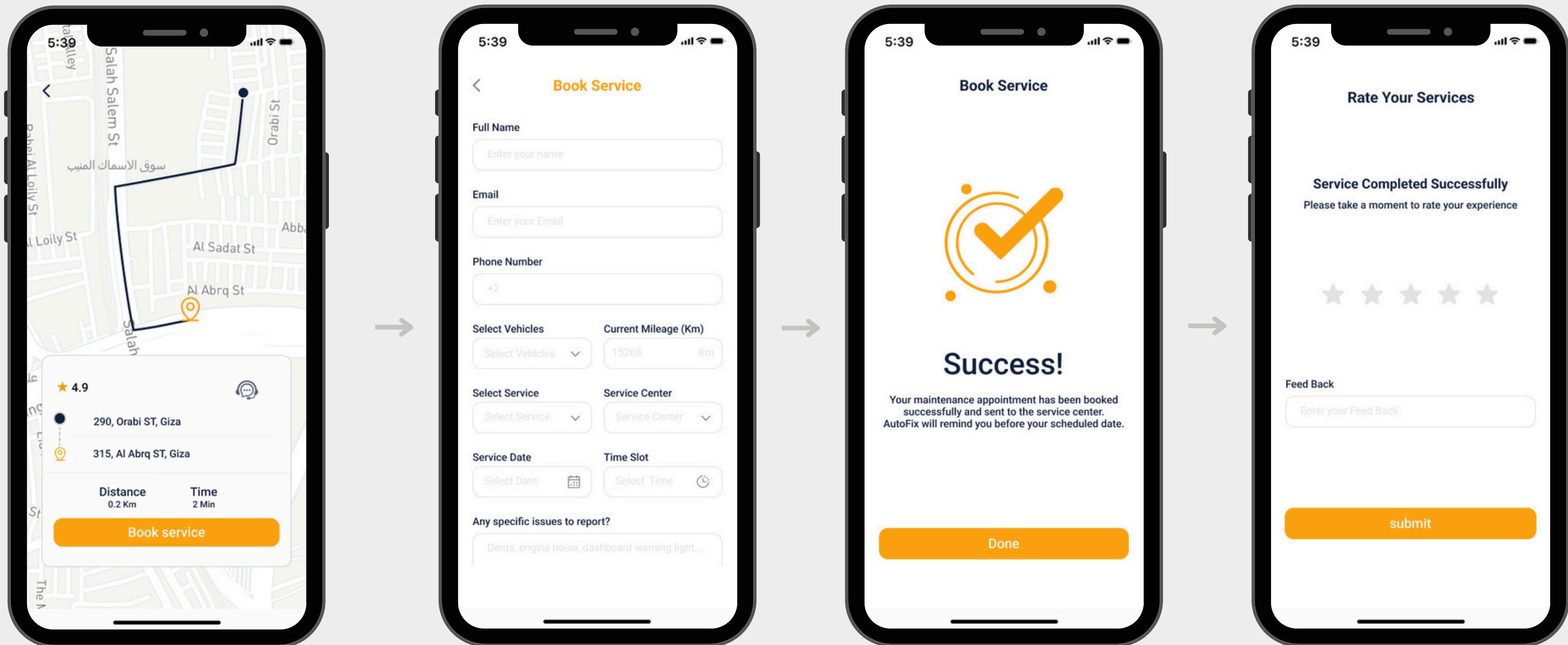
# Profile Screen



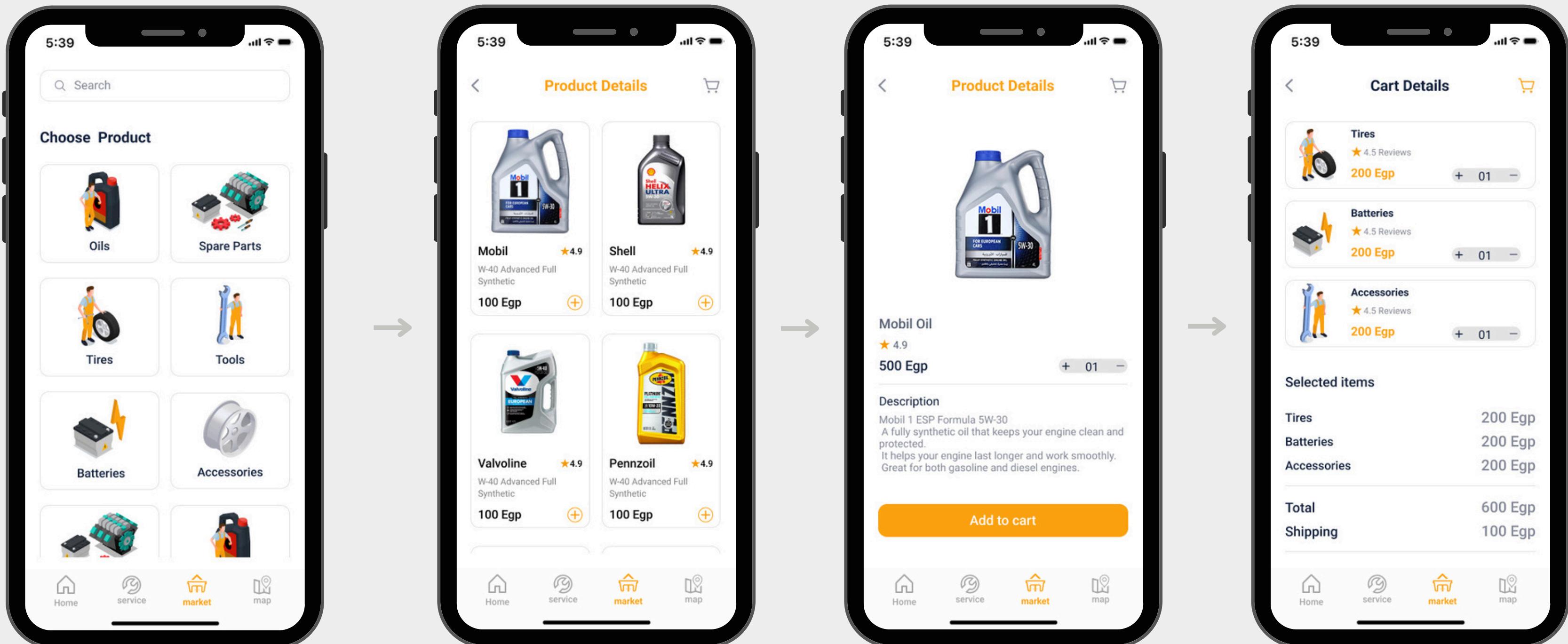
# Service Screen



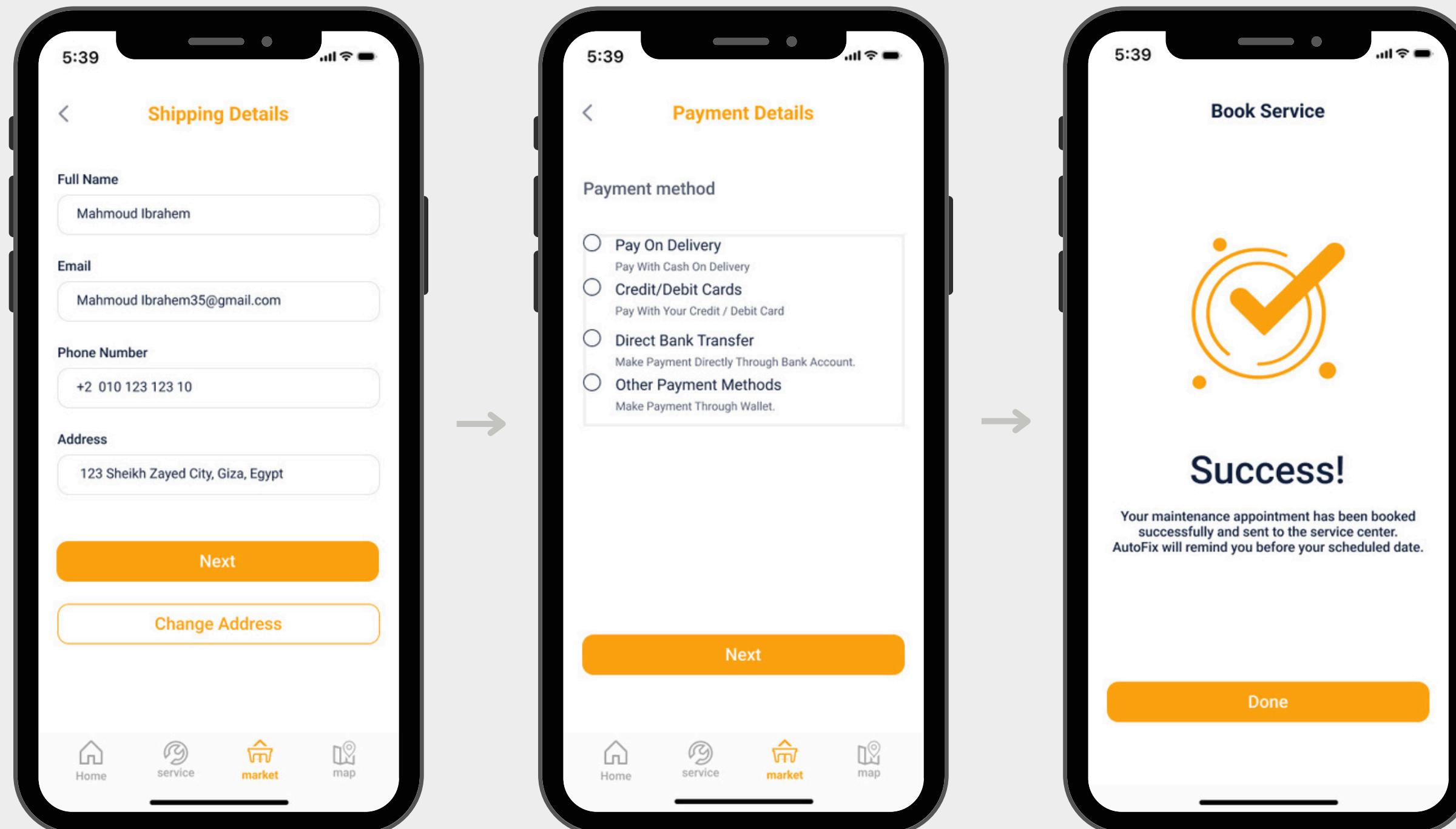
# Service Screen



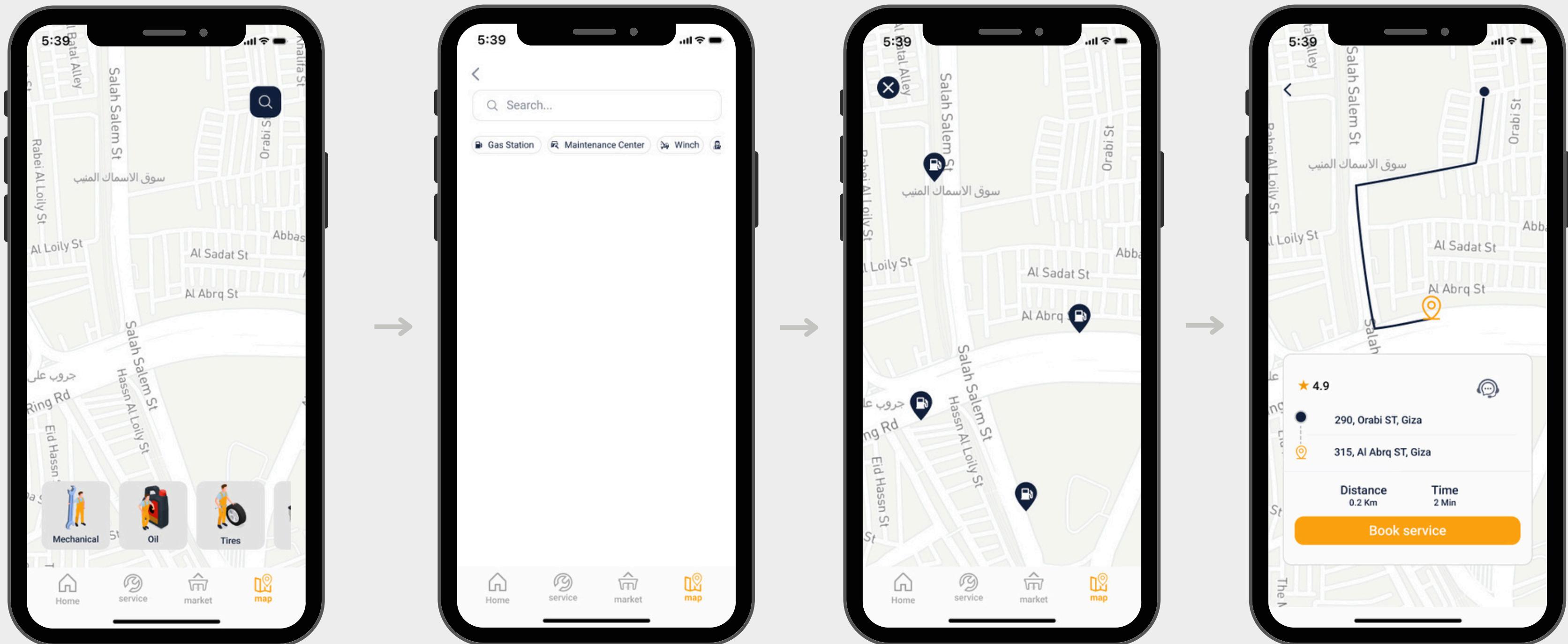
# Market Screen



# Shipping Screen



# Map Screen



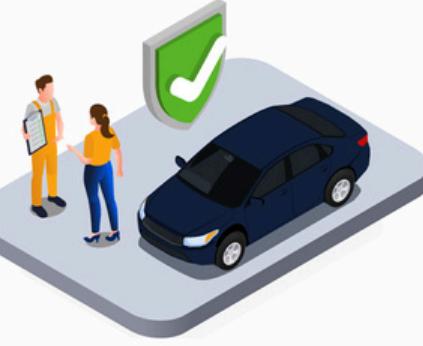
# Lnding Page

 Arabic English

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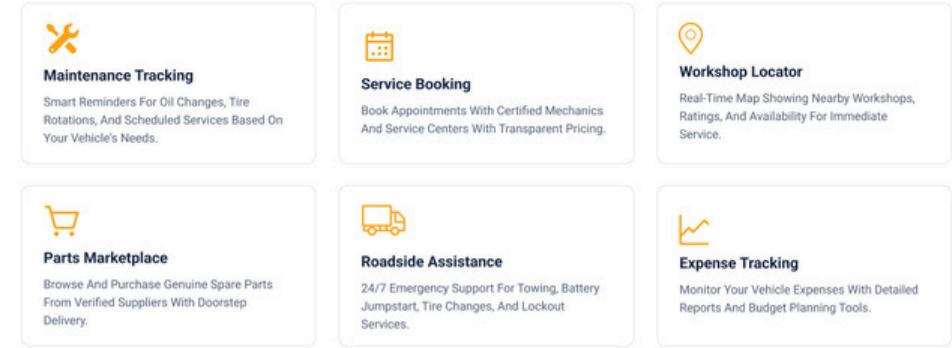


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# Usability Testing Screen

Test facilitator: Mohamed Samy - Test User: Youssef Karim - Test date & time: 12/11/2025 - Test method: One to one teams meeting

Test Tracker				
Task	Sign Up	Book Services	Shopping	Use the Map
Goal	Sign up quickly	Book service correctly	Shop and reorder	Track destination
Category	Sign up	Services	Shopping	Map
Estimated time	40 sec	35 sec	45 sec	30 sec
User time	70 sec	52 sec	90 sec	60 sec
Success	Failed first attempt then success	Success	Failed	Success
Success rate	3:5	4:5	2:5	4:5
Observation	Wrong email format twice	Selected wrong service branch	Didn't understand promo code field	Didn't understand ETA
Problem	Form validation not clear	Too many options	Promo code unclear	ETA text small
Critical or not	Medium	Minor	Critical	Medium
UX Recommendations	Add real-time validation	Add icons to services	Improve promo code UX	Increase ETA font
User Recommendations	Highlight errors	Simplify categories	Explain promo codes	Show arrival time more clearly

# Usability Testing Screen

Test facilitator: Mohamed Samy - Test User: Sara Adel - Test date & time: 12/11/2025 - Test method: One to one teams meeting

Test Tracker				
Task	Sign Up	Book Services	Shopping	Use the Map
Goal	Create account without difficulty	Reach service options easily	Find items and checkout smoothly	Follow the map to destination
Category	Sign up	Services	Shopping	Map
Estimated time	40 sec	35 sec	45 sec	30 sec
User time	42 sec	38 sec	50 sec	35 sec
Success	Success	Success	Success	Success
Success rate	5:5	5:5	4:5	5:5
Observation	Smooth process	Service list easy	Confused in payment method	Map accurate
Problem	---	---	Payment options not clear	---
Critical or not	---	---	Medium	---
UX Recommendations	---	---	Highlight selected payment method	---
User Recommendations	---	---	Add icons for payment	---

# Usability Testing Screen

Test facilitator: Mohamed Samy - Test User: Omar Hassan - Test date & time: 12/11/2025 - Test method: One to one teams meeting

Test Tracker				
Task	Sign Up	Book Services	Shopping	Use the Map
Goal	Create account easily	Book a service smoothly	Complete purchase easily	Navigate and confirm arrival
Category	Sign up	Services	Shopping	Map
Estimated time	40 sec	35 sec	45 sec	30 sec
User time	55 sec	60 sec	72 sec	48 sec
Success	Success	Success	Success	Success
Success rate	4:5	4:5	3:5	4:5
Observation	Confused about password rules	Didn't notice service center drop-down	Didn't know where to continue shopping	Didn't notice arrival popup
Problem	No password guideline	Arrow unclear	No continue button	Popup too small
Critical or not	Medium	Medium	Critical	Medium
UX Recommendations	Add password requirements	Highlight drop-down arrow	Add continue shopping button	Add bigger arrival popup
User Recommendations	Show password rules	Make drop-down larger	Add confirmation message	Add sound on arrival

# Testing Issue 1

## Problem

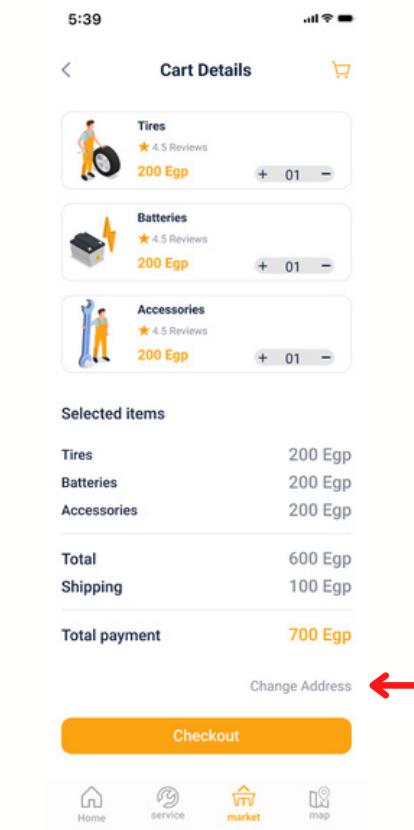
**“Change Address” Button  
Not Visible Problem**

## Result

**Users can now find and  
use the button easily**

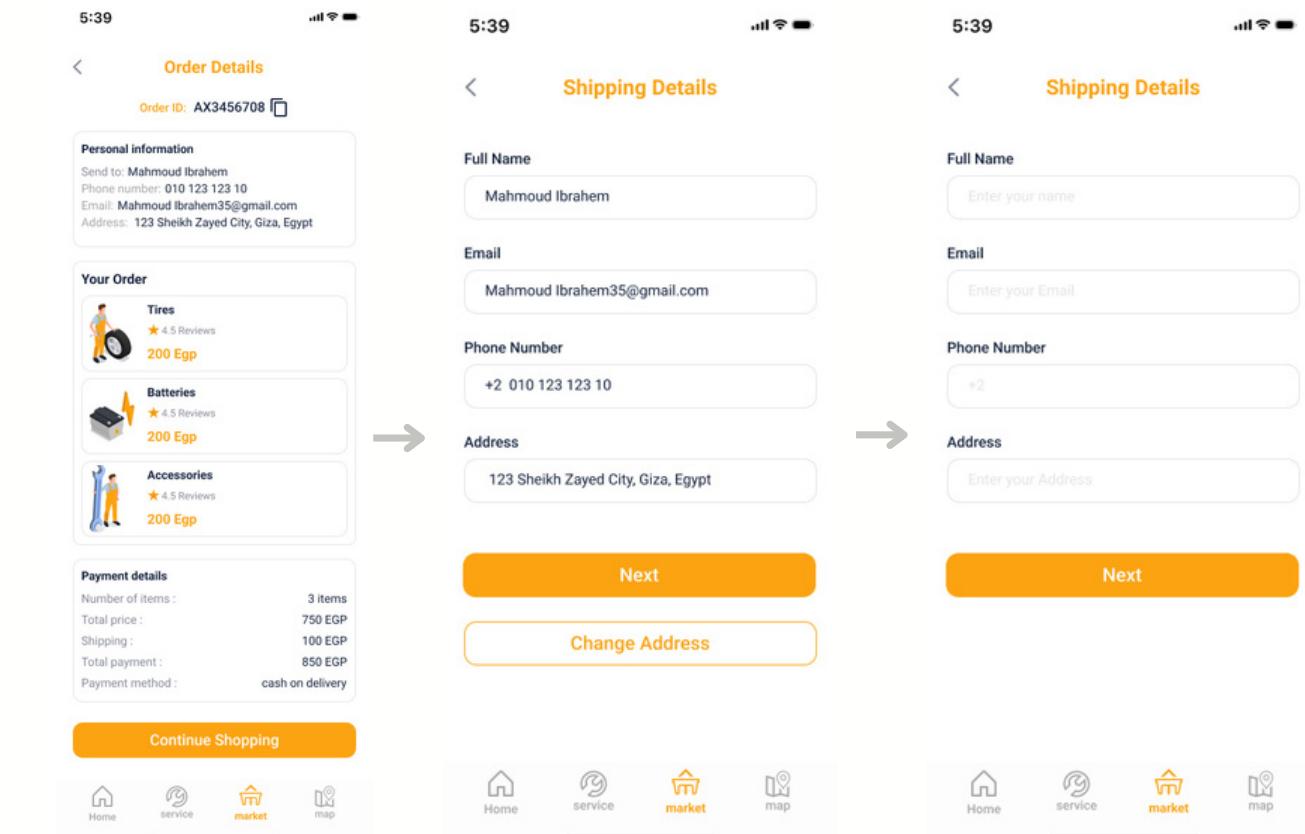
## Before

**Button was poorly placed  
and not noticeable**



## After

**Repositioned and  
restyled for clarity**



# Testing Issue 2

## Problem

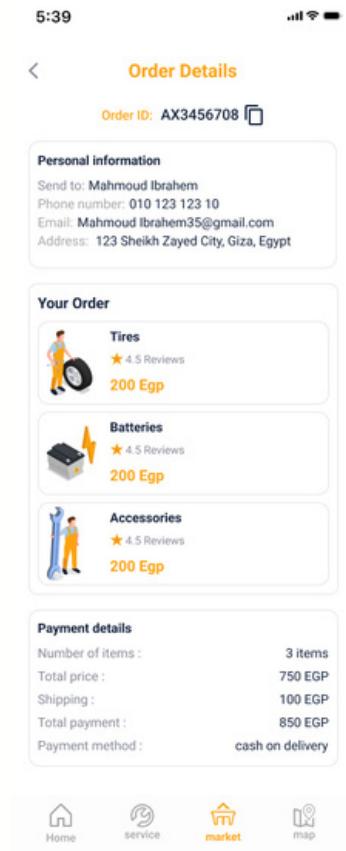
**Users struggled to exit the order confirmation screen because the back arrow was too small and not clearly visible**

## Result

**Users can now quickly and easily exit the confirmation screen without confusion, improving usability and reducing time spent searching for the exit.**

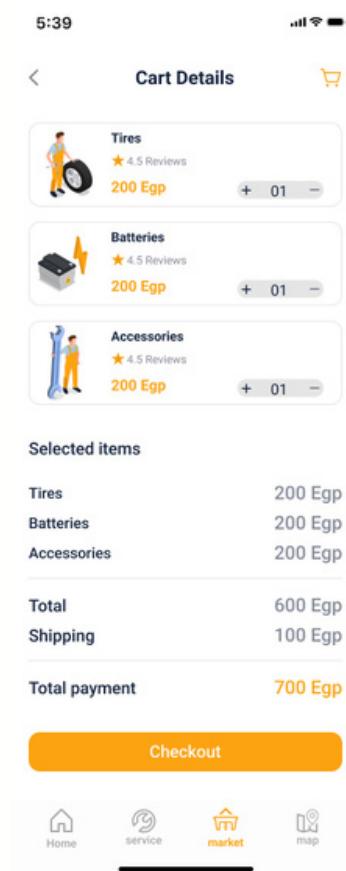
### Before

After completing a purchase, users were shown a success screen with the order code and details. The only way to exit was a small back arrow in the top-left corner, which users often missed – causing delays and confusion.



### After

A clear “Continue Shopping” button was added at the bottom of the screen. The button remains visible even while scrolling, making it easy for users to leave the page at any moment



*Auto*Fix

Thank You..