**Problem Statement**

* Users need an easy way to search for available rental cars by location and date.
* The website should clearly display car types, rental charges, and booking steps.
* Users should be able to compare options quickly and understand all pricing details.

**Solution**

* Build a car rental website that allows users to:
  + Search for cars by location and date.
  + View car types, rental charges, and booking steps clearly.
  + Filter cars by type, price range, and fuel type for easy comparison1.

**Technical Implementation**

* **HTML:** Create pages for search, car listings, car details, and booking summary.
* **CSS:** Use card-based layouts for car listings, price tags, responsive grids, and booking buttons.
* **JavaScript:** Add filters for car type, price, and fuel type; show booking confirmation modal.
* **Figma:** Design a minimalistic UI focused on quick search and clear pricing1.

**Product Features**

* Show car images, seating capacity, fuel type, and mileage.
* Display clear pricing and booking steps.
* Provide easy-to-use filters for users to find suitable cars1.

**Pricing Strategy**

* Show hourly and daily rental charges separately.
* Include security deposit information and extra kilometre charges.
* Offer discounts for long-term rentals (weekly/monthly).
* Highlight the “Free Cancellation up to 24 hours” policy for user confidence