Car Rent Mobile application

Antonius / 15-05-2022

Executive Summary

Background

   Nowadays we are facing a very big problem on transportation especially at new cities adding that cars price is very high and some people had cars which they rarely used it .So the idea of our new mobile application is that : If you don't have enough money and need to travel somewhere alone or with your family and you have a valid driving license so you can get the car you want from our application very easily . And if you had a car that you rarely used it you can use our application to rent it and gain some money

Research Goal

   The goal of this study learn more about future clients for the car rented mobile applications and how frequency could they use car rent mobile application .

Key Findings

   Most of users have used/currently use a mobile app to rent a car but they have a trust problem with old applications they used noting that most of users preferred SUV cars and they used to rent cars at least twice a week annding that users preferred to rent cars with a good safety features .

Recommendations

   We recommend to make a regular check up for the cars which added by users at the application to be rented to make users more trusted on our product and we recommend to reject any car without a good safety features .

Research Questions

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[Needs] :-

- What is essential for the Car rent mobile application?
- What are the application features?

[Behaviors] :-

- from where can renters get a rented car ?
- How much they can afford for a rented car
- Will our application make our users' lives easier ?
- How do users feel about existing products?

Participants

Recruiting

- 10 participants .

Participants

- 10 Adults (18 and over)
  - Had a valid driving license
  - Live in a new city

Key finding #1

The significant **user needs** found within this study are:

1) 65% of users have used/currently use a mobile app to rent a car

      The most apps used are: *Contact cars* and OLX

2) 60% of the participants had a trust problem

- ○ "Last year I rented a car and it was like a nightmare as its breaks was broken down "
- ○ "Last month i had rented a car and while i was travelling it broken down I cannot trust that showroom any more "
- ○ "The most important thing is to found trusted application or a show room to rent the car "

Key finding #2

The significant **user behaviors** found within this study are:

1) more than half the participants have agreed that it is not easy to found trusted place to rent a car :
  ● Car rent apps doesn't made the regular car check up which can leads to a disaster
  ● It is very complicated to rent a car from a showroom which waste a lot of time
2) more than 60% of users are need cars twice a week.
3) most of used preferred the SUV cars .
4) more than 40% of users prefer that the rented car to be not more that 4 years produced .
5) more than 75% of users needs cars with a good safety systems .

Next Steps/Recommendations

These findings have helped me re-shape the direction of developing the Car rent mobile app product. These are the new adjustments as follows:

- The company need to regularly check-up the rented cars status
- Rented car must be with a good condition .
- The rent process must be as easy as possible .
- The rented cars models must be as new as we can.
- Cars without safety features must not be published at Car rent application .

Affinity diagram

User Needs

Good car condition

"Last year I rented a car and it was like a nightmare as its breaks was broken down"

"Renting a car is a very good idea but it depends on car condition "

Trusted place or application to rent a car

"The most important thing is to found trusted application or a show room to rent the car "

User Behaviors

Easy car rental process

"It is very complicated to rent a car from a showroom which waste a lot of time "

The need for renting a car

" I always need a car for traveling far places i don't prefer trains or buses"

"I prefer to take a Taxi instead of renting a car but sometimes i had to rent a car when i had an appointment to save time