

Study 1: Semi-Structured Interview

Background

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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

Our team wants to learn about how users use digital tools to rent The perfect car that fit his budget and The purpose of renting it. Understand the user, who they are, their lifestyle and would they be interested in renting a car.

1. Design a simple and functional Mobile interface.
2. Connecting the car lessor to the lessee easily.

Research Questions

- [Needs] What is essential for the Car rent mobile application?
 - What are its 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?

Method

- Online survey and an online video semi-structured interview to gather in-depth qualitative data.
- The researcher will use the survey for the quantitative analysis and the video script for the qualitative analysis

Recruiting

1. 10 participants
2. Adults with full time job who:
 - Had a valid driving license
 - Live in a new city
3. To recruit participants, we will send emails to full-time employees at Orange.

Screening Questions

Questions

1. What type of Car do you prefer ?[knowing what is the favorite car type]
 - ☐ Sedan.
 - ☐ SUV.
 - ☐ Hatchback.
 - ☐ 7 Seats.
2. What is the primary reason for you to rent a car?[need to know the reason behind interesting on car renting]
 - ☐ Cannot afford a new car price..
 - ☐ I love to ride different types of cars .
 - ☐ I have no time to make the needed car service .
3. What is the main purpose of renting a car?[user type occasionally or permanent]
 - ☐ Travel.
 - ☐ Daily use.
 - ☐ Family gathering.
 - ☐ Emergency situation .

4. How often do you rent a car ?[Frequency]
- ☐ Dailly.
 - ☐ Three times a week .
 - ☐ Two times a week.
 - ☐ Weekly .
5. What is the most common transportation method you use ?[different transportation methods]
- ☐ Bus.
 - ☐ Metro.
 - ☐ Ordinary Taxi.
 - ☐ Mobile application Taxi.
 - ☐ Rent a Car.
6. Where Can you find a car for rent ?[ways to rent]
- ☐ Online.
 - ☐ From a friend .
 - ☐ Car rent office
7. What is important when renting a car ? [user interest]
- ☐ Style.
 - ☐ Year Model .
 - ☐ Trade (Fiat , Mercedes,BMW ,VW,.....).
 - ☐ Color
8. If you have a car that you don't use dailly could you rent it online ?[know more about user type]
- ☐ Yes.
 - ☐ No .

Timeline

- Design proposal: May 1—3, 2022
- Recruiting: May 3—5, 2022
- Sessions: May 8—12, 2022
- Readout: May 15 , 2022

Script

Introduction

My name is [Antonius]. Thank you very much for participating in this study. I am currently working on a project related to Car Renting mobile application .

I would love to learn more about your experience with Car renting. This interview will take about 10 minutes. If you want to leave the session or take a break at any point, please let me know. Do you have any questions before we start?

Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone outside of our team.

Warm-up Questions [Build rapport. Start with easy questions to get to know the participant]

1. Could you tell us more about yourself?
2. What is your age?
3. What is education level
4. Could you tell us Where do you live ?

Probe into needs and behaviors

5. Since when do you have a driving license ?[Motivation]

Follow up questions:

What type of cars do you prefer?[Needs: need to know what is the most preferred car type for the user]

Do you prefer Automatic or manual Transmission Autos and why ?[Needs : is it makes a big different if the car is manual or automatic]

6. What is the most important feature you love in a car ?[Needs]

Follow up questions

Are safety systems important ?[Needs : is safety features are important]

What is the most important safety system in any car from your point of view? [Needs]

Is it important to have airbags?[Needs]

7. Do you use a car rent service ?[Behavior : Need to know about the user behavior]

Follow up questions

How often do you rent a car? [Behavior: the best way the users used]

For which purpose do you rent a car ?[Behavior]

What is the suitable way to rent a car?[Behavior]

8. If you have a car that you don't use daily could you rent it online ?[Behavior]

Follow up question

Could you tell us why " the reason behind "?

Thank you so much for sharing your experience and insights. Your answers will help our team build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at

[name@email.comAntonius,gad@gmail.com]. Hope you have a wonderful day

Study 2: Survey

How to make users trust our mobile application to Rent a car ? Background In our previous study, we learned that Users had a very bad experience with old applications when they tried to rent a car. Sometimes their trip turned into a nightmare . so we need to know more about that problem to solve that issue and make the users trust our product .

Research Goal

This study focuses on better understanding users needs related to car broken problems. And trying to find a new way to serve better service for our clients.

Research Questions

How can we improve the car rent service and serve our clients cars with minimal problems ?

Method & Recruiting

- Use surveys to collect data from at least 30 Car renters.
- Test survey questions with 5 volunteers recruited from our engineering team.
- Send surveys to Company Ghabour Mechanical engineering department whose answers in our screener meet our recruiting criteria:
- Use mobile Car rent product(s) at least once a week .

Survey Questions

1- In the past month, how Many times have you rented a car ? [Frequency]

- A- 1-6
- B- 7-12
- C- 12-18
- D- more than 18

2- During your last month, how many times did you get a broken car ?[Frequency]

- A- 1-2.
- B- 2-3.
- C- 3-4.
- D-More than 4.

3- What is the biggest broken problem you had last month ?(choose all applied)[highlight Common problems]

- A- Breaks.
- B- Engine.
- C- Electricity.
- D- Oil.
- E- Glass.
- F- Tyres .

4- In the past month, which types of mobile applications did you use? (select all that apply)

[current tools]

A-OLX.

B-Hatla2y.

C-Contact Cars.

D-Other application(please mention it here)

5- What is the best way to deal with a broken car?[User Behavior]

A- Solve the problem yourself.

B- Return the car back

C- Make a complaint at customer service to block that car .

6- What is your age? [Assumption: People in different age groups might have different interested .]

A- 18–25

B- 26–35

C- 36–65

D- Above 65.

7- What is your education level? [Assumption: Education level affects interest.]

A- Less than a high school degree

B- High school degree or equivalent

C- Associate's degree

D- Bachelor's degree

E- Graduate degree

8- Where Can you find a car for rent ?[ways to rent]

A- Online.

B- From a friend .

C- Car rent office

9- What is important when renting a car ? [user interest]

A- Style.

B- Year Model .

C- Trade (Fiat , Mercedes,BMW ,VW,.....).

D-Color