

# Design Process



## Ideate

Turn idea from concept and brainstorm to MVP

## Design

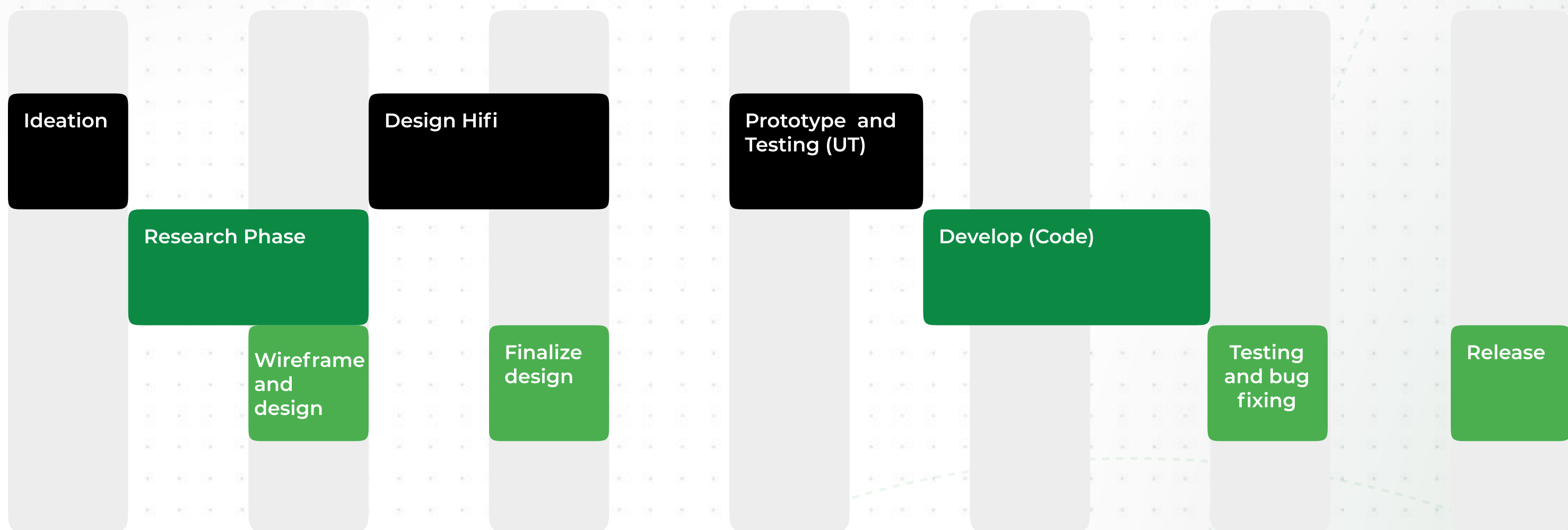
Sketch out the product to align the user needs

## Develop

Convert the designs into a live application

## Deploy

Launching the application to the market



01 - Ideation	02 Research and wireframe	03 Hifi Design
<ul style="list-style-type: none"><li>Brainstorming</li><li>Crazy8</li><li>FGD</li><li>Research</li><li>Interview</li></ul>	<ul style="list-style-type: none"><li>Interview</li><li>empathy Map</li><li>competitor analysis</li><li>User journey</li><li>General Flow</li><li>Design trend Research</li><li>Low Fi testing (AB)</li></ul>	<ul style="list-style-type: none"><li>Brand identity</li><li>Design Main Cases</li><li>Design Edge Cases</li><li>Design UI documentation</li><li>Design Sytem</li><li>Design Flow Per Cases</li></ul>
04 Prototype and Testing (UT)	05 Development	Testing -> Release
<ul style="list-style-type: none"><li>General Prototype</li><li>Edge cases Prototype</li><li>Usability Testing</li><li>Gather Feedback</li><li>Design Revision</li></ul>	<ul style="list-style-type: none"><li>Handoff to developer</li><li>Assets Documentation</li><li>Translate from UI to code</li><li>Unit Testing</li><li>UI audit</li><li>Gather Feedback</li><li>Layout Revision after feedback</li><li>Ready to test</li></ul>	<ul style="list-style-type: none"><li>Testcase Creation</li><li>Flow Creation from QA</li><li>QA documentation</li><li>UI Audit</li><li>Revision to developer</li><li>General Testing</li><li>Release MVP</li></ul>

95% Customers Marked This Important

### Complete Mock Test Added

95% of our customers choose this pass their exam at first chance



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# Market Data & Statistics

## Target Market

<b>350,000+</b> road tests taken annually in Ontario	✓
<b>68%</b> of new drivers need vehicle access for their test	✓
<b>45%</b> insprefer professional truction over family teaching	✓

## Service Coverage

<b>90+</b> DriveTest locations across Ontario	✓
<b>40+</b> cities and towns served	✓
<b>15-minute</b> average response time for bookings	✓

## Summary



Subcompact SUV  
Lexus UX or Similar

Gas • 5 seats • Automatic

- ✓ **Start date**  
Monday, April 7, 2025 at 10:00 am
- ✓ **Road Test Centre**  
5555 Eglinton Ave W Etobicoke ON M9C 5M1

**Promo codes**  
Unless started otherwise, all discounts are one-time.

Promo code

Apply

### Payment Breakdown

<b>Road Test Centre</b> 5555 Eglinton Ave W Etobicoke ON M9C 5M1	<b>\$ 80.00 CAD</b>
<b>Complete Mock Test</b> Practice your test with our experienced instructors	<b>\$ 100.00 CAD</b>

**Complete Mock Test Added**  
95% of our customers choose this pass their exam at first chance

**1 hour Driving Lesson**  
One-on-one lesson with a professional instructor

✗ **Remove** any extra add-ons for this time.

**Total Payment** **\$ 180.00 CAD**

### Questions?

Our friendly team is standing by to help



📞 1-648-468-4589  
✉ help@elanroadtestrental.ca

★★★★★

Elan is rated 4.8 stars on Google and trusted by thousands of first time drivers and instructors.

