Jane Mover

Moving from apartment to new home

Looking for an estimate

Do-it-herself

Scenario

New user moving into her new home wants to get a quick estimate/quote and schedule her move online.

Expectations/Goals

A good and fair quote/price estimate

Minimal information entry - privacy up front

Knowing exactly what they've opted into

Booking Flow Summary/Confirmation Marketing Site Scans for a call to action in the header Selects a move type and load size Enters contact information Scans for specific terms - "estimate" "book" "price" Enters location and home details Submits information and gets an email Scrolls the page for benefits/comparison information Picks a time and date for the move "This looks interesting and I'm excited to get started" "I see 'Book Now' here, looks like the "The info summary is starting point for my nice here and it "Ok, I got my confirmation email move and price" brought up the right "It detected my house image." but it would be nice to "Is there a pricing address automatically get a quote right page somewhere?' so I didn't have to type "Calendar is pretty as much" small, I wonder if it could be larger and show the price here?" "Not sure if people "This step looks have used this before pretty plain and or if it's trusted, not "This page doesn't tell me "I wonder if there is too "Where is the field for boring.' seeing any ratings or much. Am I scheduling the much scrolling for these unit number, I don't quotes" "I don't know where move from here? It feels cards on mobile and if it is see it here? I live in to click next, it's not empty. I need a recap clear that you should tap an apartment" before continuing." obvious how to go to one to move forward?" the next step" "Not happy with "How do I pay? It's having to enter the not clear."

Opportunities

- Make main booking CTA more prominent/obvious
- Add user testimonial and feedback to strengthen brand recognition
- Make benefits more prominent and above the
- Emphasize pricing and having to request a
- Clean up general design elements and make more consistent

Opportunities

- Make selectable elements more familiar and obvious to the user
- Reduce amount of content to prevent excessive scrolling and cognitive load
- Potentially show progress indication so the user knows how far they have left to go
- Add graphics or design elements to make the steps feel more engaging or fun; reduces anxiety
- Add a unit/apartment # form field for location entry

- Consider merging steps to prevent users
- entering similar information more than once Make the date picker mobile friendly and increase tap targets

Opportunities

same info over and

- Include copy or disclaimer emphasizing that no payment is necessary
- Include confirmation items that display what they've entered and what it leads to
- Make it very clear that this is the move they've booked