

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

Marketing Site

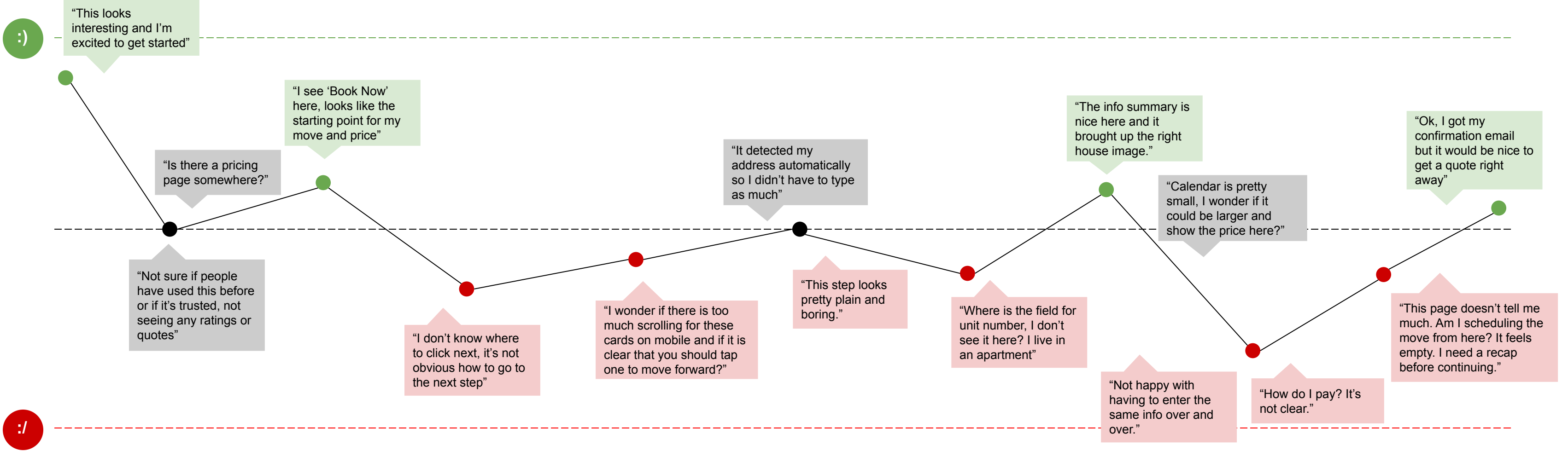
- Scans for a call to action in the header
- Scans for specific terms - “estimate” “book” “price”
- Scrolls the page for benefits/comparison information

Booking Flow

- Selects a move type and load size
- Enters location and home details
- Picks a time and date for the move

Summary/Confirmation

- Enters contact information
- Submits information and gets an email



Opportunities

- Make main booking CTA more prominent/obvious
- Add user testimonial and feedback to strengthen brand recognition
- Make benefits more prominent and above the fold
- Emphasize pricing and having to request a quote
- 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

- 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