**Task 3 : Interactive And Unobtrusive Methods**  
  
**Methods Employed :**

1. **Meetings** – Held by people from operations, IT, and management to collaboratively build an ideal TO-BE solution.
2. Focus groups gathered information from a sample of frequent college student rentals.
3. **Observations** – Observed the booking operator and inspection officer to document real-time issues.
4. **Feedback Forms** – Distributed internet forms for continuous user suggestions.

**Implementation Evidence :**

1. Meetings discovered an increasing need for a real-time car availability dashboard.
2. Automated invoices and SMS alerts were among the most wanted features by the survey participants.
3. Observations revealed previously unreported processes in the refund process and booking redundancy.
4. Feedback forms highlighted issues with WhatsApp-based communications and a lack of rental transparency.