

RIDEWAY

YOUR TRUSTED CAR MARKETPLACE

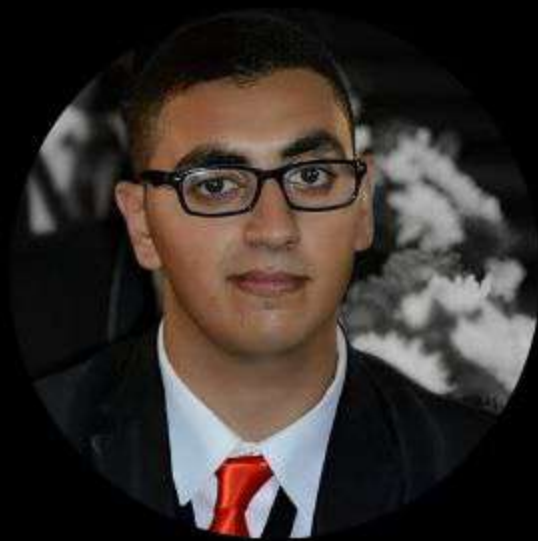
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FIND YOUR PERFECT
CAR AT THE BEST
PRICES SELL, BUY OR
RENT WITH EASE

BUY,SELL OR RENT ANY CAR



THE TEAM



MOHAMED MOSTAFA

UI / UX Designer



AHMED YASSER

UI / UX Designer



KHALED ESSAM

UI / UX Designer



JAMAL BASSIOUNI

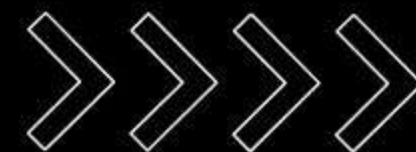
UI / UX Designer



PROJECT OVERVIEW

The goal of this project is to create an intuitive website that allows users to sell, buy, or rent cars seamlessly. The website will cater to two groups: individuals or businesses selling cars and customers looking to purchase or rent vehicles. The site must offer a smooth user experience, clear navigation, and detailed information for informed decision-making.

**FIND YOUR
PERFECT CAR AT
THE BEST
PRICES SELL,
BUY OR RENT
WITH EASE**



A close-up, low-angle shot of the front of a silver car, focusing on the headlight and the front wheel. The car is parked on a dark surface, and the background is blurred, showing some city lights. The car's body is highly reflective, showing highlights from the environment.

RIDEWAY

PROBLEM STATEMENT

CUSTOMERS FACE THE FOLLOWING ISSUES:

- Difficulty navigating complex and cluttered websites.
- Lack of detailed car information, including pricing transparency and vehicle history
- Inadequate filters and sorting options that make finding the right car challenging.
- Absence of trust-building features like user reviews, ratings, and car verification.

A close-up, low-angle shot of the front of a silver car, focusing on the headlight and the front wheel. The car is parked on a dark surface, and the background is blurred, showing some city lights. The car's body is highly reflective, showing highlights from the environment.

RIDE'WAY

PROPOSED SOLUTIONS

CUSTOMERS FACE THE FOLLOWING ISSUES:

- Provide a clean and intuitive design with a simplified user journey
- Offer detailed car listings with specs, vehicle history reports, and clear pricing.
- Implement advanced search and filter options to make it easy to find cars by model, year, price, and more.
- Enable user reviews and verified vehicle certifications to build trust.

DESIGN **PROCESS**



DEFINING



EMPHASIZING



IDEATING

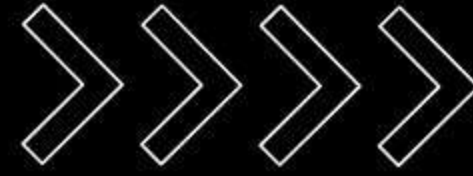


PROTOTYPING



TESTING

DESIGN PROCESS



01

DEFINING

This stage is about clearly understanding the scope and objectives of the project

02

EMPHASIZING

During this stage, the focus is on deeply understanding the users' pain points and motivations

03

IDEATING

Brainstorming creative ideas and features that can solve the users' and business's pain points

04

PROTOTYPING

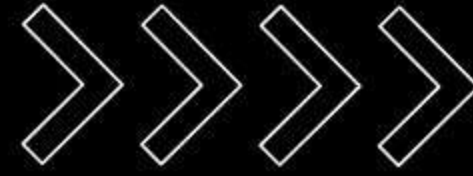
Convert the ideas into a tangible representation of the website

05

TESTING

Testing the usability and functionality of the prototype with real users

USER RESEARCH



01

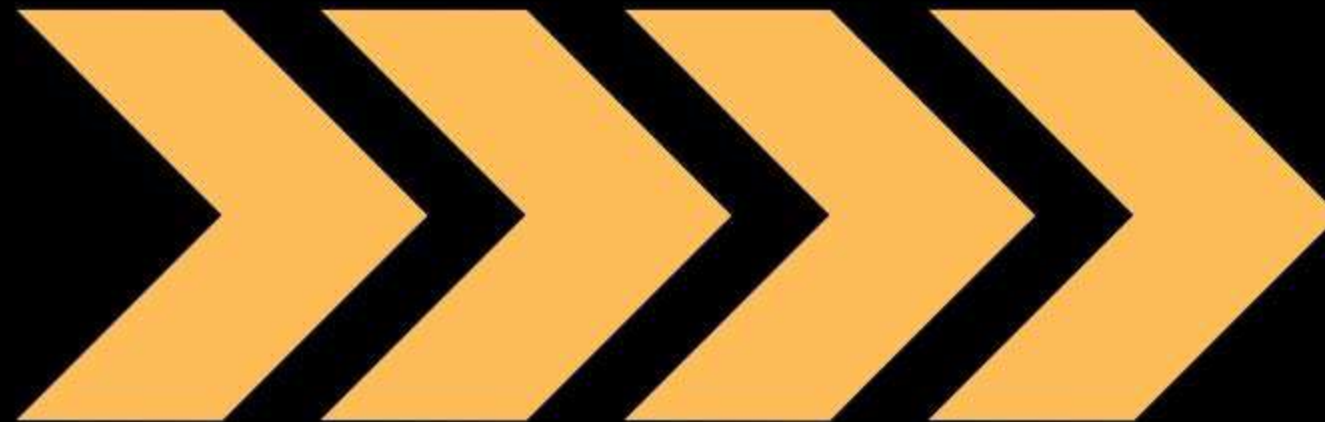
METHODS

- Surveys and Interviews
- User Testing
- Competitive Analysis

02

KEY INSIGHTS

- Users prioritize detailed car information and transparency
- The ability to compare cars quickly is essential.
- Renters prefer a simplified, fast booking process.
- Sellers want their listings to stand out and have easy-to-use management tools.



MOHAMED **AHMED**

Mohamed is a father of two who needs a reliable and spacious car to suit his family's needs. He is looking for a used car that fits his budget but is still in good condition. John prefers to make decisions based on reviews and recommendations from other users.

GOAL

- Find a safe and affordable family car.
- Read reviews from previous buyers to make an informed decision.

FRUSTRATIONS

- Overwhelmed by too many options.
- Struggling to compare cars across different platforms.

PREFERRED FEATURES

- Filter options to find family-friendly cars.
- Customer reviews and ratings.

A portrait of a smiling man with short brown hair and a light beard, wearing a blue patterned jacket over a blue shirt and a patterned scarf. The portrait is set within a white hexagonal frame on a black background.

40 YEARS OLD
SCHOOL TEACHER



SARAH **AHMED**

Sarah is a young professional who lives in the city and commutes to work daily. She is looking to rent a car occasionally for weekend trips or work-related travel. She values convenience and quick access to cars at affordable rates.

GOAL

- Rent cars easily for short-term use.
- Compare prices quickly between different car models.

FRUSTRATIONS

- Complex rental processes.
- Hidden fees that increase the overall cost.

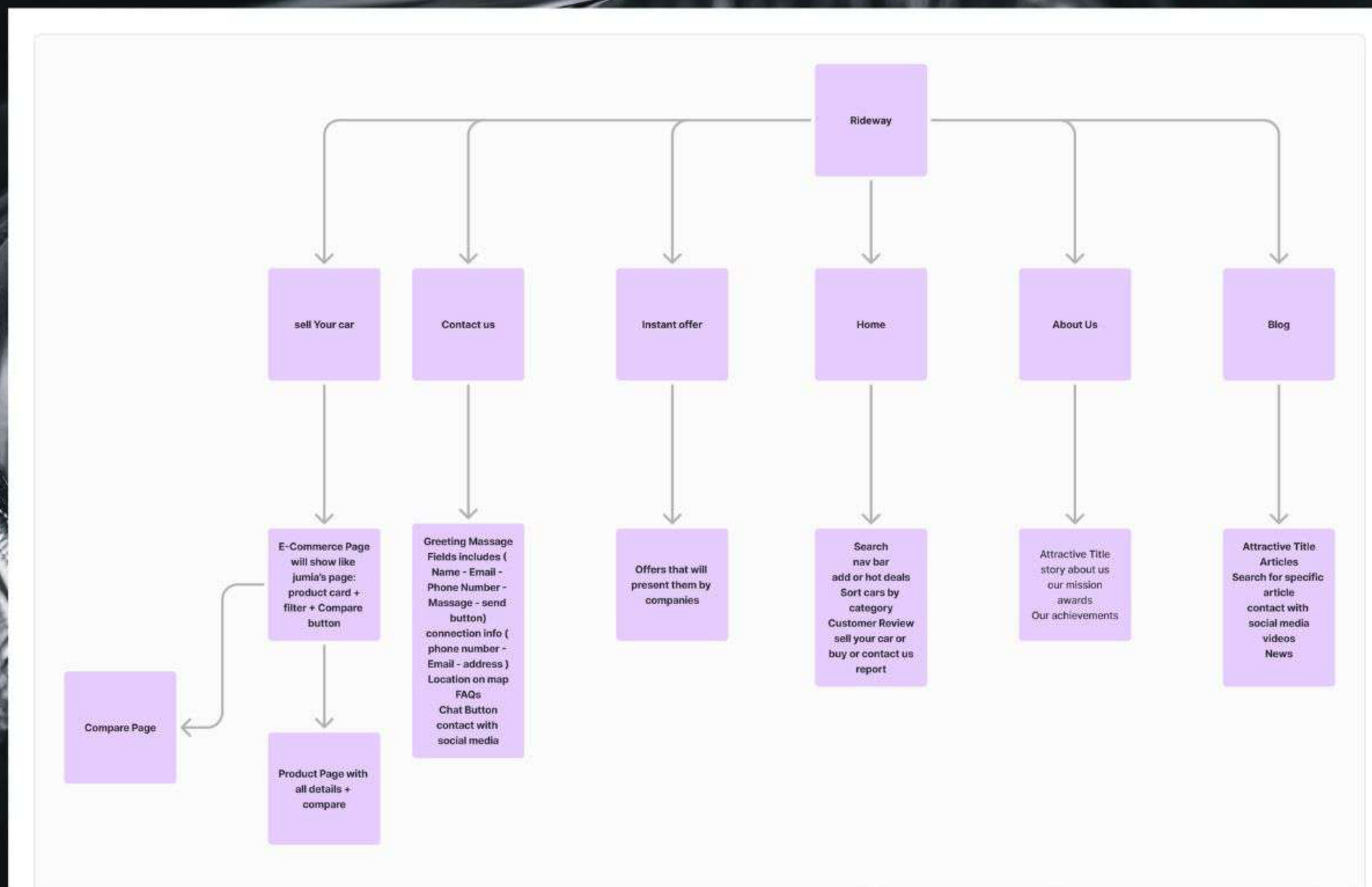
PREFERRED FEATURES

- Simple and transparent booking system..
- Clear breakdown of rental costs.

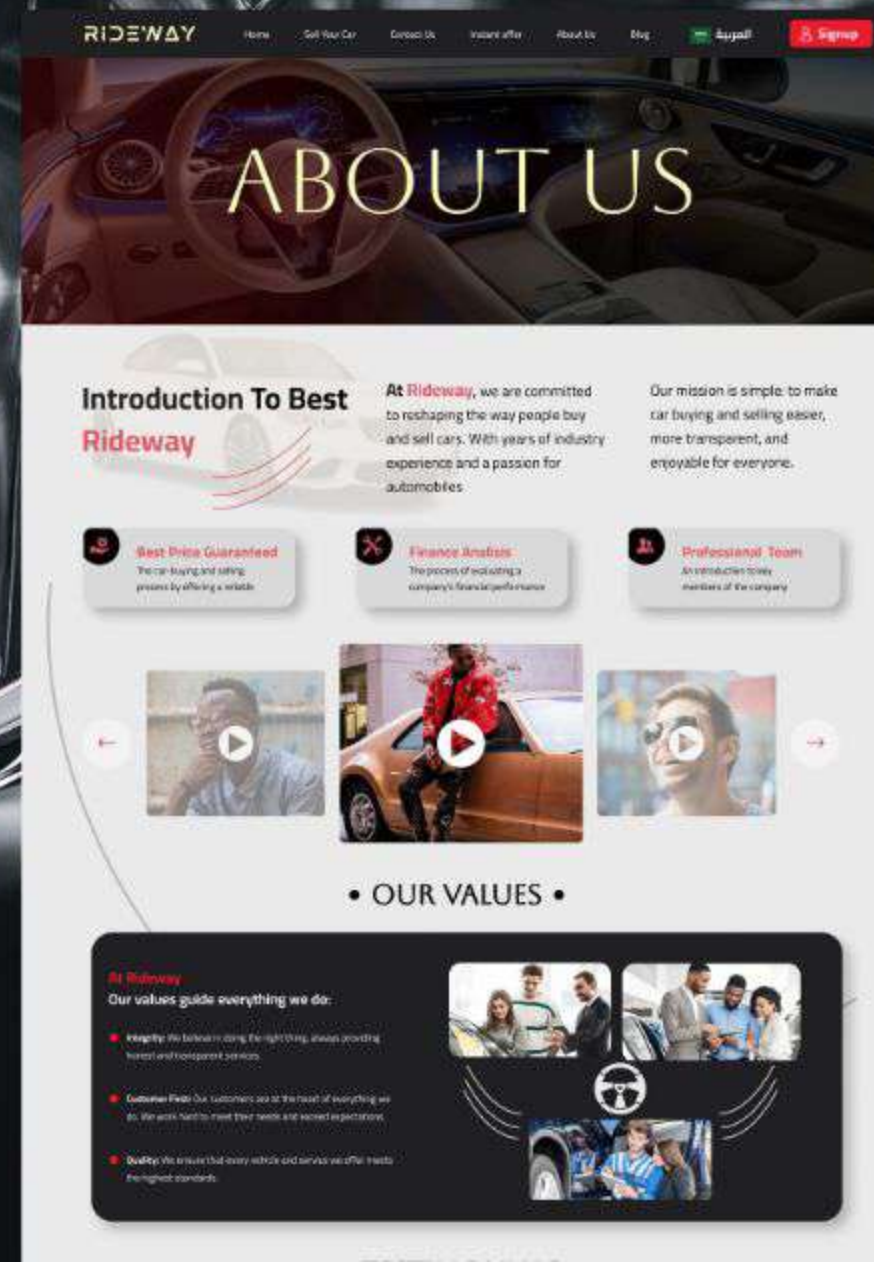
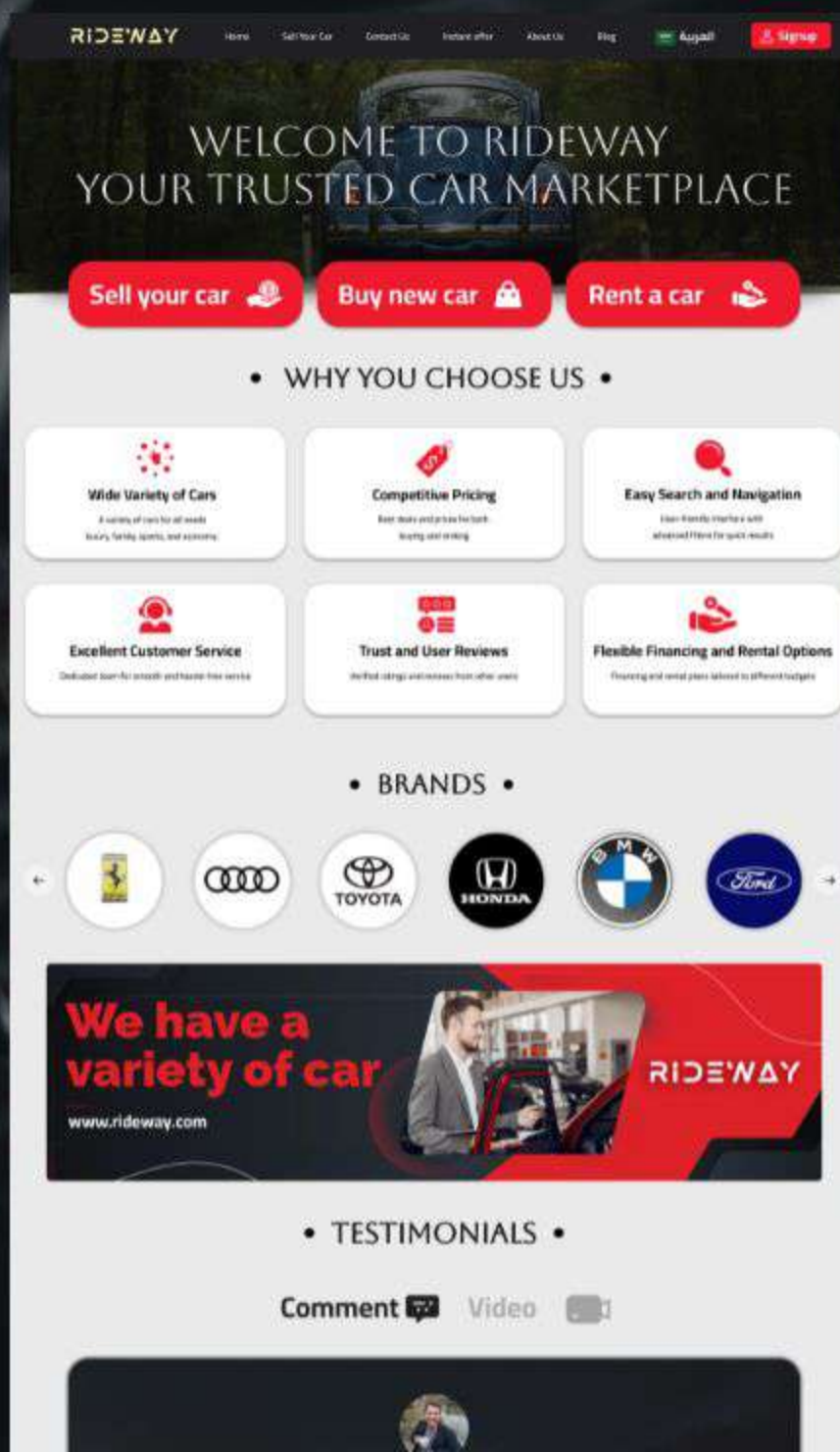
28 YEARS OLD
MARKETING EXECUTIVE



SITE MAP



UI DESIGN



In the following steps, I will explain the UI design process in detail, outlining each phase and how to create a smooth and engaging user experience. The focus will be on key elements such as layout, colors, interactivity, and usability to ensure the final design aligns with user needs and achieves the website's goals effectively.

UI DESIGN



COLORS

BACKGROUND

PARAGRAPH

TITLE

BUTTON

ICONS

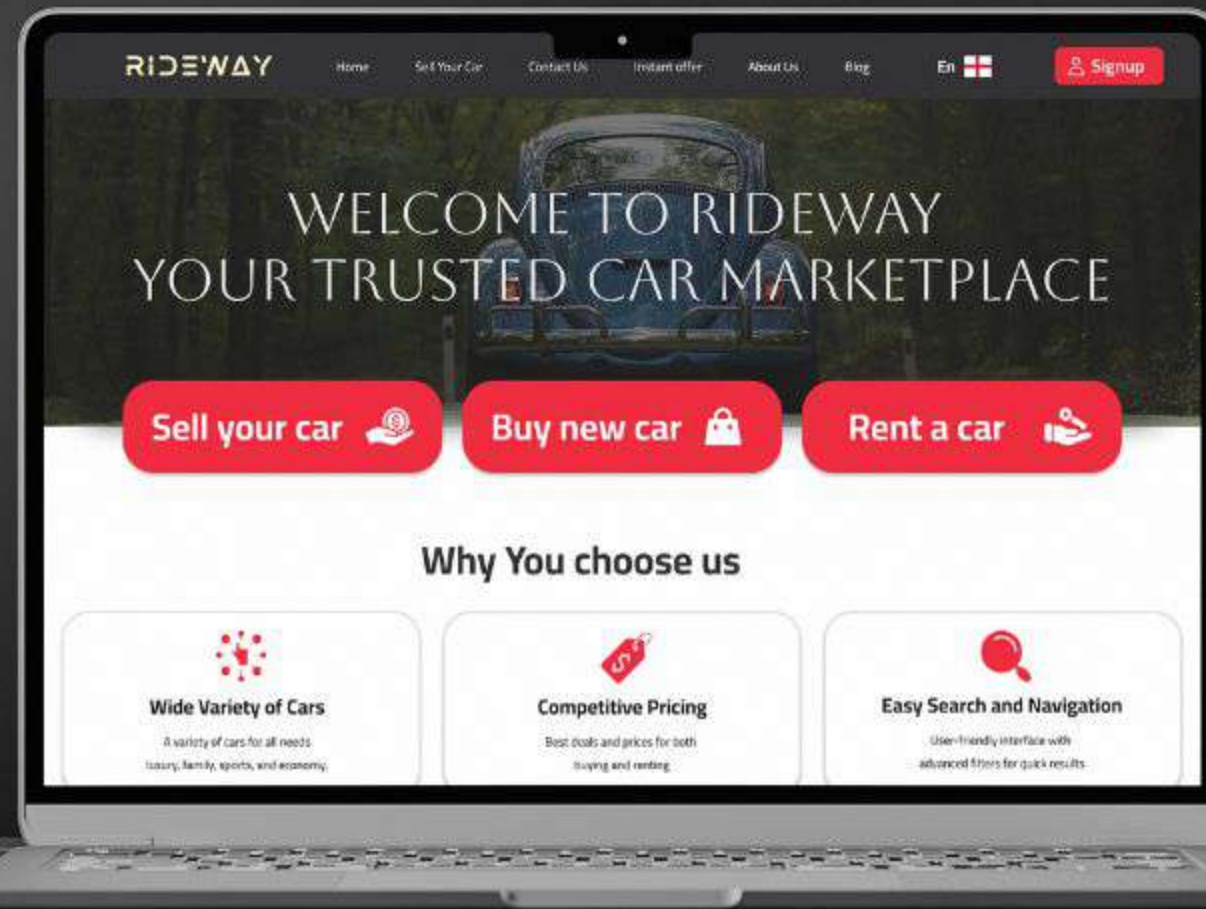
***SHAPE FOUR
BACKGROUND***

FONTS

CAIRO ABORETO



UI DESIGN



UI DESIGN





LET'S GO TO

THE DESIGNS

