



UNITED RENTALS / Mobile App Case Study /



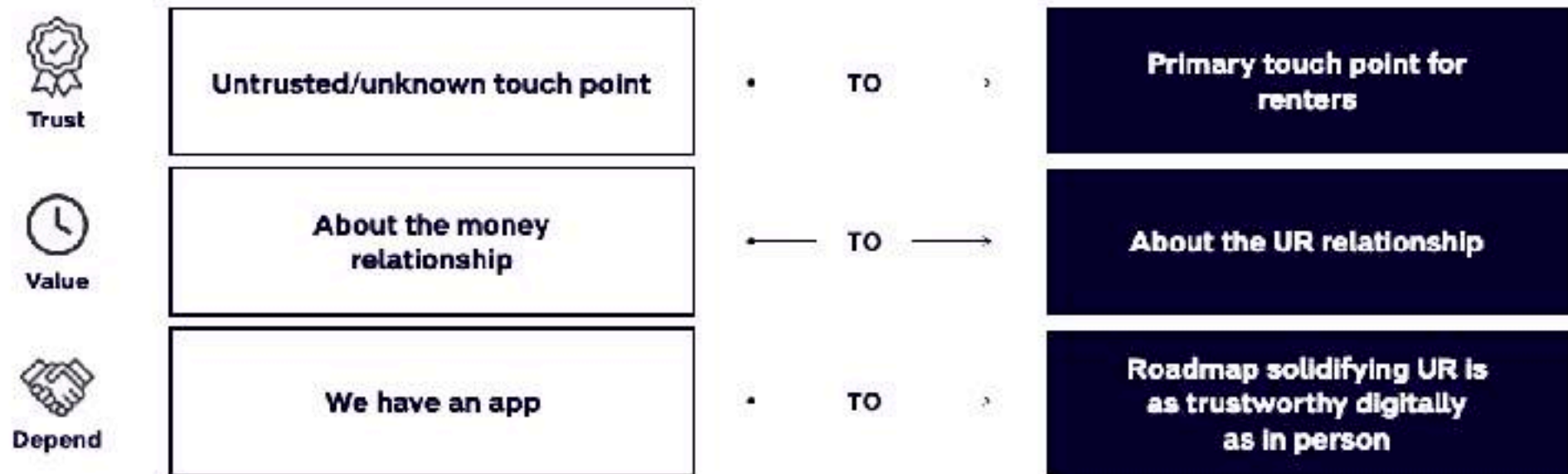
REDISCOVERING CUSTOMER NEED

United Rentals had maintained an app for 5 years and considered it checking the box on “mobile”.

Dated in it’s technology approach and design by 2019, much of the client base had used it and determined it wasn’t worth keeping on their device.

Our opportunity was to revamp the app based on what the customer needed vs. what United Rentals could easily offer.

TRANSFORMING THE EXPERIENCE



PRINCIPLE APPROACH: RECOGNIZE THAT WE NEED TO...

1

KNOW THE USER

Understanding users’ digital lives helps ensure we make our experience simple to use and in-line with their expectations. Taking inspiration from what they use most makes familiar what started as unknown.

2

PRIORITIZE THE USER MINDSET

Get what matters to the user to them as quickly as possible, whether they know they’re looking for it or not.

3

VALUE IS MORE THAN SALES

Knowing what engagement is worth provides the value of the app. If we can find new ways to earn trust, we find new ways to earn revenue.

4

BE A LIVING ENTITY

The moment the app goes live, it IS UR to those users. We need to ensure it’s maintained as diligently as our branches.



VMLY&R didn't jump in with a redesign just based on a thought, we went through a process to ensure there was an appropriate intersection of user need, business need and brand opportunity.

DESIGN SPRINTS

RESEARCH

PROTOTYPES/USER VALIDATION

WHAT'S NEXT?

Planned next steps to continue momentum

DESIGN

MATERIAL DESIGN GUIDANCE

- Discuss
- Deliver
- Theme
- Deliver
- Design
- Favorite
- Deliver

STRATEGY

CONTINUE MOVING TOWARD ROADMAP

DATA

BUILD DATA TO JUSTIFY EFFORT

SMALL CONTRACTOR

- all ready to move any day
- how on mobile device they just account

**BRAIN-STEER**

Preparing for our design sprint

Prior to executing our design sprint, we did a one hour brain-ster to identify potential road map items, based on the challenge statement: "How might we drive revenue through the mobile experience?"

Key areas identified through team voting:

- Fast Order
- Predictive Engagement
- Current Equipment Status
- Communication

CONSUMER INTERVIEWS

THEY ARE NATURAL PROBLEM SOLVERS

CONSTANTLY PUSHING

"I would not let it stop. I like being busy. I like that at the end of the day, you're accomplished and you've tackled what you needed to do. It's hard work."

—Caleb

CREATIVITY & IMAGINATION

"I think it's the accomplishment of it, just looking at it, it's a problem and finding a way to think outside of the box."

—Riley

RELATING THE CHALLENGE

"I always find problem-solving. I always find a way to solve a problem. I always find a way to solve a problem. I always find a way to solve a problem."

—Riley

ACHIEVEMENT

"It's the best one and the satisfaction in being able to see it on the screen and being able to see it on the screen and being able to see it on the screen."

—Riley

**DIGITAL BEHAVIOR INSIGHTS**

When it comes to app usage, the UR customer focuses on those apps that continually provide them custom value, both financially and time-wise.

MOST COMMON ON THEIR DEVICES

HIGHEST INDEX VERSUS STANDARD MOBILE USERS

**BEST DIGITAL EXPERIENCES**

**COMFORTING IN AN UNKNOWN SITUATION**

- A seamless transition from the app to real life
- The app exceeded expectations
- Everything lined up early, providing an intuitive experience

What is a small detail to us (one minute saved) might be the BIGGEST detail that unlocks trust for the user.

HOME SCREEN

OBJECTIVE

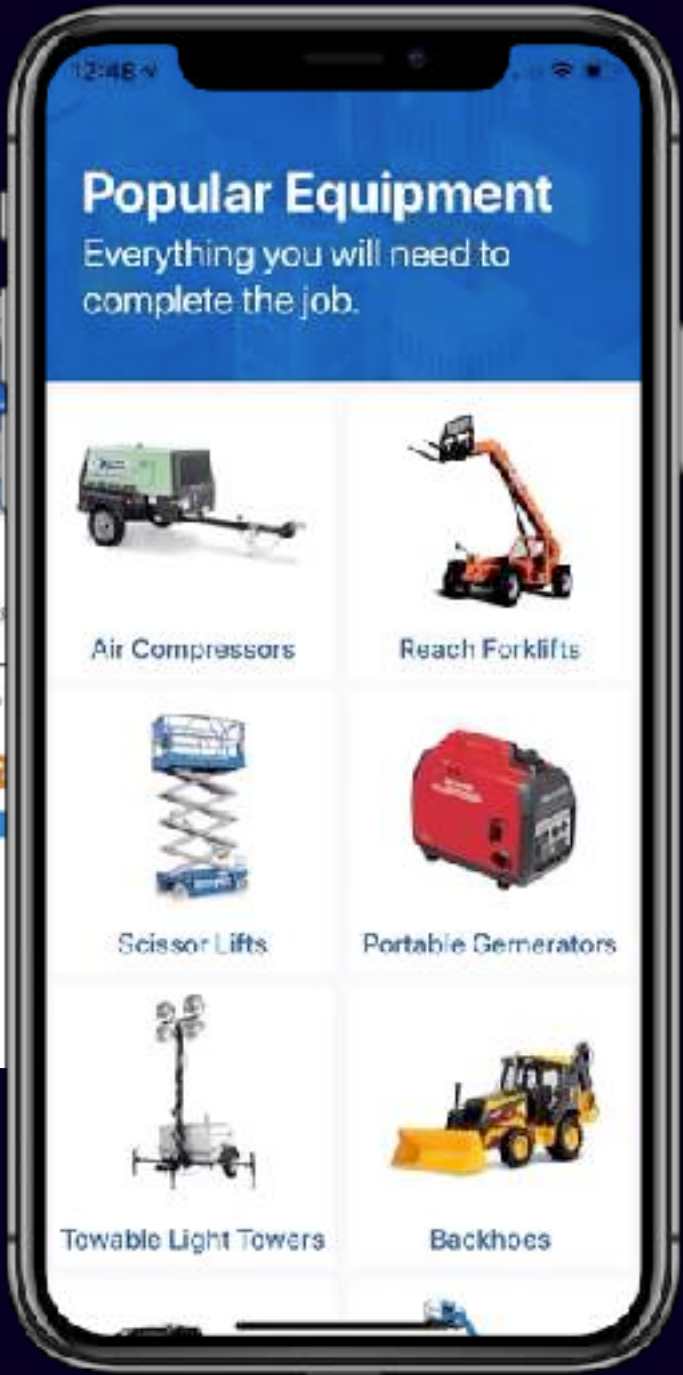
Ensure the experience feels similar to the user without having to learn its behaviors.

HOW MIGHT WE

How might we ensure the experience feels similar to the user without having to learn its behaviors?

**USER TESTING PROGRAM**

The program is designed to make sure we're understanding if our assumptions are correct to provide more solid "we're ready to publish" footing.





## EXPERIENCE-FIRST DEVELOPMENT

VMLY&R had identified 4 key considerations in the recommendation that the United Rentals experience be built leveraging the first-class native languages for Android and iOS.



VMLY&R developers use Kotlin. This language, originally introduced in 2010, was officially recognized as an Android first-class language in 2017.



VMLY&R developers use Swift. Introduced at WWDC in 2014, it was the result of combining Apple's decades of experience with modern programming practices.



- 1 **Push Notifications** - iOS lacks service workers for item such as notifications. This effectively kills the ability for P.W.A.'s to work for nearly half of all U.S. users
- 2 **Lifecycle & Stability** - Initial boost from mobile platforms (Xamarin, ReactNative) comes with understanding that maintenance cost and dependencies heighten risk
- 3 **Business Rules v. Design** - Where platforms can accelerate shared business logic, they tend to add complexity and anti-patterns when designers work to meet platform expectations.
- 4 **Modern Agility** - Implementing an Experience API that is dedicated to supporting a specific client or channel creates flexibility, reduces complexity and increases speed to market



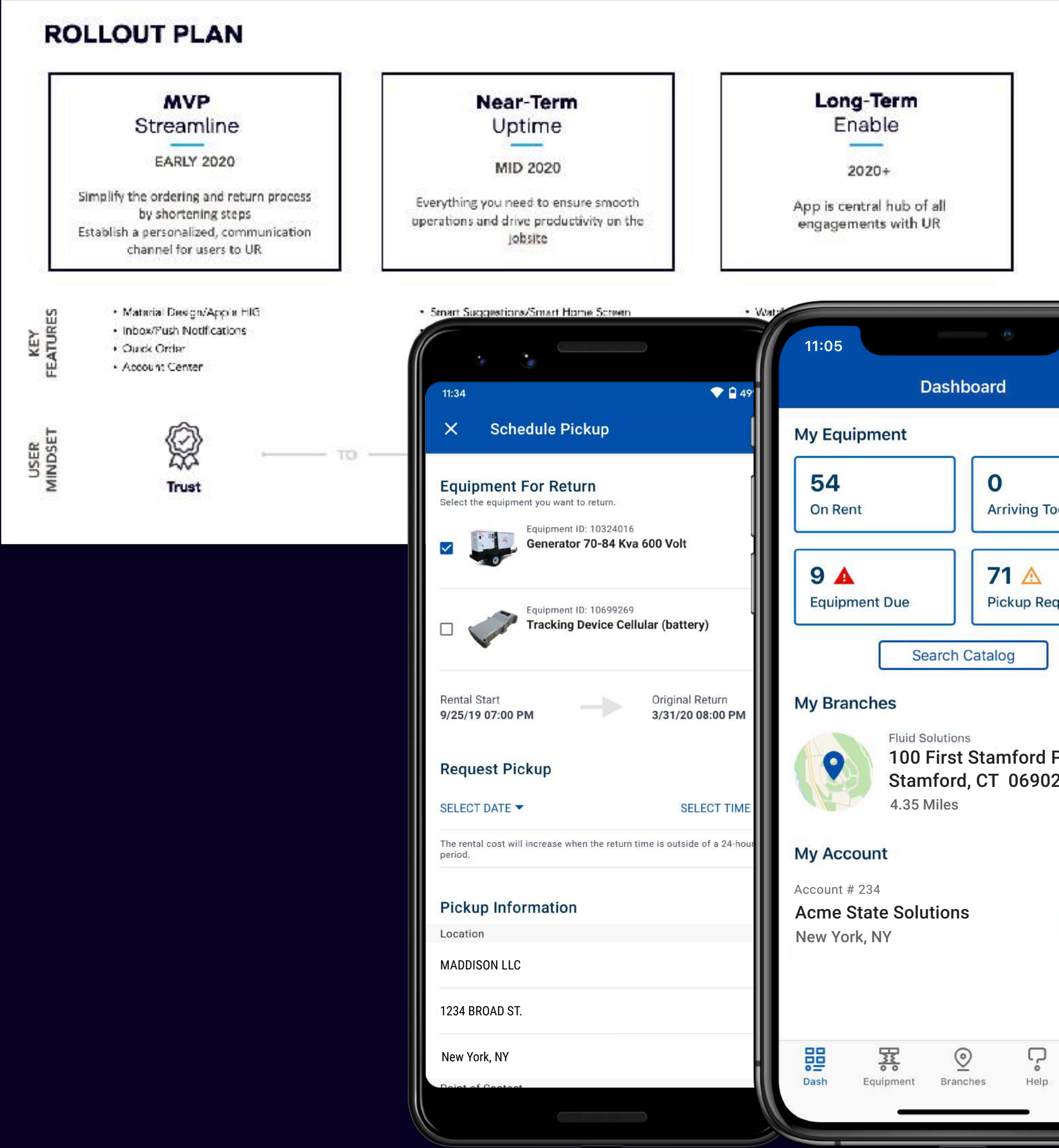


ROLLOUT PLAN

Starting development in May 2019, the United Rentals Mobile App rolled out beta in November 2019 to their most involved customers.

After 4 months of testing and continued development, it replaced their previous app in late March 2020.

In the first 2 weeks after launch, the new app had more daily active users than the previous app and eclipsed the first month core event goal in 8 days.





### CORE MESSAGE OUTLINE

Suggested audiences based on relevancy to product or learning as they are for targeting and sales.

TOPIC	TARGET
On-Rent/Extend	Users with business vehicles required
Location Consent	Relevant information for users on-site conditions
Account	Information for the user's business and each its relationship with US
Equipment	Information about my relationship with the equipment
Personal Results	Relationship information summarizing my business as a whole relationship

### NEW USER MESSAGING PLAN

Suggested audiences based on relevancy to product or learning as they are for targeting and sales.

	DAY 1	FIRST
Onboard	Welcome (Post Sign-in), Reference	Notification About "Me" - Information, Job Information
Engage	On-Rent Confirmation	Complete Usage On
Reward		Completed

Types of Messages: Push, Email, In-App

### ROADMAP FEATURES | INNOVATE

#### DELIVERY TRACKER - UBER

##### SUMMARY

- Allow the customer to see the status of their delivery/pickup of the vehicle delivering/picking up location. Includes timing as factors.

##### SUCCESS MEASUREMENT

- % of appropriate users (e.g. rent TBD) utilizing feature
- Retention of end users
- Positive Reviews

##### USER BENEFIT

- Transparency of details that matter immediately and are relevant


##### OUR BENEFIT

- Minimize phone calls from customers
- Optimize sales personal time
- Satisfied repeat customers
- Recognized industry leadership.

### App Features: Roadmap

Data	Improve	Innovate
<ul style="list-style-type: none"><li>Savings/Costs/Contract Data</li><li>Optimize Search - Active/Inactive (Site, Equipment) Filtering, Pre-Emptive</li><li>Partner Apps/Deep Link</li><li>Weather Integration</li><li>Non-Liability Costs/Savings</li><li>Sales Intelligence - partners/behavior</li><li>Driver Apps/Integration</li></ul>	<ul style="list-style-type: none"><li>Performance/Response Times</li><li>Authentication</li><li>Locate (Map Branches, Jobsites, On-Rent Equipment)</li><li>Equipment List Item -add Jobsite</li><li>Dynamic Navigation - Flow, Data, Personalized Taxonomy, Saved Segments/Searches</li><li>Equipment Monitoring (Status, not usage)</li><li>Equipment Sorting/Headers</li><li>Dashboard Header (Search Equipment Button)</li></ul>	<ul style="list-style-type: none"><li>Deep Link</li><li>On-Rent Confirmation</li><li>Quick Search</li><li>Change Location</li><li>Create Account</li><li>Quick Search</li><li>In-App Messaging</li><li>Navigation</li><li>Calendar</li></ul>

### UNITED RENTALS APP MONTHLY REPORT



#### APPLE

RETURNING USERS	MAU	NEW USERS
X	X	X

X

USERS

X

USERS

X

USERS

OFF-RENTS	APP OPENED PER USER	30 DAY RETENTION
X	X	X%
SESSIONS/USER	SESSION TIME	VISITS/USER
X	X	X

Review

#### COMBINED


RETURNING USERS	MAU	NEW USERS
#	#	#

OFF-RENTS	INSTALLS	WAS AVG
#	#	#
LOGGED IN	EMP LOGIN	EXTEND
#	#	#
HELP	EQUIPMENT	LOCATE
#	#	#
DAILY TIME	CRASHES	CATALOG
#	#	#

Apple

Android

Review



#### ANDROID

RETURNING USERS	MAU	NEW USERS
X	X	X

X

USERS

OFF-RENTS	MESSAGES OPENED PER USER	30 DAY RETENTION
X	X	X%
SESSIONS/USER	SESSION TIME	VISITS/USER
X	X	X

Review

GROWTH

Launching the new app is less than 50% of the work. As we continue to learn and grow, we have multiple on-going responsibilities including:

- Backlog grooming
- Bug Fixes
- Acquisition Planning/Execution - Organic and Media
- Messaging Playbook

- In-App Messaging Plan/Execution
- Cross-Channel Messaging Planning/Execution
- Reporting - Working Team/Executive

- Prototyping
- Concept Testing
- App Store Optimization
- Review Management