



Northern Xscape Rentals

Case Study

## *Overview*

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Northern Xscape Rentals is a jet ski and snowmobile rental company.

Northern Xscape Rentals aims to provide the best service to its customer. It allows the customer to rent a jet ski (Summer) or Snowmobile (Winter) for a specific period of time in the destinated area and have a fun ride.

This application aims to provide a better and user-friendly platform for users to book jet ski/snowmobile from Northern Xscape Rentals.



## Problem & Solution

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The current booking website of Northern Xscape Rentals is outdated and cannot handle a large number of bookings. The website is not user-friendly and sometimes not working. It results in decreasing in potential customers.

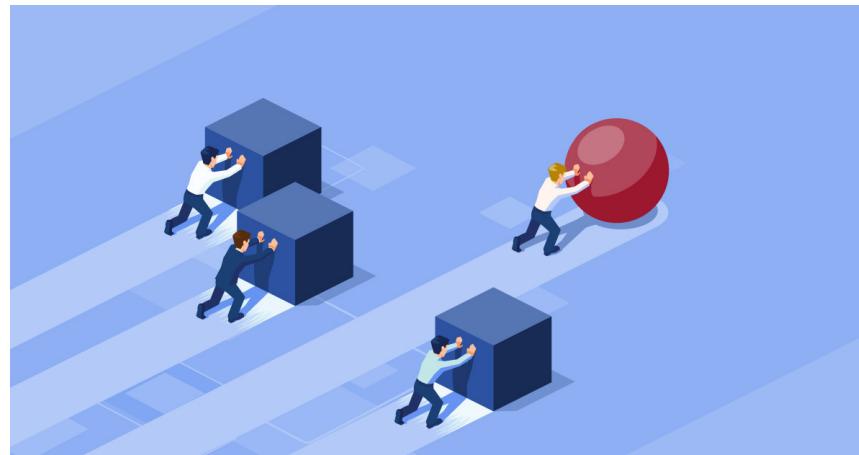
In order to solve the problem, a newly and well-designed mobile application is needed. It could help to make the booking process more smooth and more user-friendly. It could provide the best booking experience for all potential customers.



## Competitive Analysis

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Through the competitive analysis, it is found that a good onboarding process is essential which allows users to understand how to navigate around the application. Also, a clear and simple UI interface could let the application easier to use. Moreover, the booking process should be simple enough which allow the user to book a jet ski/snowmobile by only pressing a few buttons.



	NICHE POWERSPORT RENTALS	FOXi	Haliburton Forest & Wild Life Reserve Ltd
Onboarding Process	✗ No onboard instruction	✓ Clear instruction and introduction about how to book a jetski	✗ No onboard instruction
Sign Up/Account	✗ No Signing Up Option for User	✓ Sign up quickly when onboarding using phone number	⊖ Sign Up available but not easy to find
Booking Process	✗ User can only book jetski/snowmobile by filling a form	✓ The booking process is clear and simple. User can book a jet ski by pressing few button.	✗ User can only book snowmobile by filling a form
UI/Usability	⊖ The UI of the website is clear. There is a calendar for user to view available day to book but not interactive enough.	✓ The UI of the application is well-designed and user can easily navigate around the application. The app is also highly interactive.	✗ The UI of the website is quite messy and not clear
Show Previous Unfinished Booking	✗ Do not show previous unfinished booking	✗ Do not show previous unfinished booking	✓ Will show previous unfinished booking and user can choose to continue
Booking Information	⊖ Only rates/price of booking shown on website. No further information about the type of snowmobile/jet ski.	⊖ Only number of seats and price of the jet ski shown. No further information about the jet ski is shown	✓ Photos are available for the snowmobile. Number of seats and further details are available.
Location Selection	✗ No Location Selection	✓ User can navigate around the map and the application will find the nearest available jet ski.	⊖ Only single location.
Upfront Rental Detail	✓ A designated page showing the rental and safety guideline clearly	✗ No designated page or place showing the rental and safety guideline	✓ A designated column showing the rental and safety guideline clearly.
Contact Information	✓ Contact Information could be easily found on the webpage	✗ No Contact information could be found in the application	✓ Contact Information could be easily found on the webpage
Support	⊖ Only Company's contact information could be found on the webpage and user need to fill in form to find assistance. No specific page for support.	✗ There is a support button in nav list but not working	⊖ Only Company's contact information could be found on the webpage
Order History	✗ Cannot view order history	✓ Can check order history	✗ Cannot view order history

# Persona

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## About



21



College Student

This persona helps to understand what users need and what they expect from the application. It helps to create the best user experience to the user. It also helps to exclude redundant functions and include functions that suit the user's needs. A simple renting process and ease to use is found needed in the application to provide the best user experience to the user.

## Hobbies

- Skiing
- Football
- Running
- Camping

## Frustration

- Not user-friendly app interface
- All equipments being rented
- The renting process is not simple enough
- Too few paying option

## Motivation

- Exciting Activities
- Hanging out with friends

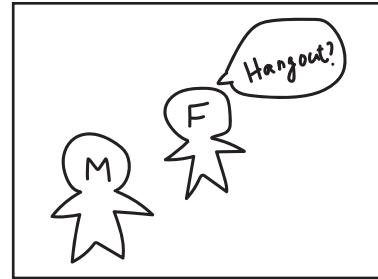
## Goals

- Discover a new activity which can try with friends
- Find an application which can book all the equipment needed for the new activity
- Find a company which provide equipment renting option near the place of use and no need to worry of carrying it around

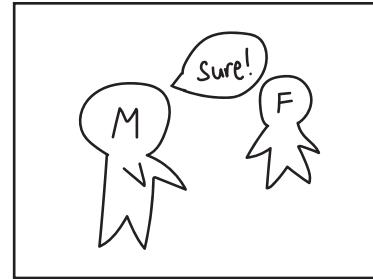
# Storyboard

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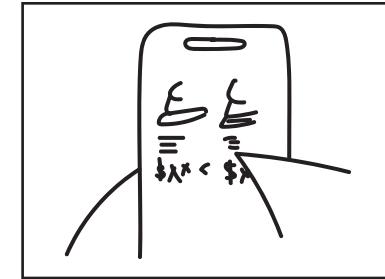
This storyboard helps to show a situation in which the application comes in handy. It shows how the application will simplify the renting process of jet ski/snowmobile and make the experience more enjoyable.



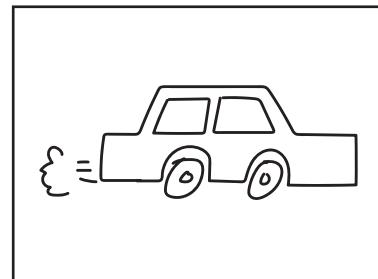
Mark's friend asks Mark if he wants to hang out.



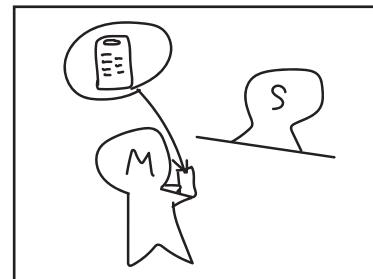
Mark agrees and suggests different types of activities. They finally decide to play jet ski which they have not tried before.



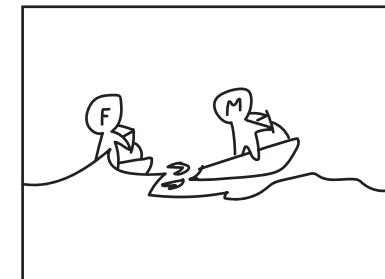
Mark uses the mobile application to search for different types of jet skis and read the description of it. He makes the appointment and pays with the mobile application.



Mark and his friend drive to the rental company place.

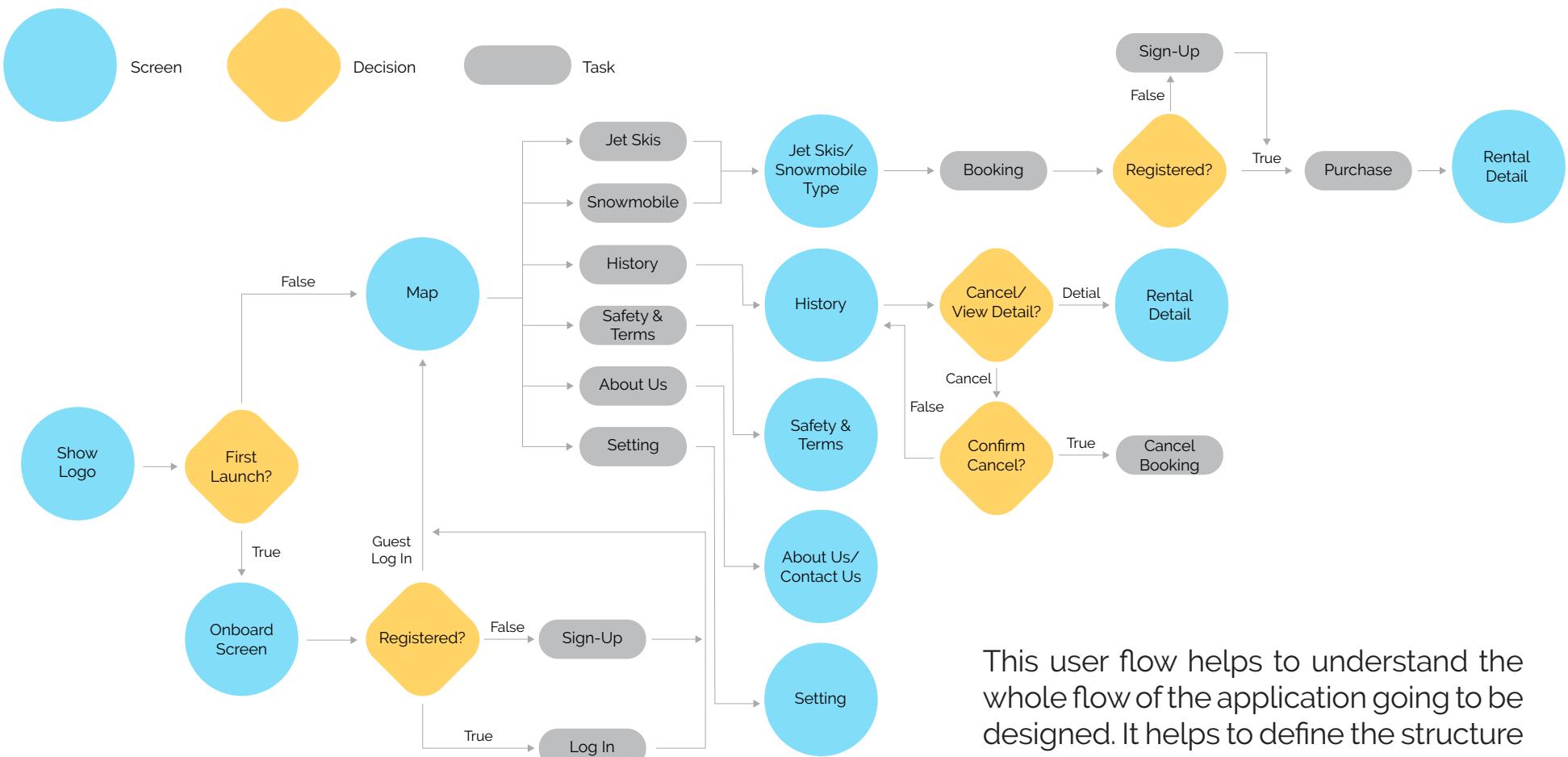


Mark shows the reference number from the mobile application to the staff.



Mark gets the jetski he rents and enjoys the ride with his friend.

# User Flow



This user flow helps to understand the whole flow of the application going to be designed. It helps to define the structure of the application before any wireframe and prototype is designed which may help save some time.

# Low-Fidelity Wireframes

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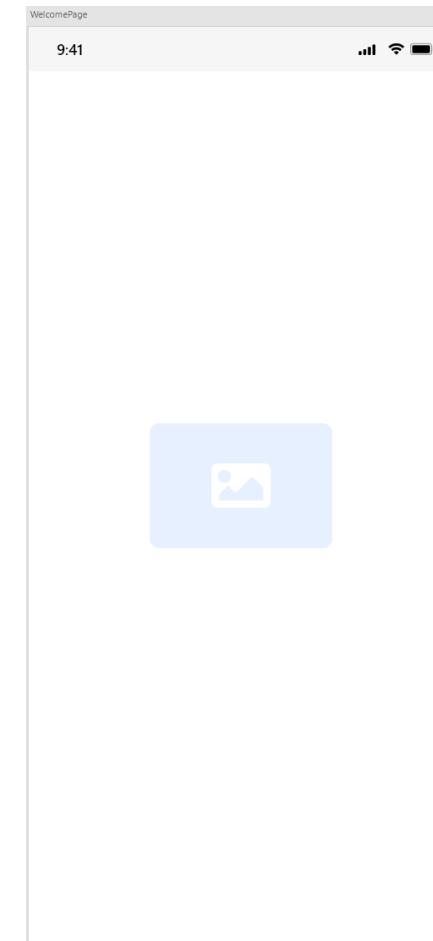
By using Low-Fidelity WireFrames, it starts to give the shape of how the application will look like. It helps to save some time in any modification as it would be easier in this wireframes stage. It helps to clearly define the placement of the different buttons and input field to give the best user experience.

Adobe XD Link:

<https://xd.adobe.com/view/b05ddbba-5482-43aa-829d-c112aa452a6e-e50e/>



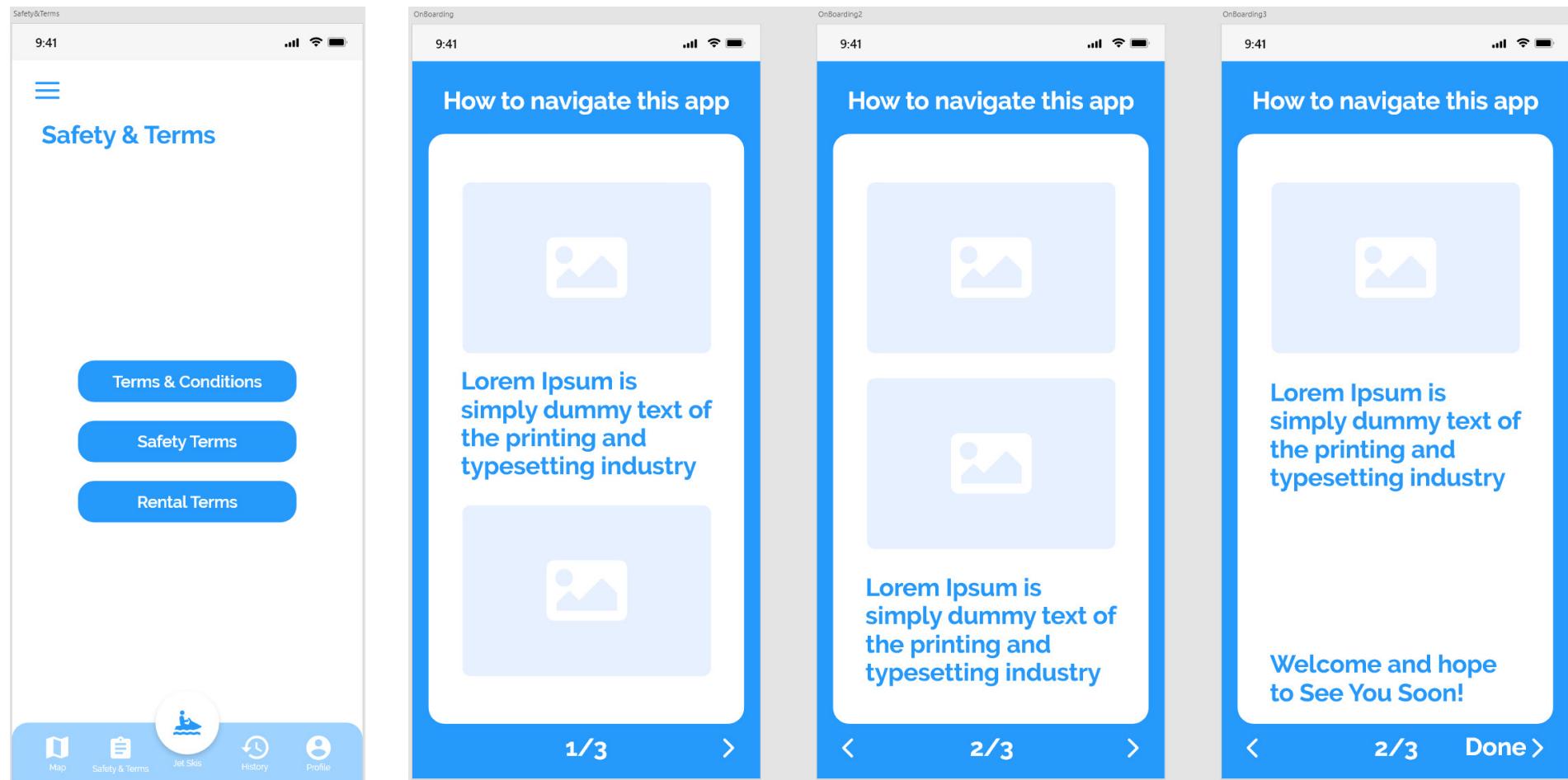
## App Launch



## Low-Fidelity Wireframes

## Terms

## OnBoarding



# Low-Fidelity Wireframes

## Login/SignUp

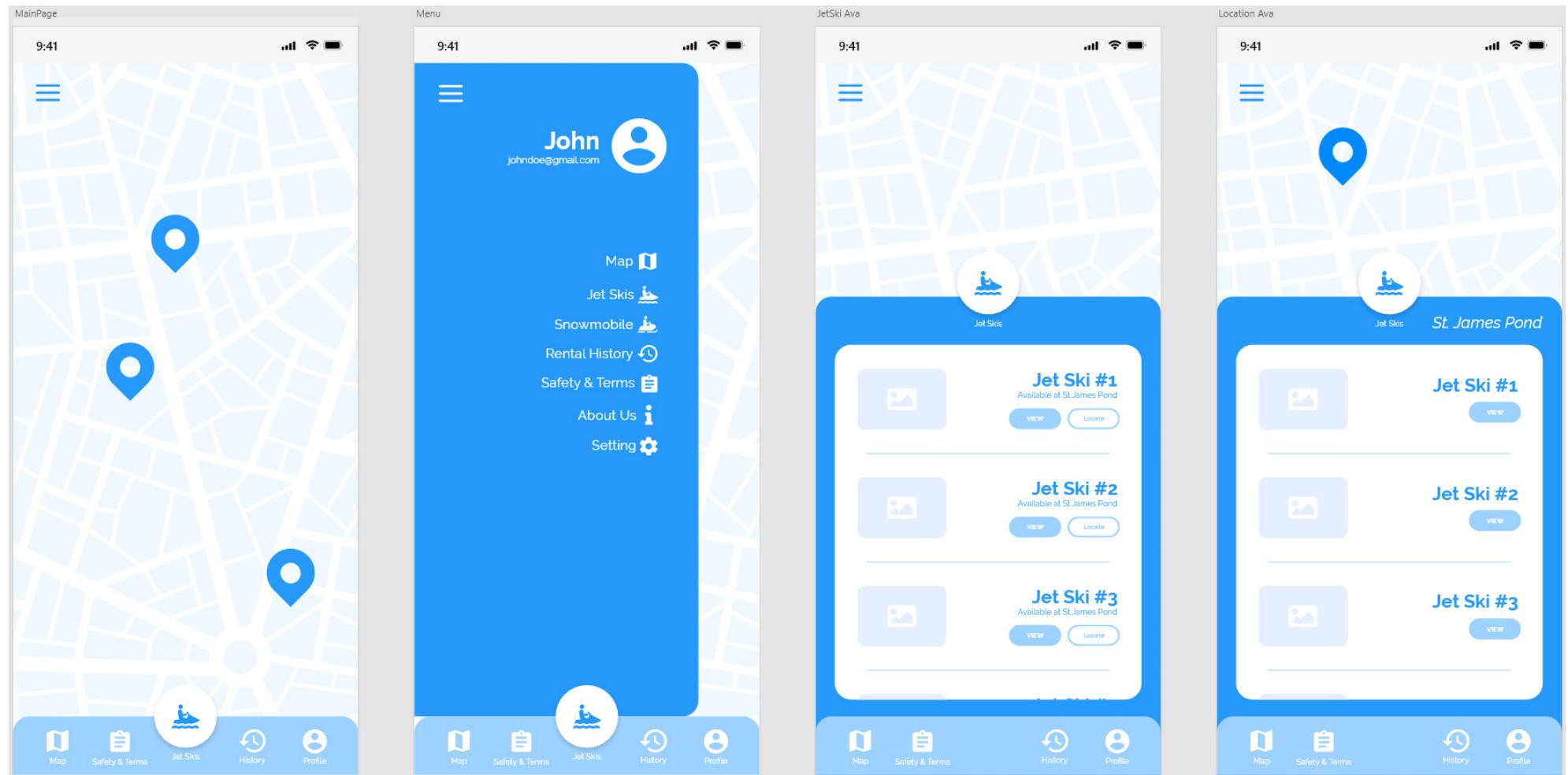
The image displays four low-fidelity wireframes for mobile devices, arranged horizontally. Each wireframe is a screenshot of a smartphone screen with a white background and a light gray header bar showing the time (9:41) and signal strength.

- Login:** This screen features a large blue placeholder for a profile picture. Below it are two input fields: one for email (labeled "john doe@mail.com") and one for password (labeled "\*\*\*\*\*"). There are "Remember me" and "Forgot Password?" links at the bottom, and "LOG IN" and "GUEST LOG IN" buttons at the bottom.
- Forgot Password:** This screen has a "Reset Password" title at the top. It asks the user to "Please enter your account email below" and contains an input field for email (labeled "john doe@mail.com"). At the bottom are "SUBMIT" and "CANCEL" buttons.
- Reset Password:** This screen also has a "Reset Password" title. It asks the user to "Please enter your new password" and contains two input fields for password confirmation (both labeled "\*\*\*\*\*"). At the bottom are "CONFIRM" and "CANCEL" buttons.
- SignUp:** This screen has a "Sign Up" title at the top. It lists several fields for personal information: "Brown" (placeholder), "John" (placeholder), "johndoe" (placeholder), "john doe@mail.com" (placeholder), "\*\*\*\*\*" (placeholder), "\*\*\*\*\*" (placeholder), and "+1 (234) 567-8901" (placeholder). At the bottom are "CONFIRM" and "CANCEL" buttons.

Each screen also includes a "Don't have a account? Sign up here" link at the bottom.

# Low-Fidelity Wireframes

## Main Page & Menu



# Low-Fidelity Wireframes

## Details & Booking

The wireframes illustrate a four-step booking process:

- Detail:** Shows a jet ski icon, location "St. James Pond", and a "Jet Ski #2" card. The card includes a placeholder image, a title, a "Description" section with three image placeholders, and performance metrics: Capacity (1), Power (134hp), Difficulty (★★★★★), Handling (★★★★☆), Fun (★★★★★). A note at the bottom states: "Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged." A "BOOK" button is at the bottom.
- Book(Day&Time):** Shows the same top section. Below it is a "Date & Time" section with a calendar for November 2020. The 11th is selected and highlighted. A "Select an option" dropdown is below the calendar. A "NEXT" button is at the bottom.
- Book(PersonalInfo):** Shows the same top section. Below it is a "Personal Details" section with fields for First Name (Brown), Last Name (John), Date of Birth (11th May 1997), and Driver License Type (a dropdown menu showing "Select an option"). A "Driver License" placeholder image is shown. A "NEXT" button is at the bottom.
- Book(RentalDetails):** Shows the same top section. Below it is a "Rental Details" section containing a list of rental terms:
  - Drivers must be 18 years of age with a driver's license
  - All operators must sign our Liability Waiver and Rental contract upon arrival and show their ID/licence
  - A temporary boaters license per rental is included with jet ski rentals
  - We are not responsible for your personal items
  - Minimum \$5.00 credit card security damage deposit required per machine rentals at time of booking. This is refunded after the ride
  - A \$100/hour late return fee will be charged to your security damage deposit if machines are returned late
  - Snowsuits, life jackets and helmets are included
  - Cancellations must be made within 72 hours for full refundA checkbox labeled "I agree the rental details shown above" is at the bottom. A "NEXT" button is at the bottom.

# Low-Fidelity Wireframes

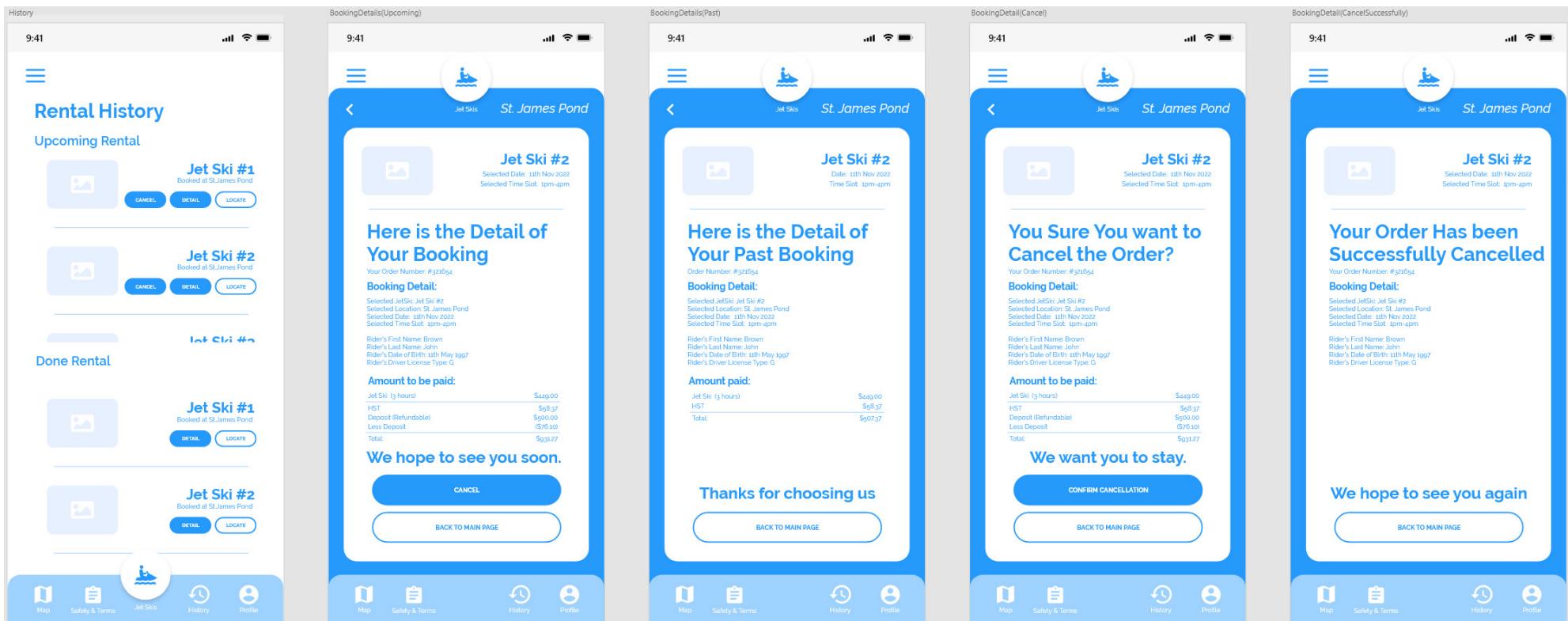
## Details & Booking 2

The image displays four mobile application wireframes for a jet ski booking process, arranged horizontally. Each screen has a blue header bar with a back arrow, a location indicator (St. James Pond), and a circular icon containing a jet ski icon.

- Book(BookingDetails)**: Shows the booking details for "Jet Ski #2" at St. James Pond, selected on 11th Nov 2022, 1pm-4pm. It includes sections for "Booking Details" (rider info) and "Pricing Details" (total cost \$1007.37). A "NEXT" button is at the bottom.
- Book(DepositPayment1)**: Shows the "Deposit Payment" screen. It states a 15% non-refundable deposit of \$76.10 will be collected. It lists three payment methods: Debit Card, Credit Card, and Paypal. Below this is a "Saved Payment Method" section with a card icon labeled "123-XXX-XXX-4566". A "NEXT" button is at the bottom.
- Book(DepositPayment2)**: Shows the "Deposit Payment" screen again, identical to the previous one, but with the "PAY" button replaced by a "NEXT" button.
- Book(Successfully)**: Shows a confirmation message: "Your Order have been Successfully Place!" with order number #321054. It includes a confirmation email link to john.doe@mail.com, booking details (rider info), and a summary of charges. It also shows the final total of \$931.27. A "BACK TO MAIN PAGE" button is at the bottom.

# Low-Fidelity Wireframes

## Rental History



# Low-Fidelity Wireframes

## Profile

Profile(LoggedIn)

9:41

Profile



johndoe

 johndoe@mail.com

 +1 (234) 567-8901

First Name: Brown  
Last Name: John

**EDIT**

**BACK TO MAIN PAGE**

Map Safety & Terms Jet Skis History Profile

Profile(NotLoggedIn)

9:41

Profile



You haven't logged in

**LOG IN**

**BACK TO MAIN PAGE**

Map Safety & Terms Jet Skis History Profile

## Setting

Setting

9:41

**Setting**

 Account

 Payment Method

 Privacy & Security

 Help & Support

 Notification

**Sign Out**

Map Safety & Terms Jet Skis History Profile

## About Us

About Us

9:41

**About Us**



Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

**Contact Us**

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Tel: +1 (555)123-4567  
Email: northernxscaperentals@gmail.com  
Follow Us: Northern Xscape Rentals  
   

Map Safety & Terms Jet Skis History Profile

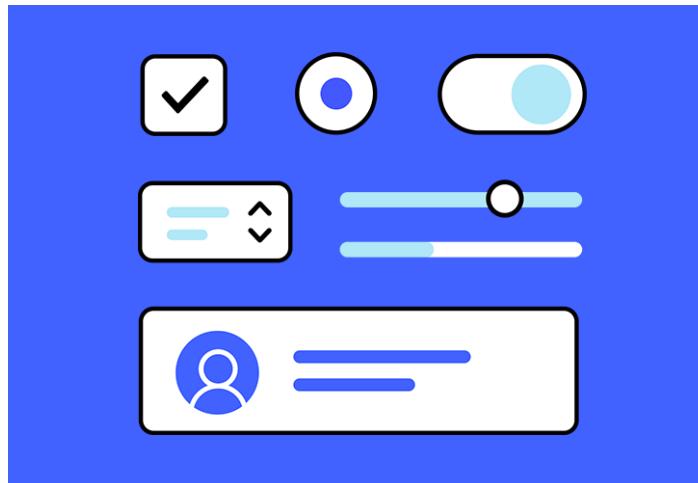
# High-Fidelity Wireframes

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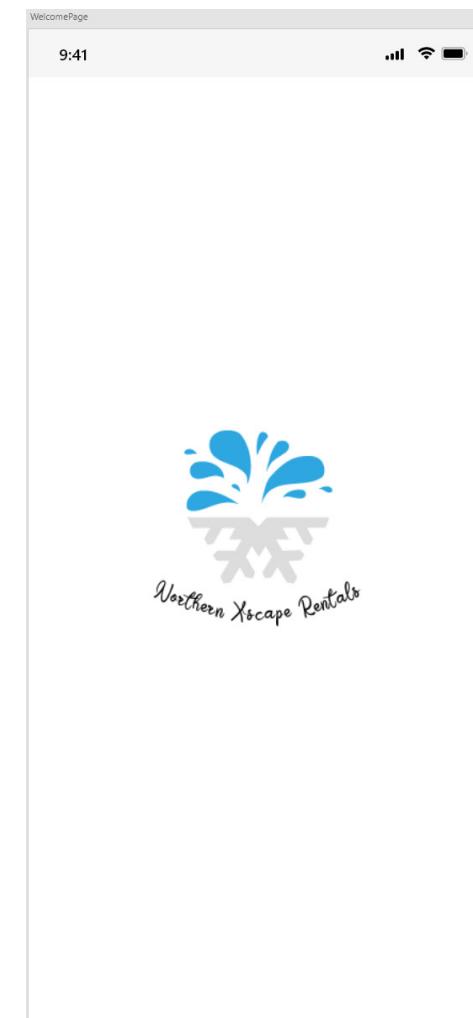
By using Low-Fidelity WireFrames, it provides the prototype of the application. It allows the client to have a brief review of how the application would work before going into the development stage.

Adobe XD Link:

<https://xd.adobe.com/view/229f8bof-af06-4f13-acde-5fd2cb5e7121-77cc/>

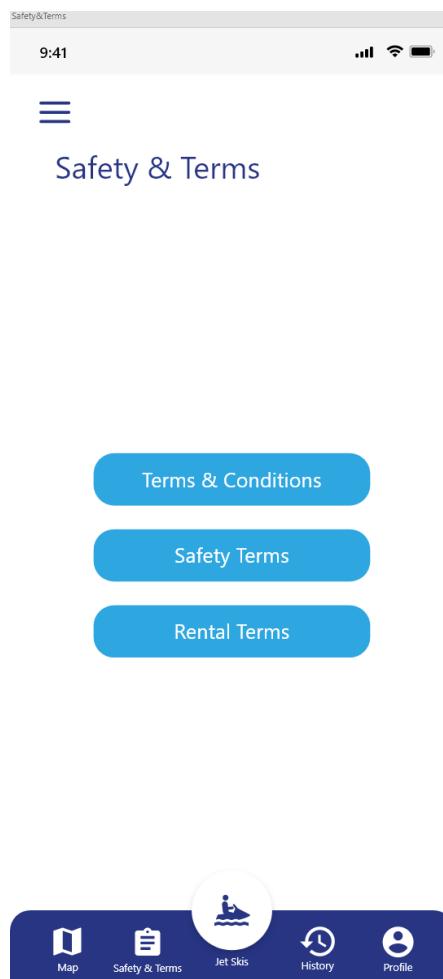


## App Launch

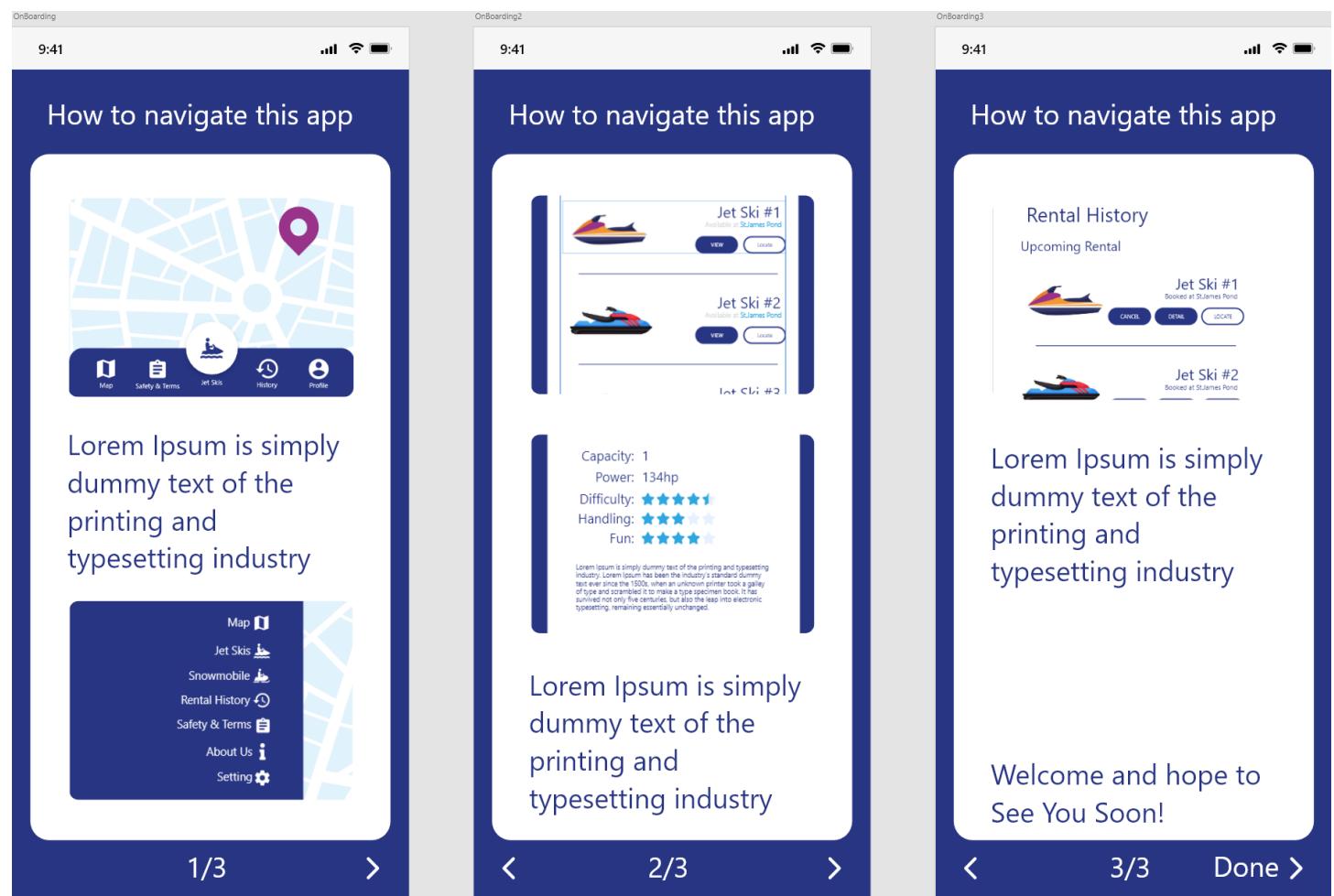


# High-Fidelity Wireframes

## Terms



## OnBoarding



## High-Fidelity Wireframes

## LogIn/SignUp

Forgot Password

9:41

## Reset Password

Please enter your account email below

 john doe@mail.com

SUBMIT

CANCEL

Don't have an account? [Sign up here](#)

A screenshot of a mobile application's password reset screen. The top bar shows 'Reset Password' on the left, the time '9:41' in the center, and signal strength and battery icons on the right. Below the bar, the title 'Reset Password' is centered in large, bold, black font. A sub-instruction 'Please enter your new password' is displayed in smaller, gray font. Two password input fields are present, each featuring a lock icon and a series of six dots representing the password. Below these fields are two large, rounded rectangular buttons: a dark blue 'CONFIRM' button at the top and a white 'CANCEL' button with black text at the bottom. At the very bottom of the screen, there is a note in gray font: 'Don't have a account? [Sign up here](#)'.

SignUp

9:41

Sign Up

 Brown

 John

 johndoe

 johndoe@mail.com

 .....

 .....

 +1 (234) 567-8901

**CONFIRM**

**CANCEL**

# High-Fidelity Wireframes

## Main Page & Menu

The image displays four high-fidelity wireframes for a mobile application, arranged horizontally. The first two wireframes represent the Main Page and the Menu, while the last two represent different views of the application's offerings.

- MainPage:** Shows a map with three purple location pins. At the bottom is a navigation bar with icons for Map, Safety & Terms, Jet Skis (highlighted in white), History, and Profile.
- Menu:** A dark blue sidebar menu for a user named John (john.doe@gmail.com). It includes links for Map, Jet Skis, Snowmobile, Rental History, Safety & Terms, About Us, and Settings. At the bottom is a navigation bar with icons for Map, Safety & Terms, Jet Skis (highlighted in white), History, and Profile.
- JetSki Ava:** A list of three jet skis available at St. James Pond. Each item shows a small image of the jet ski, the model name (Jet Ski #1, #2, or #3), and the location (Available in StJames Pond). Below each item are "VIEW" and "Locate" buttons.
- Location Ava:** A list of three jet skis available at St. James Pond. Each item shows a small image of the jet ski, the model name (Jet Ski #1, #2, or #3), and the location (Available in StJames Pond). Below each item are "VIEW" and "Locate" buttons.

# High-Fidelity Wireframes

## Details & Booking

The image displays four mobile wireframes for a jet ski booking application, arranged horizontally. Each screen has a dark blue header with a white circular icon containing a jet ski icon and the text "Jet Skis". Below the header, the location "St. James Pond" is shown.

- Detail Screen:** Shows a large image of a red and black jet ski, the text "Jet Ski #2", and a "Description" section. It includes icons for a jet ski, a person, and a map. Below this are details: Capacity: 1, Power: 134hp, Difficulty: ★★★★★, Handling: ★★★★★, Fun: ★★★★★. A paragraph of placeholder text follows, ending with a "BOOK" button.
- Book(Day&Time) Screen:** Shows the same jet ski image and text. Below it is a "Date & Time" section with a calendar for November 2020. The 11th is highlighted in blue. A "Select an option" dropdown and a "NEXT" button are at the bottom.
- Book(PersonalInfo) Screen:** Shows the jet ski image and text. Below it is a "Personal Details" section with fields for First Name (Brown), Last Name (John), Date of Birth (11th May 1997), and Driver License Type (a dropdown menu showing "Select an option"). A "Driver License" section with a camera icon follows. A note at the top asks for driver license info. At the bottom is a "NEXT" button.
- Book(RentalDetails) Screen:** Shows the jet ski image and text. Below it is a "Rental Details" section with a note about drivers being 19 years old. It lists terms like "Drivers must be 19 years of age with a driver's license", "All operators must sign our Liability Waiver and Rental contract upon arrival and show their ID/licence", and "A temporary boaters license per rental is included with jet ski rentals". A checkbox labeled "I agree the rental details shown above" is at the bottom, followed by a "NEXT" button.

Each screen also features a navigation bar at the bottom with icons for "Map", "Safety & Terms", "History", and "Profile".

# High-Fidelity Wireframes

## Details & Booking 2

Book(BookingDetails)

Jet Skis St. James Pond

Jet Ski #2  
Selected Date: 11th Nov 2022  
Selected Time Slot: 1pm-4pm

**Booking Details**

Selected JetSki: JetSki #2  
Selected Location: St. James Pond  
Selected Date: 11th Nov 2022  
Selected Time Slot: 1pm-4pm

Rider's First Name: Brown  
Rider's Last Name: John  
Rider's Date of Birth: 11th May 1997  
Rider's Driver License Type: G

**Pricing Details**

Jet Ski (3 hours)	\$449.00
HST	\$58.37
Deposit (Refundable)	\$500.00
Total:	\$1007.37

NEXT

Map Safety & Terms History Profile

Book(DepositPayment1)

Jet Skis St. James Pond

Jet Ski #2  
Selected Date: 11th Nov 2022  
Selected Time Slot: 1pm-4pm

**Deposit Payment**

A non-refundable 15% booking deposit would be collected for the rental.  
Please choose the payment method below.

Amount to be paid: \$76.10

Debit Card  
 Credit Card  
 Paypal

Saved Payment Method:

123-XXX-XXX-4566

NEXT

Map Safety & Terms History Profile

Book(DepositPayment2)

Jet Skis St. James Pond

Jet Ski #2  
Selected Date: 11th Nov 2022  
Selected Time Slot: 1pm-4pm

**Deposit Payment**

A non-refundable 15% booking deposit would be collected for the rental.

Amount to be paid: \$76.10

Please enter your card info in following space

Name On Card: Brown John

Card Number: 123-456-789-0123 VISA

Expiry Date: 11th May 2025

CVV: 159

Save this payment method for next time purchase

PAY

Map Safety & Terms History Profile

Book(Successfully)

Jet Skis St. James Pond

Jet Ski #2  
Selected Date: 11th Nov 2022  
Selected Time Slot: 1pm-4pm

Your Order have been Successfully Place!

Your Order Number: #321654

A confirmation email has been sent to:  
john doe@mail.com

**Booking Detail:**

Selected JetSki: JetSki #2  
Selected Location: St. James Pond  
Selected Date: 11th Nov 2022  
Selected Time Slot: 1pm-4pm

Rider's First Name: Brown  
Rider's Last Name: John  
Rider's Date of Birth: 11th May 1997  
Rider's Driver License Type: G

**Amount to be paid:**

Jet Ski (3 hours)	\$449.00
HST	\$58.37
Deposit (Refundable)	\$500.00
Less Deposit	(\$76.10)
Total:	\$931.27

We hope to see you soon.

BACK TO MAIN PAGE

Map Safety & Terms History Profile

# High-Fidelity Wireframes

## Rental History

The image displays five wireframes illustrating the rental history process:

- BookingDetails(Upcoming)**: Shows a booking for Jet Ski #2 at St. James Pond on 11th Nov 2022, time slot 1pm-4pm. It includes a booking detail section, a payment summary, and a message: "We hope to see you soon." Buttons for CANCEL, DETAIL, and LOCATE are present.
- BookingDetails(Past)**: Shows a past booking for Jet Ski #2 at St. James Pond on 11th Nov 2022, time slot 1pm-4pm. It includes a booking detail section, a payment summary, and a message: "Thanks for choosing us." Buttons for CANCEL, DETAIL, and LOCATE are present.
- BookingDetail(Cancel)**: A confirmation dialog asking "You Sure You want to Cancel the Order?". It lists booking details and a payment summary. Buttons for CONFIRM CANCELLATION and BACK TO MAIN PAGE are shown.
- BookingDetail(CancelSuccessfully)**: Confirmation of successful cancellation for order #321654. It lists booking details and a payment summary. Buttons for BACK TO MAIN PAGE are shown.

Each wireframe includes a header with the title, a footer with navigation icons (Map, Safety & Terms, Jet Skis, History, Profile), and a status bar at the top.

# High-Fidelity Wireframes

## Profile

Profile(LoggedIn)

9:41

≡

Profile



johndoe

✉️ johndoe@mail.com

📞 +1 (234) 567-8901

First Name: Brown  
Last Name: John

EDIT

BACK TO MAIN PAGE

Map Safety & Terms Jet Skis History Profile

Profile(NotLoggedIn)

9:41

≡

Profile



You haven't logged in

LOG IN

BACK TO MAIN PAGE

Map Safety & Terms Jet Skis History Profile

## Setting

Setting

9:41

≡

Setting

Account

Payment Method

Privacy & Security

Help & Support

Notification

Sign Out

Map Safety & Terms Jet Skis History Profile

## About Us

About Us

9:41

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About Us



Northern Xscape Rentals

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Contact Us

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Email: northernxscaperental s@gmail.com  
Follow Us: Northern Xscape Rentals  


Map Safety & Terms Jet Skis History Profile

The End  
Thank You