

# UX Playbook for Auto

Collection of best practices to delight your users



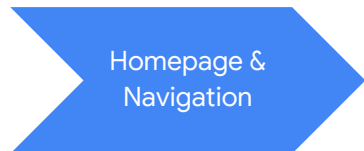
# Creating Frictionless Experiences Across the Funnel

The automotive mobile landscape continues to lag behind user expectations for frictionless, fast experiences. In order to better align with the role that mobile plays in the auto shopper path to purchase, in many cases, auto sites require a fresh approach altogether. Rather than striving to facilitate all business initiatives on the mobile site, it is critical that auto companies make user intent the highest priority to help to guide decisions.

After looking at dozens of auto sites, we learned that there are certain universal UX elements that help create a frictionless auto shopping experience. The following list of principles aims to provide a checklist for improving your mobile site experience across 4 key site areas:



# Creating Frictionless Experiences Across the Funnel



- ✓ Ensure key calls to action appear above the fold
- ✓ Highlight value proposition & drive to relevant landing pages
- ✓ Encourage users to view & filter offers
- ✓ Include support & post sales activity in menu



- ✓ Provide transparent pricing
- ✓ Display pricing options
- ✓ Offer easy ways to compare models
- ✓ Use high quality, fast images & helpful videos
- ✓ Allow users to save & share built vehicles



- ✓ Optimize form fill
  - ❑ Reduce # of fields
  - ❑ Use correct keypads
  - ❑ Provide real-time validation
  - ❑ Leverage auto-fill
- ✓ Streamline the process to 'locate a dealer'
- ✓ Make it easy to book a test drive



- ✓ Focus on key performance targets (Start Render, Speed Index, Time to Interactive)
- ✓ Limit page weight & number of requests
- ✓ Test Accelerated Mobile Pages (AMP)
- ✓ Consider integrating Progressive Web App (PWA) technology

All recommendations  
should be A/B tested!

# Homepage & navigation

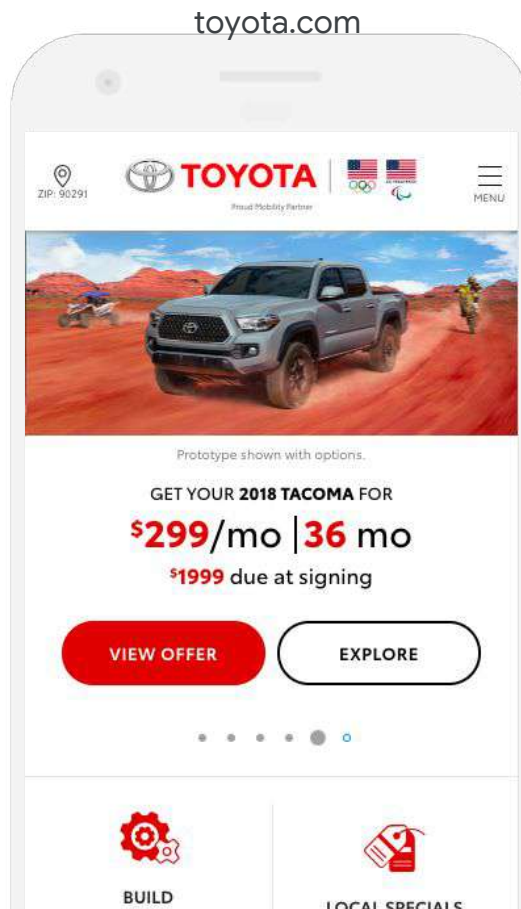
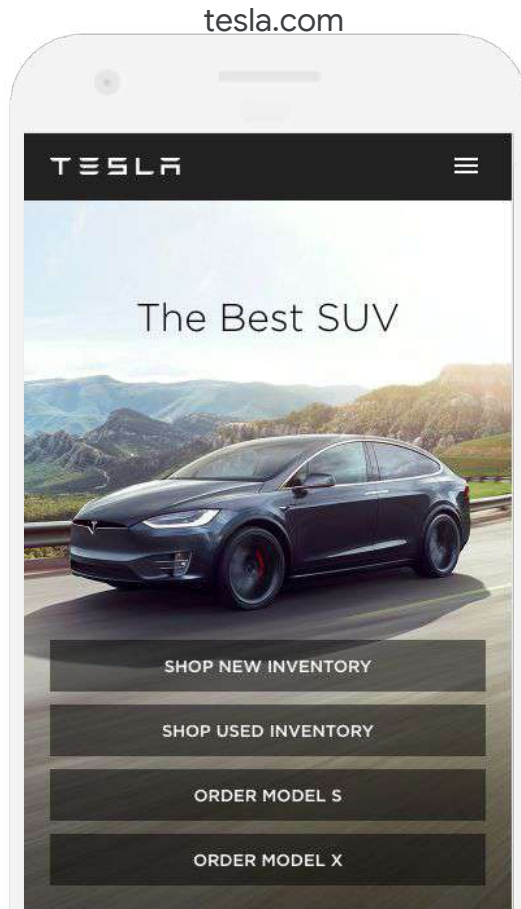
# Playbook at a glance

Creating frictionless experiences across the auto shopping funnel



Key Suggestion	Ease of implementation	Impact	Key Metric
Ensure key calls to action appear above the fold	Easy	High	Clicks on CTA, Bounce rate
Highlight value proposition & drive to relevant landing pages	Easy	Medium	Clicks on CTA, Bounce rate
Encourage users to view & filter offers	Medium	Low	Bounce Rate, CvR
Include support & post sales activity in menu	Easy	Low	Bounce Rate, Engagement rate, Repeat Visitor Rate

# Ensure key calls to action appear above the fold

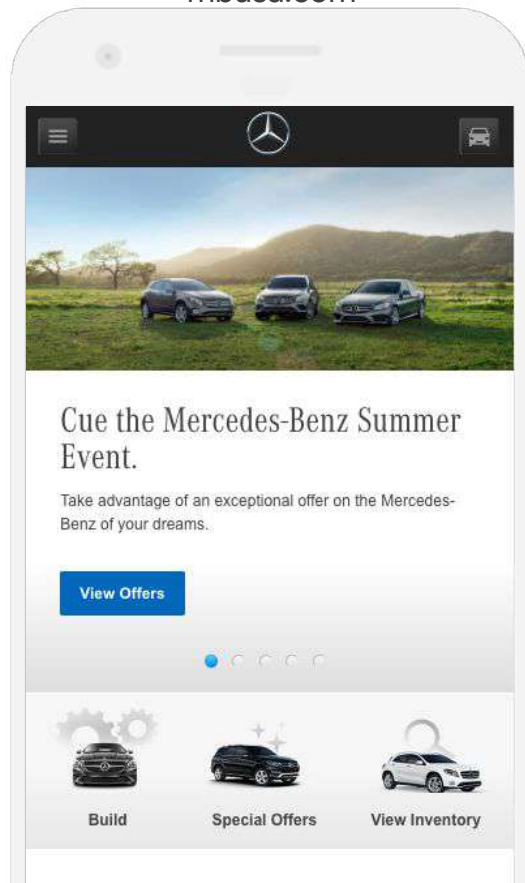


# Highlight value proposition & drive to relevant landing page

lexus.com



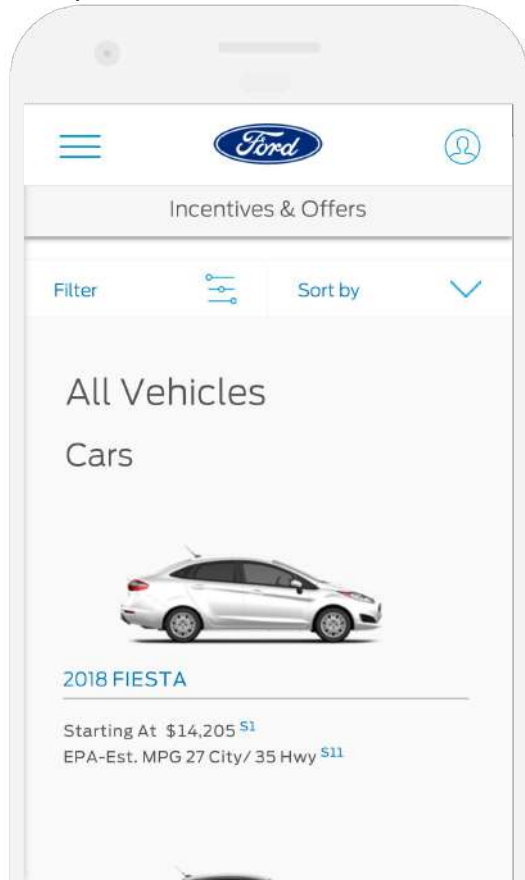
mbusa.com



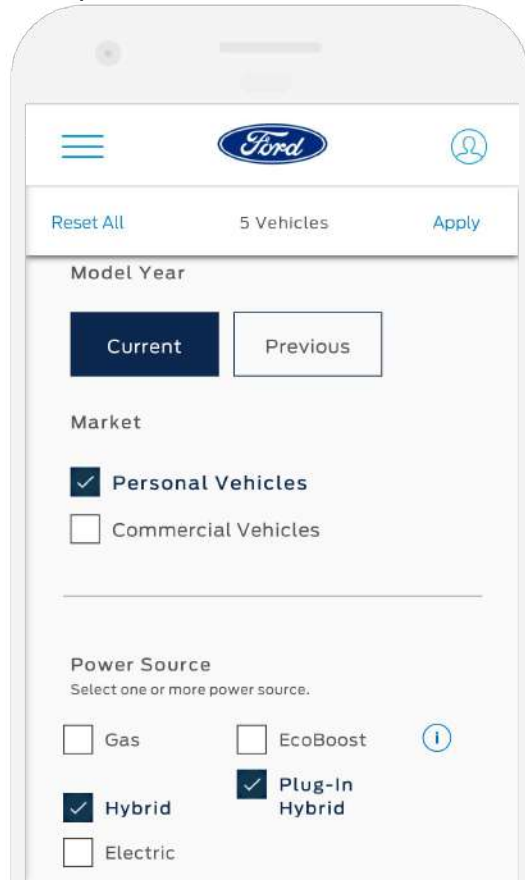


# Encourage users to view & filter offers

Shop.ford.com (Incentives & Offers)

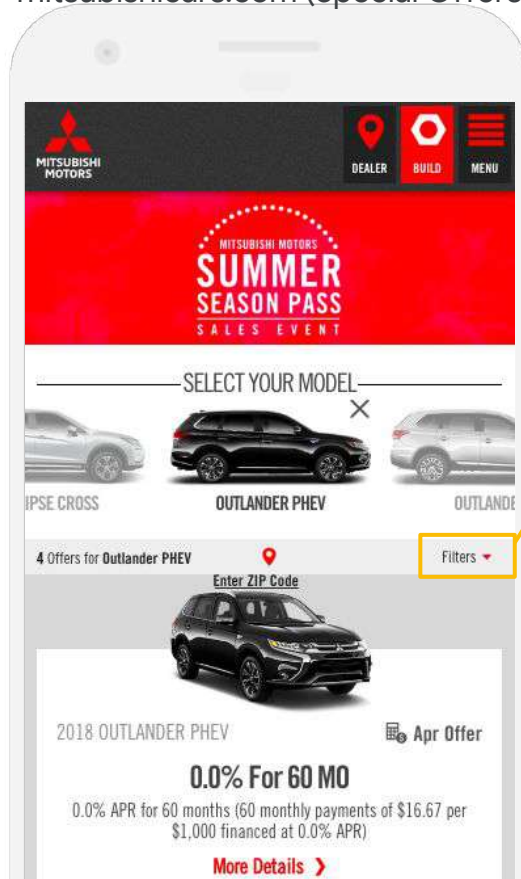


Shop.ford.com (Incentives & Offers)

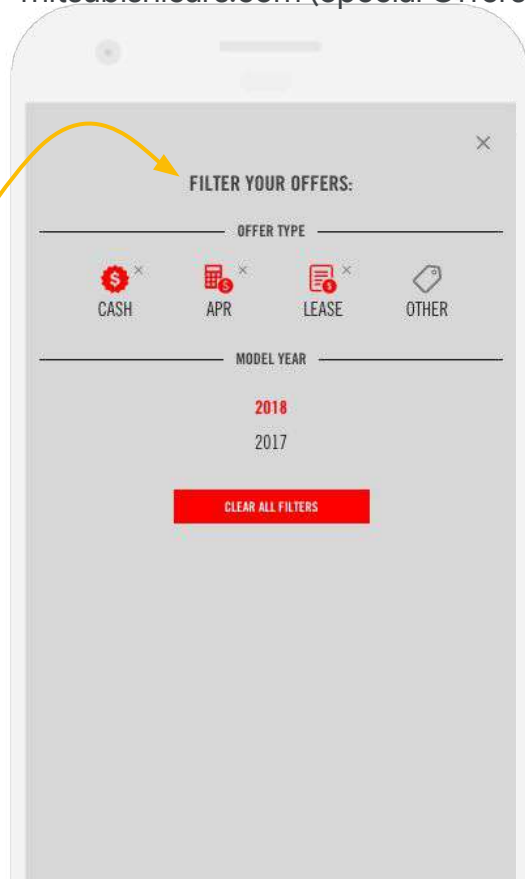


# Encourage users to view & filter offers

mitsubishicars.com (Special Offers)

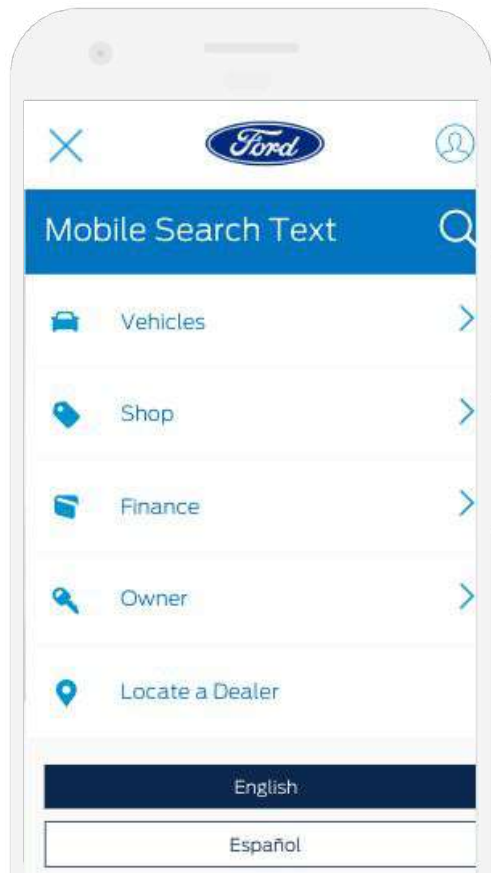


mitsubishicars.com (Special Offers)

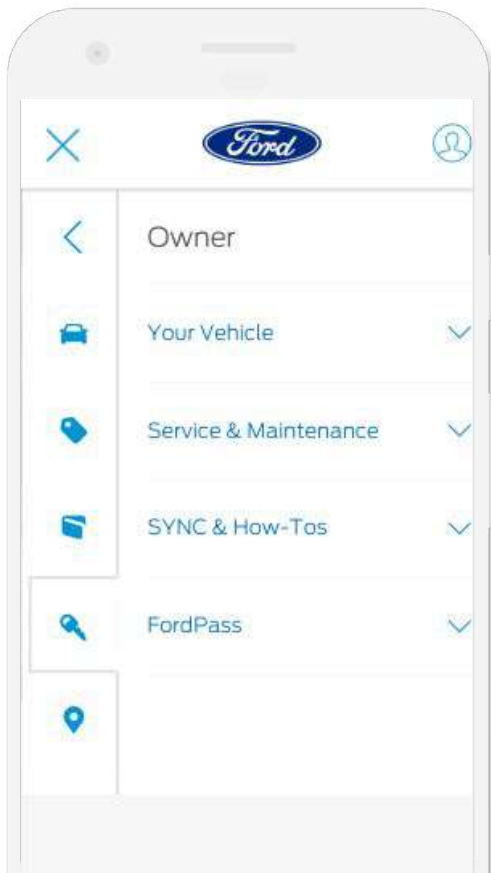


# Include support & post sales activity in menu

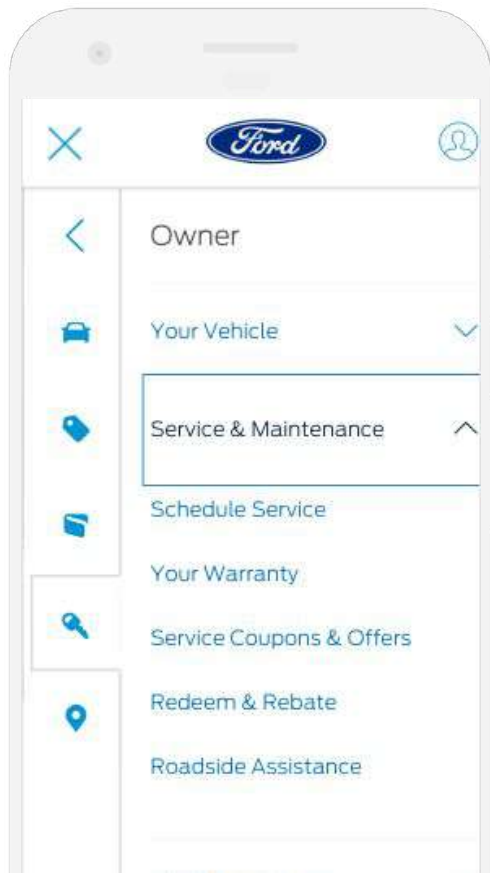
Ford.com (Menu)



Ford.com (Menu)



Ford.com (Menu)



# Build & price

# Playbook at a glance

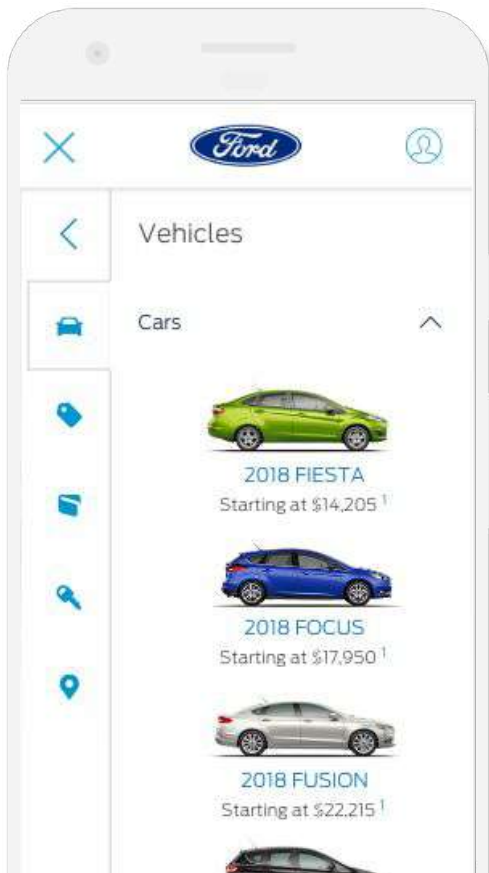
Creating frictionless experiences across the auto shopping funnel



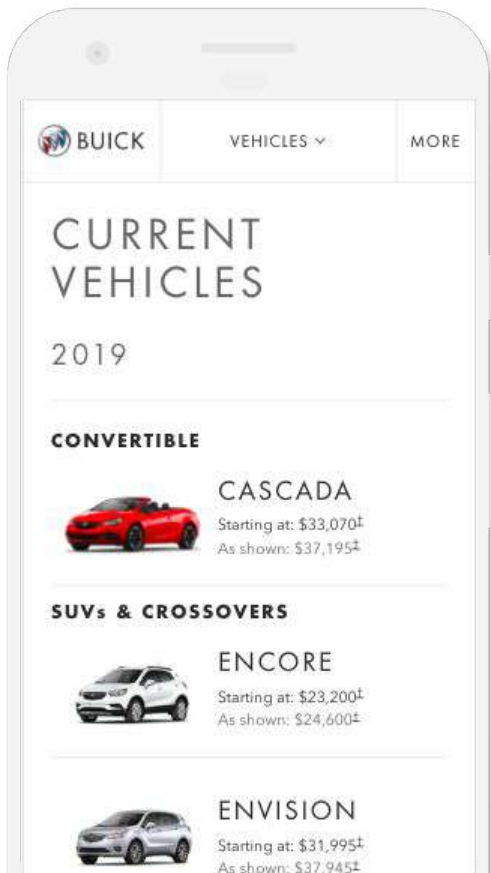
Key Suggestion	Ease of implementation	Impact	Key Metric
Provide transparent pricing	Easy	High	CvR, exit rate
Display pricing options	Medium	High	CvR, exit rate
Offer easy ways to compare models	Difficult	Medium	Bounce Rate, CVR
Use high-quality, fast images & helpful images	Medium	Medium	Bounce Rate, Engagement Rate (# of photos viewed)
Allow users to save & share built vehicles	Low	Medium	Cross-device conversions, share rate

# Provide transparent pricing

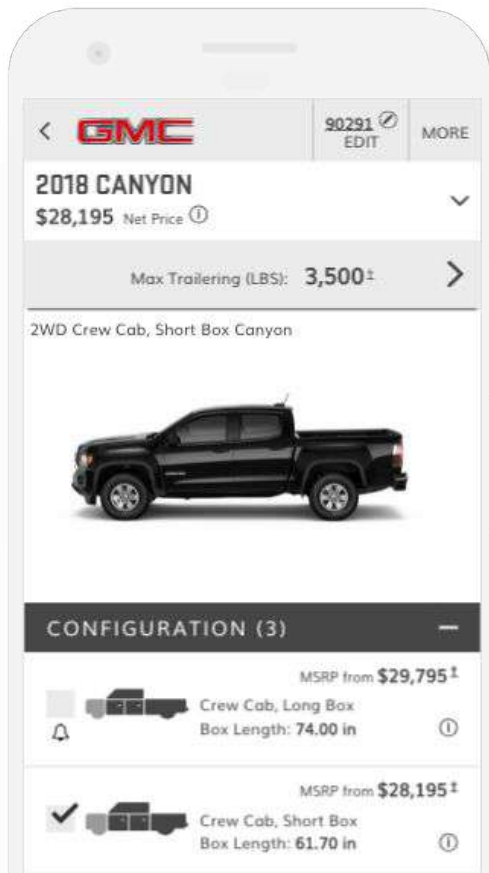
ford.com (Menu)



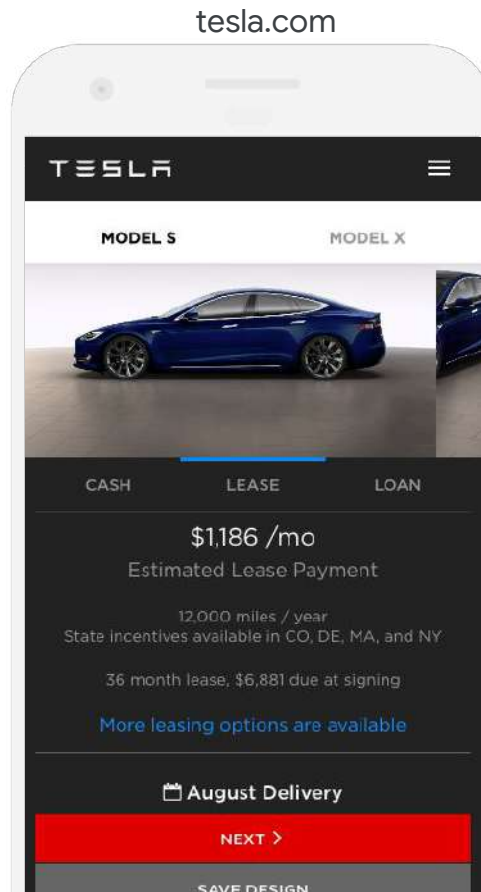
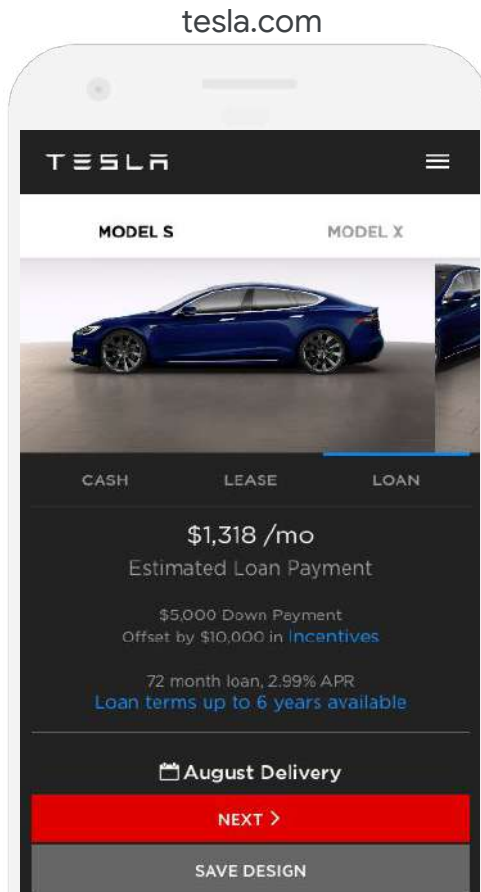
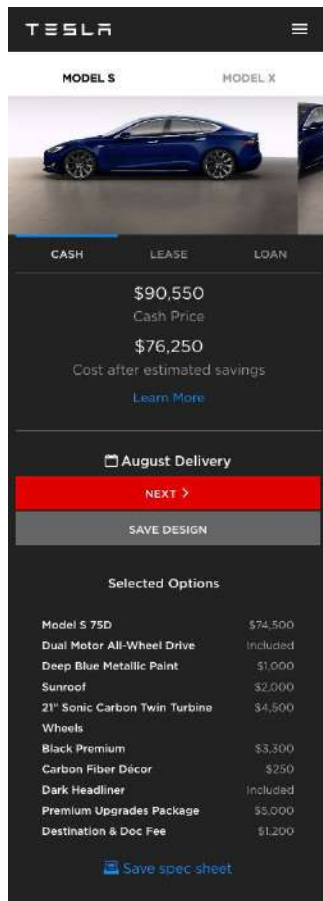
buick.com (Vehicles Listing Page)



gmc.com (Vehicles Details Page)

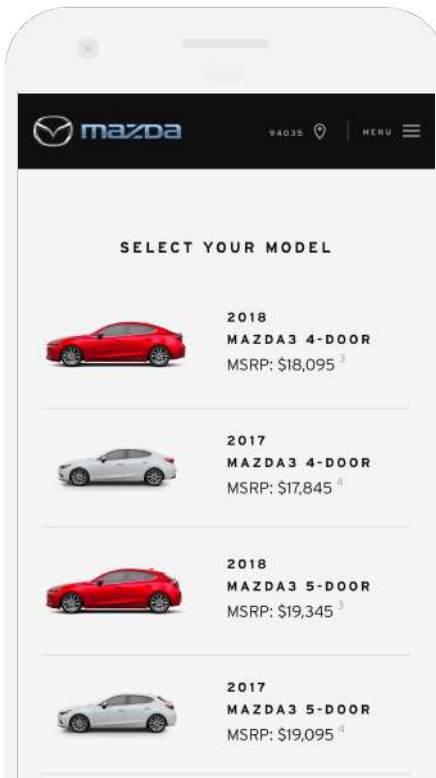


# Display pricing options

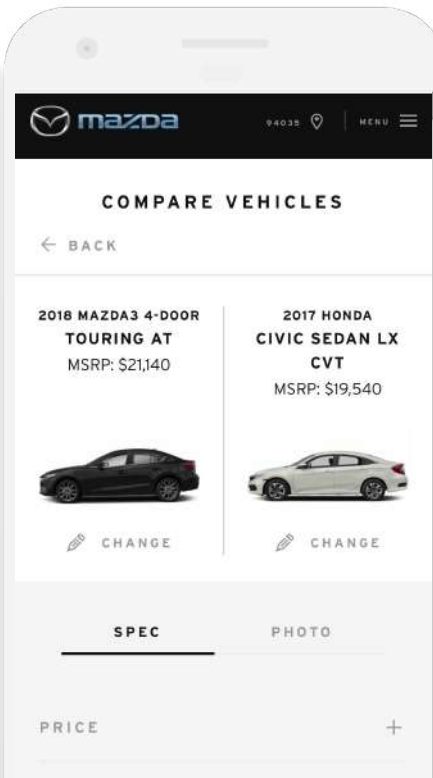


# Offer easy ways to compare models

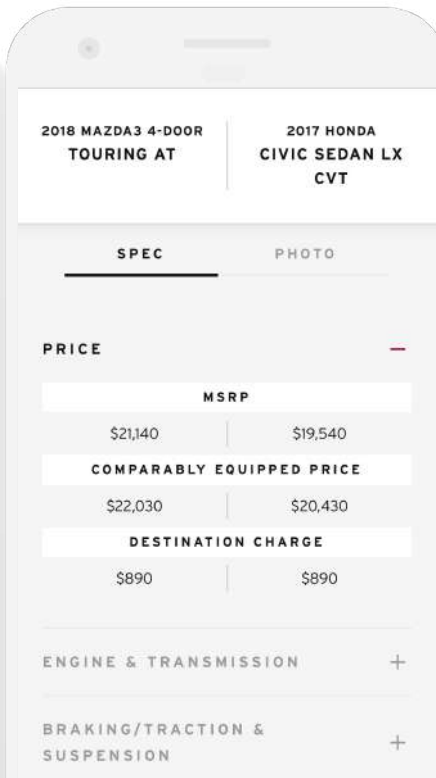
mazda.com



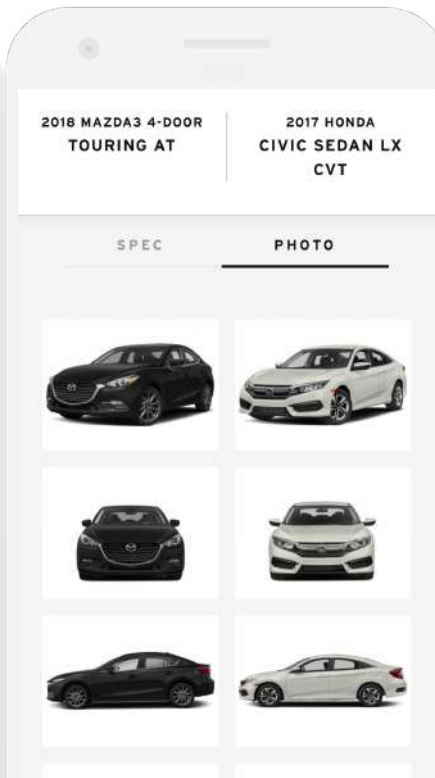
mazda.com



mazda.com



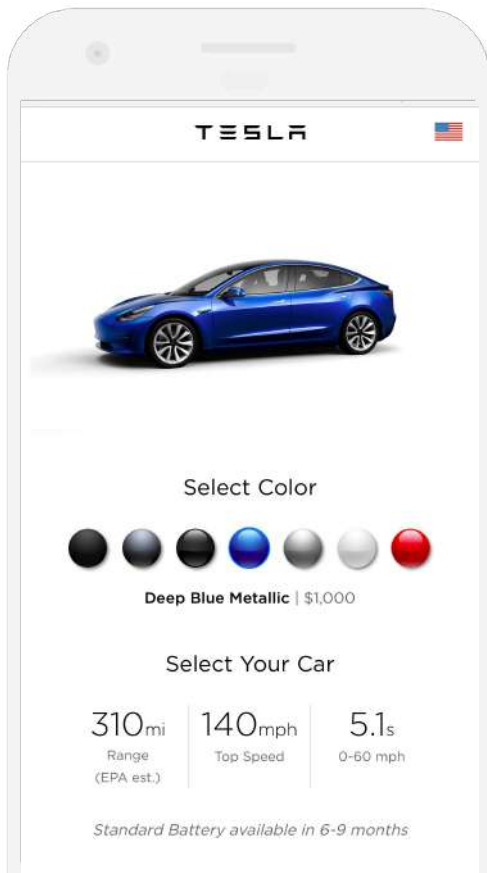
mazda.com



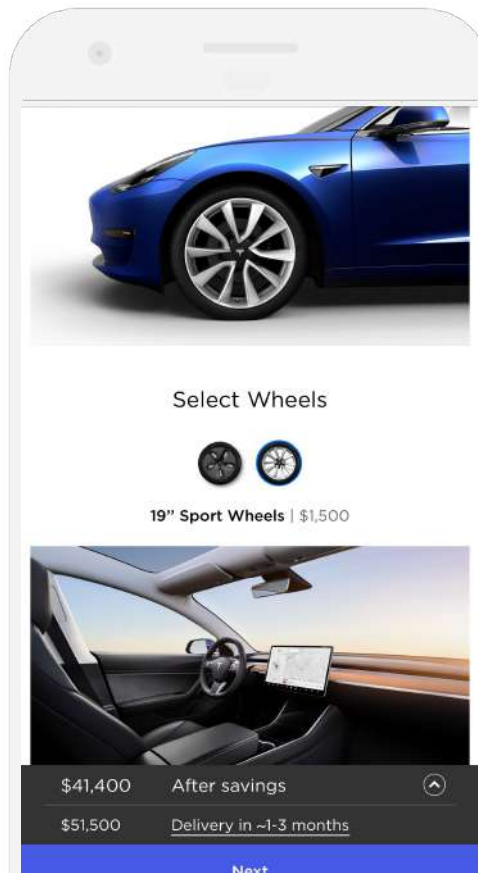


# Use high quality, fast images & helpful videos

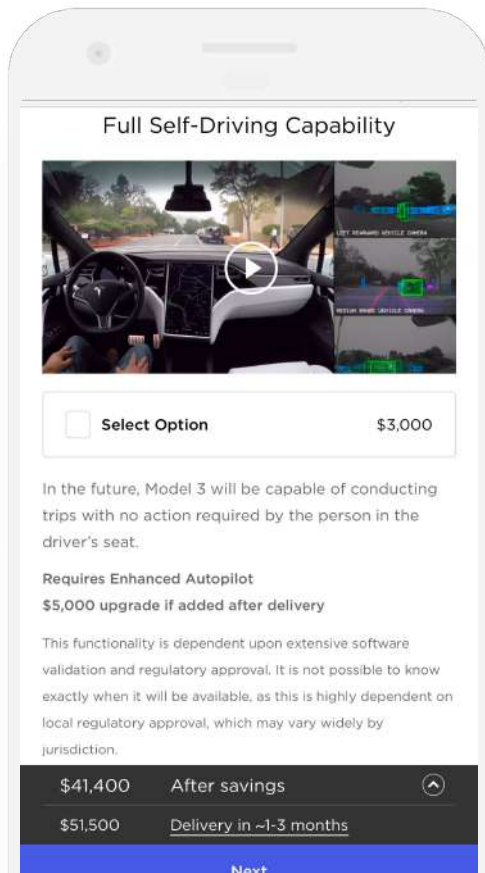
tesla.com



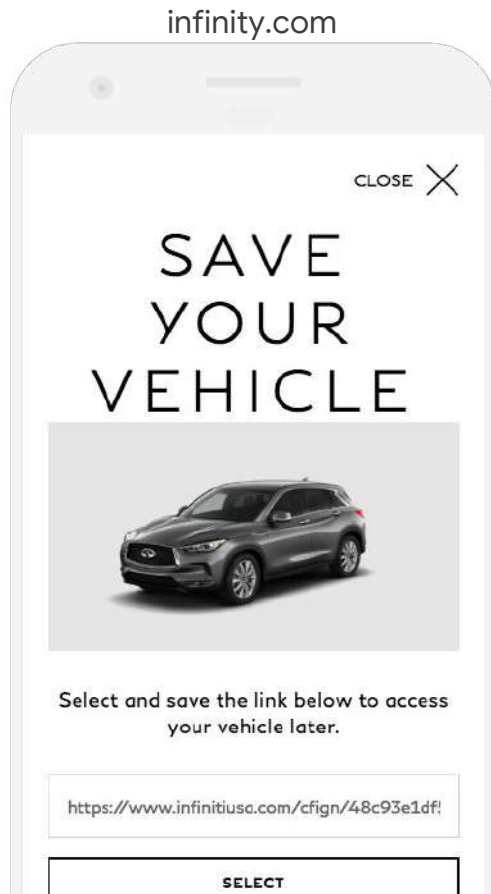
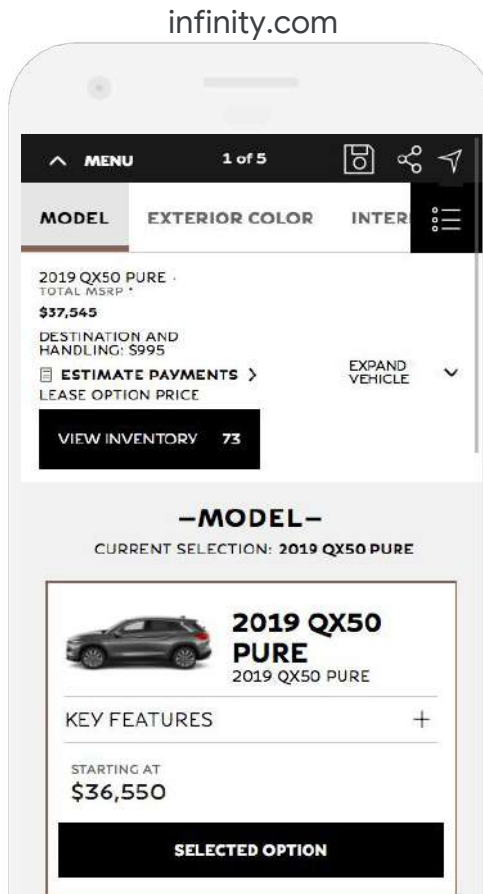
tesla.com



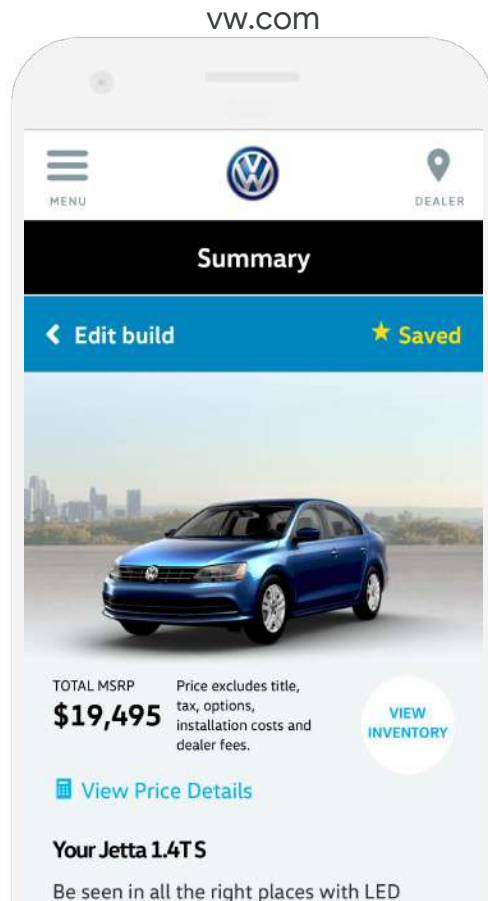
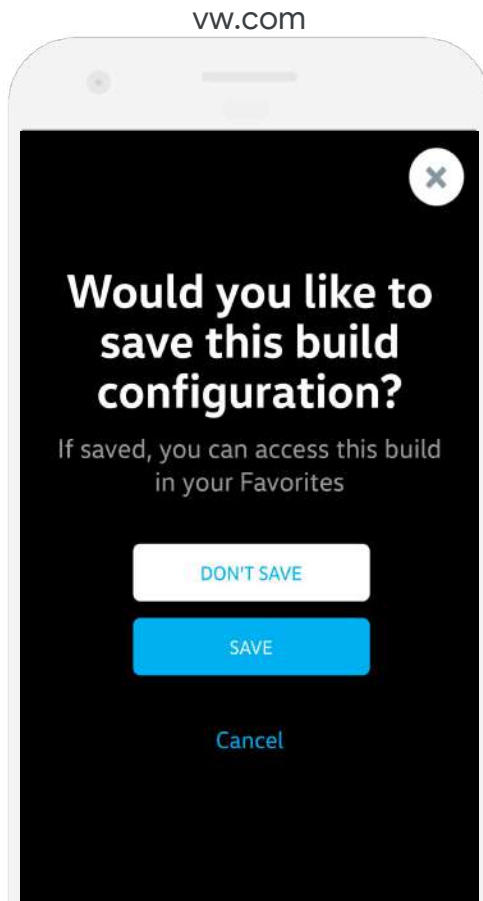
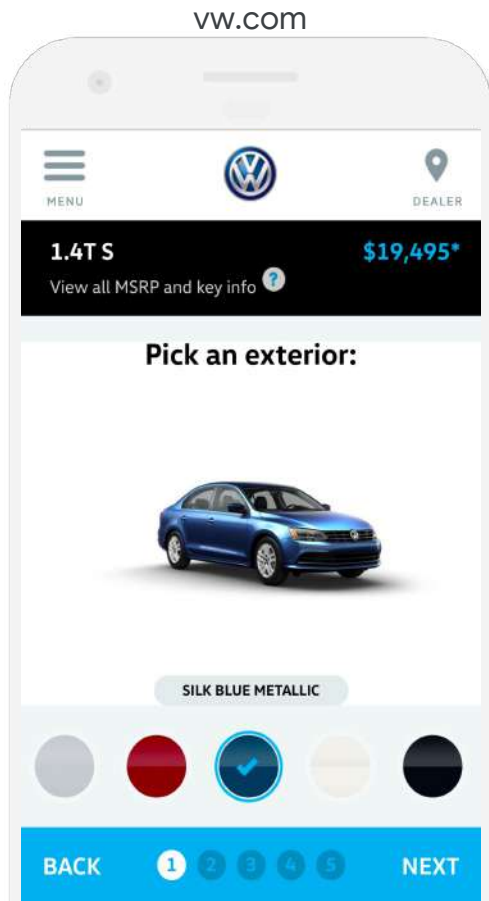
tesla.com



# Allow users to save & share built vehicles



# Allow users to save & share built vehicles



# Form optimization & drive to dealership

# Playbook at a glance

Creating frictionless experiences across the auto shopping funnel



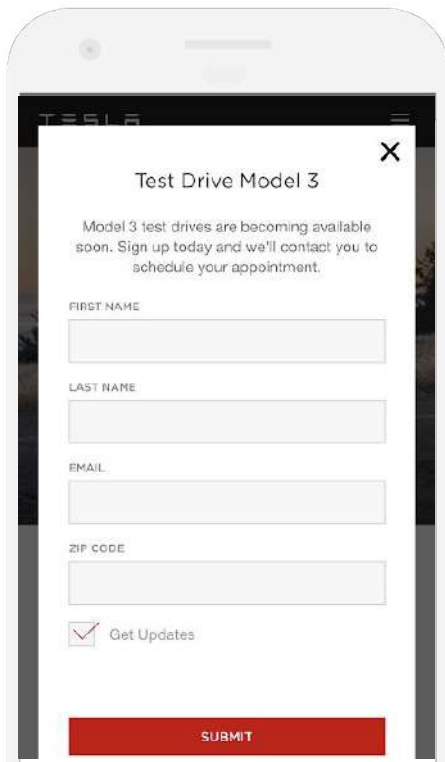
Key Suggestion	Ease of implementation	Impact	Key Metric
Optime form fill: Reduce # of fields	Easy	High	CvR (form submission), Bounce Rate
Optime form fill: Use correct keypads	Easy	Medium	CvR (form submission), Bounce Rate
Optime form fill: Provide real-time validation	Medium	Medium	CvR (form submission), Bounce Rate
Optime form fill: Leverage auto-fill	Easy	High	CvR (form submission), Bounce Rate
Streamline the process to locate a dealer	Difficult	High	Map to Dealer, Call Dealer
Make it easy to book a test drive	Difficult	High	CvR ("Book a test drive" completion rate)

# Typing on mobile is hard

me\_every\_time@

# Optimize form fill: Reduce number of fields

Tesla.com  
(4 fields)



Test Drive Model 3

Model 3 test drives are becoming available soon. Sign up today and we'll contact you to schedule your appointment.

FIRST NAME

LAST NAME

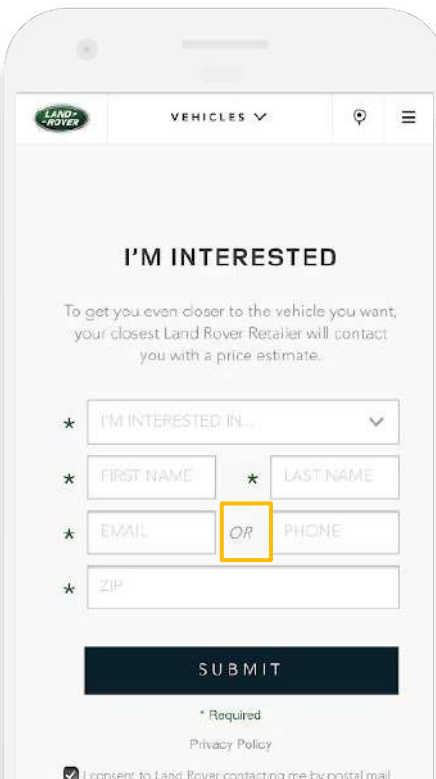
EMAIL

ZIP CODE

☒ Get Updates

SUBMIT

Landrover.com  
(5 fields)



I'M INTERESTED

To get you even closer to the vehicle you want, your closest Land Rover Retailer will contact you with a price estimate.

\* I'M INTERESTED IN...

\* FIRST NAME \* LAST NAME

\* EMAIL OR PHONE

\* ZIP

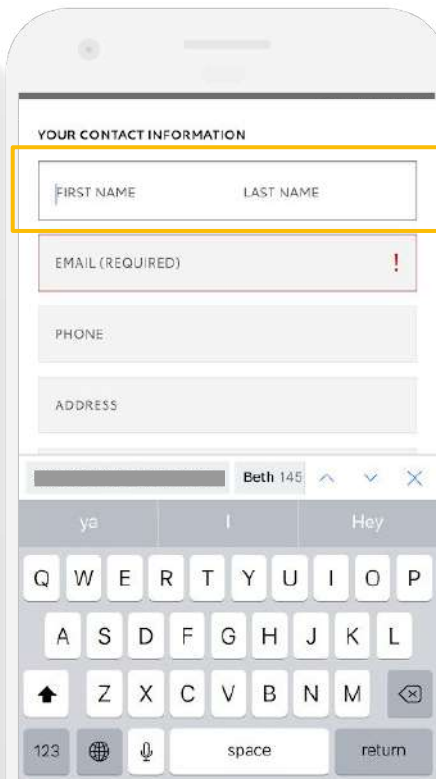
SUBMIT

\* Required

Privacy Policy

☒ I consent to Land Rover contacting me by postal mail

Toyota.com  
(Full name single line)



YOUR CONTACT INFORMATION

FIRST NAME LAST NAME

EMAIL (REQUIRED) !

PHONE

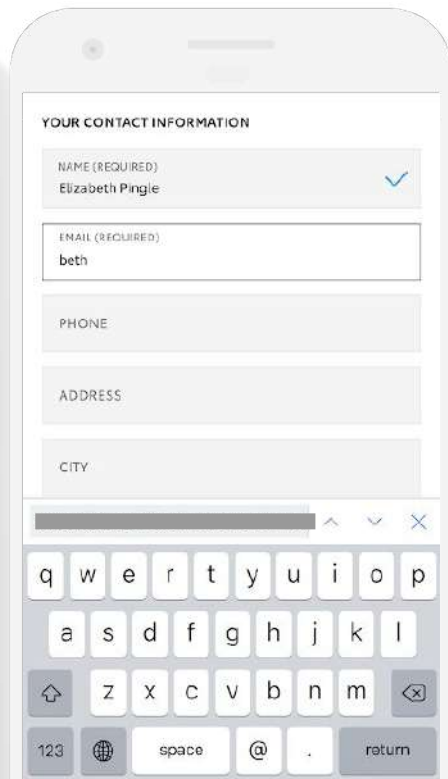
ADDRESS

Beth 145

Q W E R T Y U I O P

A S D F G H J K L

123



YOUR CONTACT INFORMATION

NAME (REQUIRED) Elizabeth Pingle ✓

EMAIL (REQUIRED) beth

PHONE

ADDRESS

CITY

q w e r t y u i o p

a s d f g h j k l

z x c v b n m

123

# Optimize form fill: Use correct keypads

mazdausa.com

Personal Information

**FIRST NAME\***

First Name

**LAST NAME\***

Last Name

**PHONE**

XXXXXXXXXX

ext

1 2 3  
ABC DEF

4 5 6  
GHI JKL MNO

7 8 9  
PQRS TUV WXYZ

+ \* # 0

mazdausa.com

**PHONE**

XXXXXXXXXX

ext

**EMAIL\***

Email

Dealer Information

Select up to 2 dealers near 90401

q w e r t y u i o p

a s d f g h j k l

z x c v b n m

123 space @ . Go



# Optimize form fill: Provide real-time validation

bmwusa.com

3 TELL US HOW TO REACH YOU

First Name:

Please enter a valid name.

Last Name:

Please enter a valid last name.

Email Address:

Preferred Contact Method

☒ Email ☐ Phone

☐ I understand that BMW USA and/or an authorized dealer may contact me with offers or information about their products and services at my email listed above. By providing my email address, I am agreeing to receive such offers and information by email.

lincoln.com

2018 LINCOLN MKZ

Get a Quote

All Fields Required

First Name: Last Name:

Test  Test

Phone Number: Email Address:

Zip Code:

90404

☒ Add a question or special request

☒ Please include Lincoln Automotive Financial Services offers

☒ Yes, e-mail me information on Lincoln vehicles and special offers


Current Dealer:

Santa Monica Ford Lincoln - 1.05 mi

# Optimize form fill: Leverage auto-fill

audi.com

Request a quote



Audi A3 Sportback e-tron

First Name\*

Last Name\*

Email\*

Phone

audi.com

Audi A3 Sportback e-tron

First Name\*

Last Name\*

Email\*

Phone

Elizabeth 90291 Beth (650) 495-5551

ya i Hey

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M

123 globe microphone space Go

audi.com

Audi A3 Sportback e-tron

Beth

Pingle

bet oogle.com

(650) 495-5551

90291

By clicking "Submit," you authorize Audi and its dealers to contact you with marketing information through written communications, calling or texting you at the phone number(s) you've provided. You understand these calls or texts may use computer-assisted dialing and/or prerecorded messages. This authorization is not required to complete the purchase or lease of any Audi product. See our Privacy Policy.

Submit

Google

# Optimize form fill: Spotlight on Toyota

Reduce fields  
w/full name on  
single line

Real-time  
validation x 2

Auto-fill  
available

Correct  
Keypads x2

Labelling inside field  
saves space (minimizes,  
remains visible)

Pre-populates closest dealer using  
previously entered zipcode

YOUR CONTACT INFORMATION

FIRST NAME LAST NAME

EMAIL (REQUIRED) !

PHONE

ADDRESS

Keyboard: ya | I | Hey

YOUR CONTACT INFORMATION

NAME (REQUIRED) Elizabeth Pingle ✓

EMAIL (REQUIRED) beth ✓

PHONE

ADDRESS

CITY

Keyboard: q w e r t y u i o p

YOUR CONTACT INFORMATION

NAME (REQUIRED)

EMAIL (REQUIRED)

PHONE

ADDRESS

CITY

Keyboard: 1 2 3 4 5 6 7 8 9 + x # 0

YOUR CONTACT INFORMATION

NAME (REQUIRED) Elizabeth Pingle ✓

EMAIL (REQUIRED) beth ✓

PHONE

ADDRESS

CITY

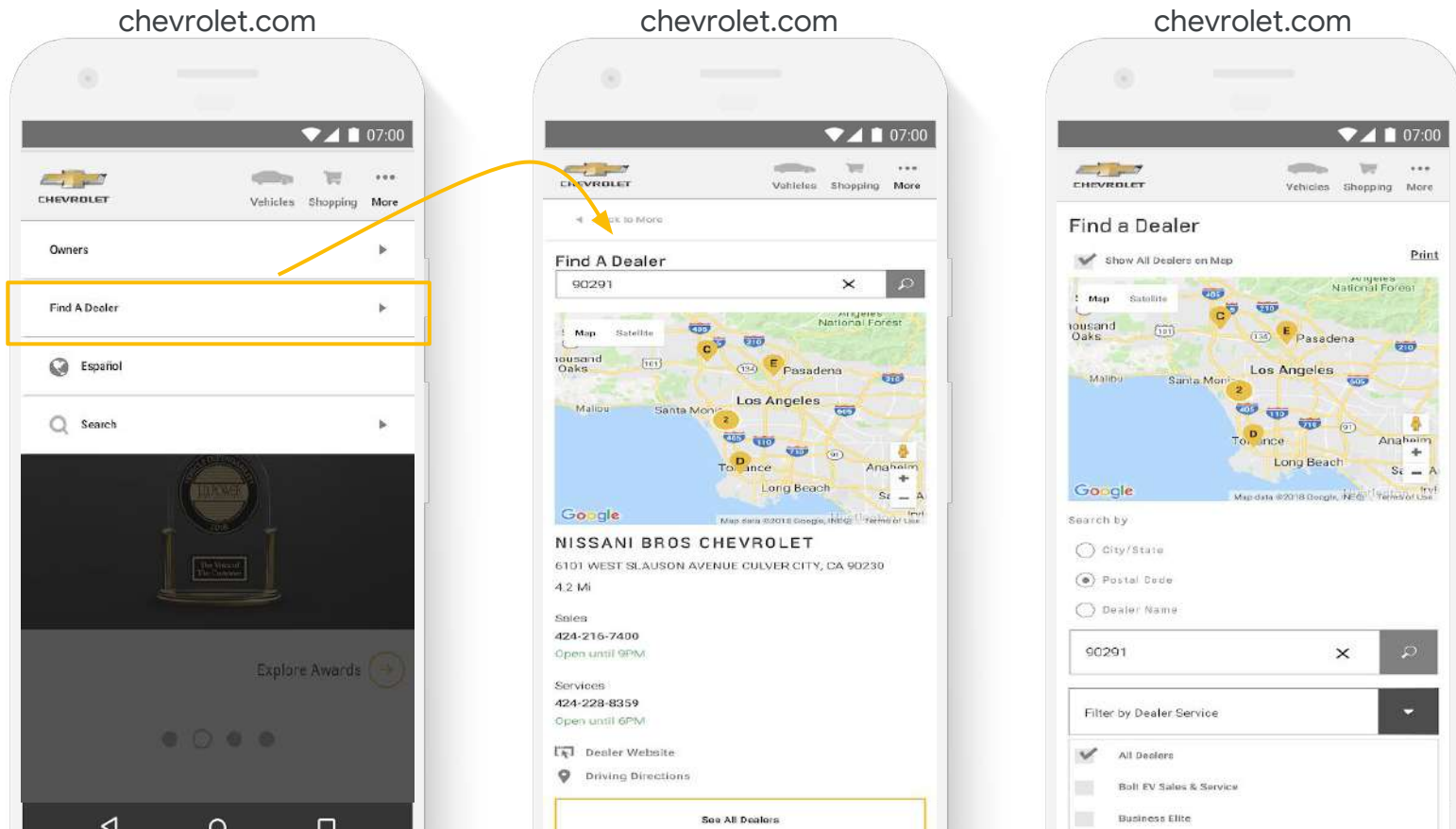
+ ADD COMMENTS

SELECT A DEALER 90291

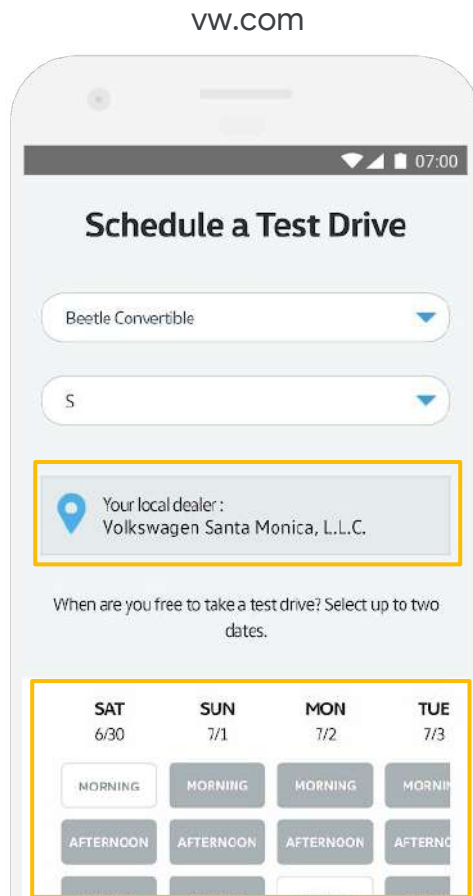
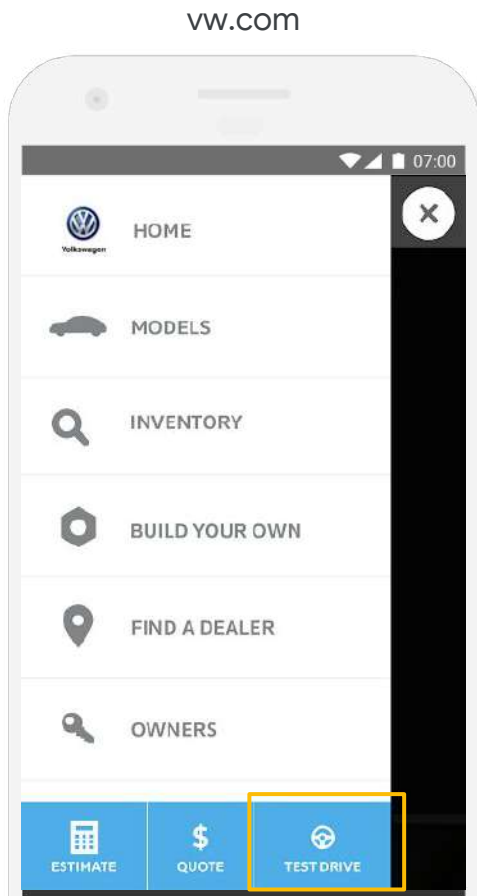
Marina Del Rey Toyota

VIEW MORE DEALERS

# Streamline the process to locate a dealer



# Make it easy to book a test drive





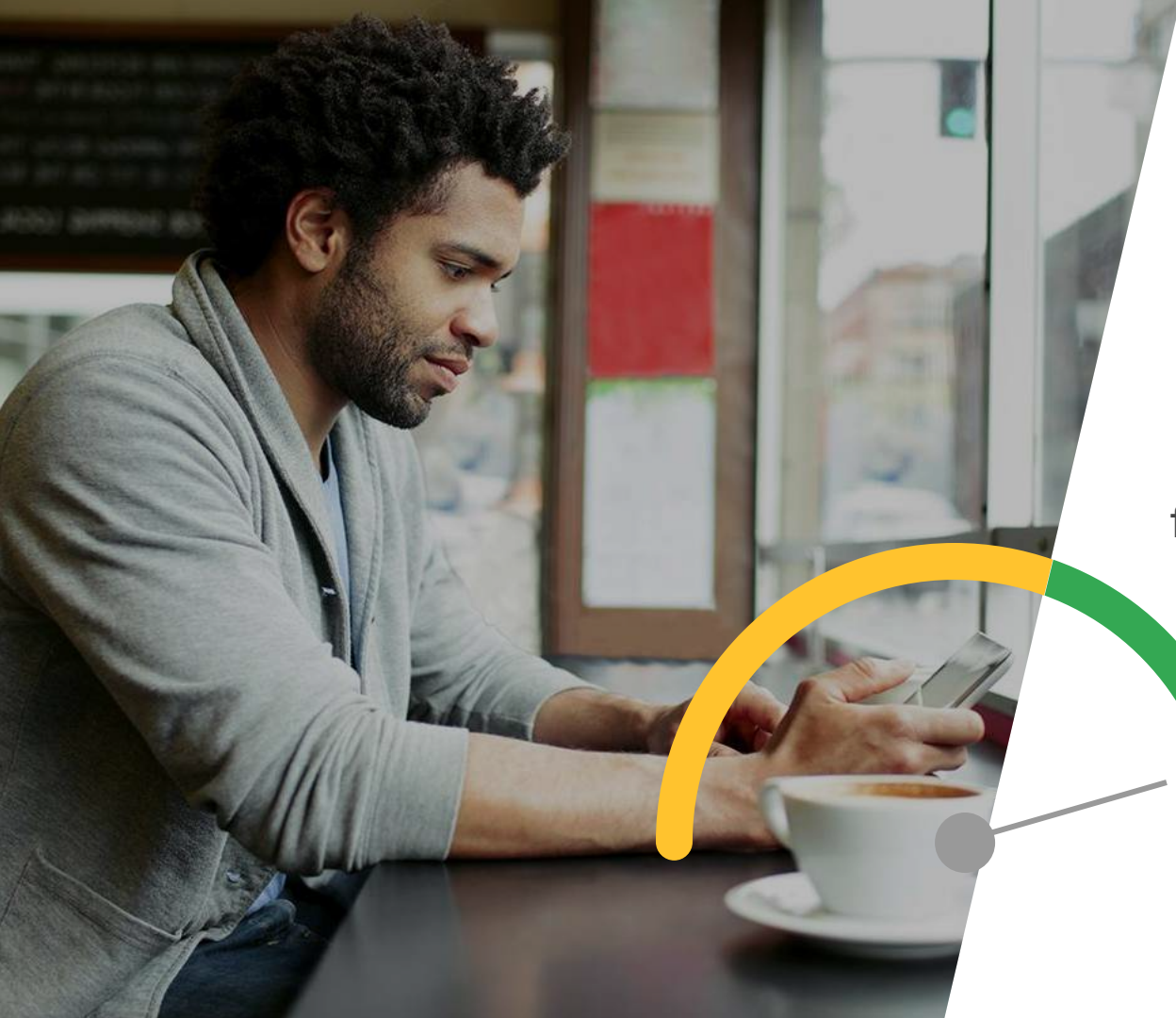
# Speed

# Playbook at a glance

Creating frictionless experiences across the auto shopping funnel



Key Suggestion	Ease of implementation	Impact	Key Metric
Focus on key performance targets (Start render, Speed Index, Time to Interactive)	Difficult	High	Bounce rate, CvR, Pages Viewed
Limit page weight & number of requests	Medium	High	Bounce rate, CvR, Pages Viewed
Test Accelerated Mobile Pages (AMP)	Medium	High	Bounce rate, CvR, Pages Viewed
Consider integrating Progressive Web App (PWA) technology	Medium	High	Bounce rate, CvR, Pages Viewed, Engagement Rate, Return Visitor Rate

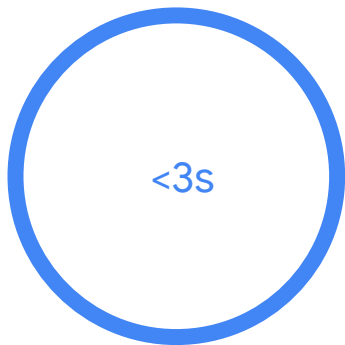


Starting July 2018, page  
speed is now a ranking  
factor for organic mobile  
searches





# Key performance targets



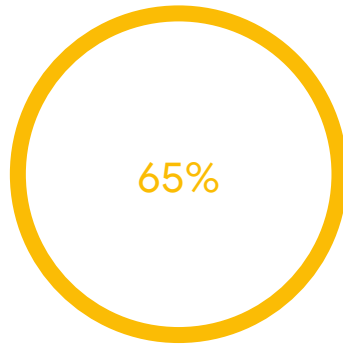
## Start Render

The first point in time that something was displayed to the screen.



## Speed Index

The average time at which visible parts of the page are displayed.



## Time to Interactive

The time until the page being loaded is considered usable and will respond to user input.

# Optimize weight & requests for optimal performance



## Total Requests

Limit the total number of requests to <75 per page to avoid unnecessary round trips



## Page Weight (total # of bytes)

Limit the total number of bytes to <1.0MB to avoid heavy assets slowing the page load

# Speed Tools

There are several speed monitoring tools available which serve a different purpose depending on the objective & audience using

Source: <https://developers.google.com/web/fundamentals/performance/speed-tools/>



## LIGHTHOUSE

Gives you personalized advice on how to improve your website across performance, accessibility, PWA, SEO, and best practices.



## WEBPAGETEST

Allows you to compare performance of one or more pages in a controlled lab environment, deep dive into performance stats, and test performance on a real device. You can also run Lighthouse on WebPageTest.



## TESTMYSITE

Allows you to diagnose webpage performance across devices and provides a list of fixes for improving the experience from WebPageTest and PageSpeed Insights.



## PAGESPEED INSIGHTS

Shows speed field data for your site, alongside suggestions for common optimizations to improve it.



## SPEED SCORECARD

Allows you to compare your mobile site speed against your peers in over 10 countries. Mobile site speed is based on real-world data from the Chrome User Experience Report.



## IMPACT CALCULATOR

Allows you to estimate the potential revenue opportunity of improving your mobile site speed based on benchmark data from Google Analytics.



## CHROME DEVELOPER TOOLS

Allows you to profile the runtime of a page, as well as identify and debug performance bottlenecks.

# Accelerated Mobile Pages

Leverage streamlined code and Google caching technology to create pages with lightning fast load times.



**0.5 seconds**

average load time

**10x less data**

Used compared to non-AMP page

# Progressive Web Apps

Implement service worker technology to create a reliable, fast & engaging experience for your users.



## Features:

Loads Instantly & Works  
Offline

App-like capabilities like  
Push Notifications  
&  
Add to Homescreen

# BMW: AMP & PWA Case Study



3-4X

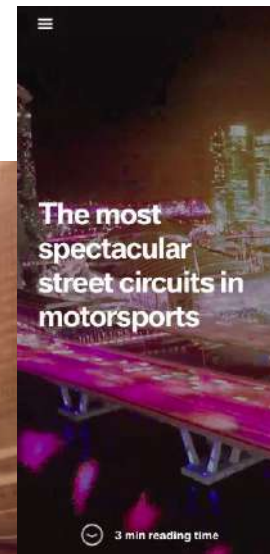
Faster load times

30%

Higher click-through to national websites

26%

More mobile users



Confidential

# Thank You