User Scenario

- Mid-20s couple need car to pickup furniture from Ikea
- Ideally would pick up car near apartment in Lewisham, but must be accessible via public transport
- Looking for a 4WD or large car with foldable rear seats and automatic transmission
- The specific hours aren't terribly important, just need it for a couple of hours in the afternoon

Walkthrough
Browsing Cars

- I pulled up the Android application and logged in with my partner's account.
- The screen feels… blank. I'm sure that the first car in the list not having an image (and no default fallback) plays into that, but **visually this page could use a bit more personality** – even just the logo at the top which could scroll out as the tabs get stickied.
  - **Suggestion for default fallback**, an illustration of the type of car, i.e. small car vs FWD vs ute. If you have the colour, could easily adapt that with dynamic SVG fills as well.
- The address defaulted to our old home address – not a big deal, I'll just tap to change it…
  - Hmm, that wasn't a text field, it took me to a new page. **There isn't a whole lot to indicate that this is an address field.** But I see the current location icon, so I tap that.
- The time defaulted to 1pm, which is in 15 minutes. That's probably cutting it too close for us to choose a car and get to it, so I tap in again to change it.
  - The change of screen isn't so jarring on this one, and I tap in to change the pickup time to 1:30pm. I run through my head that it'll probably take us about 2.5 hours to do this task, and then work out that would be a 4:00pm return time.
    - Would be nice if I could **input how long I need the car** so that I don't need to change the return time each time I change the pickup time.
    - Since we didn't need the car strictly at 1:30pm, it also would have been nice to say, **input 2.5 hours between x and y times**.
- Alright, great – I'm seeing cars near me now, but the very first one is unavailable. I scroll and see there are in fact, available cars, and it must be sorting by distance first and foremost.
  - The fact that **the car was unavailable is one of the last pieces of information in the card** – feels dissatisfying knowing I've processed the prior information for naught.
  - The only reason I can gather for showing unavailable cars is to make the user aware of all of the cars near them – definitely has value, but **if I've put a time in, I'm not really interested in cars that I can't have**.

- Maybe some of these cars become available if I shift my times around a bit – so the idea of setting a number of hours in a time range would mean this car would show as available for my time range, but unavailable at z time within that range.
- I would follow the example of a lot of hotel sites, show available options with a "x cars unavailable at these times" with a browse all CTA. Or follow Airbnb's lead and **allow empty pickup/return fields so that the user can just browse**.
- So I open the filters and tick off available cars only, as well as the car types we're after, automatic transmission, and was pleased to see the option for foldable rear seats.
  - Would be nice if I **didn't have to scroll down to search to enact my changes**, maybe a sticky button at the bottom or save them on back?
- I notice that only one car that meets these criteria is in Lewisham, and switch to map mode to get a better idea of where everything is located.
  - I tap a car and am pleased to get more information before leaving the map. I like what I see so I tap in.

A Closer Look at the Car

- The owner's name is a nice touch I noticed on other cars, though the car we selected was CarNextDoor's. I actually reckon it could go a bit further with that personalisation – if one of the ideas is that you're actually borrowing a car from someone, **a photo and an introduction** could be a nice community-building touch.
- **Where was this car again**? That information gets totally lost until I scroll down to the map. We wanted directions to the car so that we knew how far of a walk it is / if we should give ourselves a bit more time before pickup, but there doesn't seem to really be a great way to do this. We **found the street parking address and plugged it into Google Maps**. Would be nice to be more integrated.
- The information up top is not necessarily the most important. I don't really need to know the Rego until I'm looking for the car, and I'm not sure what Car no. refers to exactly.
- The way price is laid out almost makes it look like I'm paying $5 an hour and $25 a day, + $.33 per km. Creating a stronger delineation between them, and maybe highlighting the relevant one based on the input, and bumping the per km price down a line may be a better way to show that information.
  - Ah, okay, this trip details section is actually the booking form… That's not totally clear, and **I haven't actually seen all of the information for the car yet**.

Booking the Car

- I feel I've suddenly **fallen in this section rather than deliberately choosing to do so**. I think it might be better to have a CTA such as book this car so that this transition is much more clearly defined. It's entirely possible to hit that button on accident and have a car booked.

- Damage cover liability – I'm familiar with this from the last time we booked and I prefer a lower liability, so I didn't glaze right over it, but it could very easily get lost where it is. It may be good to make it clear that the "No DCL reduction" is basically the $2000. And that's still a perk in some ways, since obviously that's still some level of insurance. I think **highlighting that as an inclusion** will make the upsell seem a bit softer.
    - Note, on selecting this, "DCL reduction cost" in the estimate below did not adjust accordingly.

- **Estimate your distance – is this required?** Is this for my own benefit of estimating cost? It's not totally clear, and we **plugged in our destination into Google Maps again to quickly estimate** how much a round trip would be. Would be great to be more integrated – that destination could come into play later, as I'll discuss.

- No calendar view on mobile to see the availability of the car. :(

- Okay, so I've got my estimate and I go ahead and book the car… No confirmation, just straight "Yep, the car is booked!" Considering that all of the booking choices don't show on the screen at the point of hitting "book now", a confirmation screen is probably great to reduce mistakes. As noted above, this might be resolved by shifting the booking experience out of this screen anyway.

Confirmation and arriving at the car

- We nearly immediately received confirmation, both in terms of the toast in app and the direction to the trips page, and email and text messages.

- The emails should be mobile optimised and more easily scannable.

- The text message directs to a link, when a push notification to open the app might have made more sense in this scenario.

- 15 minutes prior on the dot we were able to get the location of the car, but once again, had to **pull up directions in a separate app**.

- We get to the car, and I pull up the app, and feel a bit **overwhelmed by all of the information**. Half of it isn't immediately relevant at this point, and it's not totally clear that it's a step by step process, especially since not each list item is an action.
    - I think smoothing this out requires a lot more **contextualisation and breakdown of the experience**. We should be able to work out where they're at in the process and offer information accordingly. More on how I'd break this down later.

- Okay, we've taken the photos as instructed, but it would be nice to either **have the option to pull the camera up directly from the app, or even to store the photos within it** and have that be more integrated.

- We generate the code, but have some difficulty getting the box open. **Even a little illustration of the way it pops open might be helpful**.

- After taking photos and generating the code, **I have to hit back to return to the list of steps**. That feels a bit counterintuitive, really, I'm proceeding and should be able to hit a next of sorts.

- It also really isn't necessary to retain all of the completed steps, though obviously things like help and fuel instructions should remain constant.

Returning the car

- Alright, we've completed our errand and are driving the car back to our apartment. I'm starting to question if we'll make it back by 4:00pm, so I go in to extend the booking.

- It was mildly irritating to hit extend, and then have to shift over to time. I probably am not going to extend my booking a day if I only have it for 2.5 hours. **Quick, contextual shortcuts would be great, such as "Add 15 minutes" or "Add an hour".**
  - You could even integrate push notifications to extend if you're nearing the end of the trip as well – not sure if that's already a feature.

- Now I'm trying to pull up directions as my partner starts driving us back to the designated park, and despite the fact that there's an address, it's not a link so **I have to copy and paste it into Google Maps again.** This integration would've made the experience SO much smoother for us.

- We park the car and open the app, and it's a bit difficult to work out what exactly is next since there is still so much information on the screen and we're trying to filter through all of it.

- We get out of the car, lock it, and realise we need to put the lock box back in place. We open the car, turn it on to roll down the window and set up the lock box. We take the photos, generate the code, pop the key in, and hit end trip... and realise we hadn't locked the car after putting the lockbox back.

- In a panic, we generate another code, open the lock box, lock the door, and end the trip again. I notice how on the end trip page, **it doesn't ask me to confirm the car is locked**. It might have been nice to have more of a "whoops" CTA, as I feared I totally broke something.

- Now that the chaos is over, the key is in the box and we're on our way home, my partner jokes "I totally forgot, you didn't tell me to do it!" so I investigate whether I missed something or if it had, in fact, never told me to lock the car and in our rule following, we simply forgot.

- It does ask us to confirm the car is locked in the generate code step – I missed it, presumably because I had previously generated a code before and skimmed the instructions. I reckon having it as one of those "confirm" checkboxes may have helped, as well as on the end trip screen.
- We never received any confirmation via the app, email, or text to say that our trip has ended or when to expect the final amount – considering everything else gave us prompt feedback, that seemed a bit odd and raised flags that maybe something didn't happen right.

Key Takeaways

- **Show relevant information at relevant times**.
  - e.g. Focusing on what's immediately relevant at any given stage to avoid info overload; adding features such as ranged availability or contextual shortcuts for enhanced applicability
- **The product experience is going to take people away from the app, but ideally those gaps in use will feel more integrated into the experience**.
  - e.g. Coming back to the app and it recognising where you're at in your trip; integrating with external applications / phone functions more readily

Information Breakdown: The Cars
Critical car details

These are details that you absolutely need to know to make the booking.

- Availability
- Location
- Rate / Total

Important car details

These are details that users will probably have an immediate preference or need for.

- Type (Small Car, FWD, etc)
- Transmission
- Number of seats / doors

Other car details

These are details that widely vary in importance depending on the user and their scenario.

- Make, model, and year – may also be good to include safety information
- Quality of life features, such as air conditioning, GPS, or AUX input
- Storage features, such as folding rear seat, bike racks, or roof racks
- Accessibility features, such as child seat or pet friendly
- Parking preference
- Reviews from other users

Not necessary til you book

- Rego / Car # (Is Car # ever directly relevant?)
- Parking instructions

Process Breakdown: Selecting a Car
Exploring Cars

At this stage, the user is browsing cars and narrowing down based on their needs. The following actions can be taken to narrow the search:

- Select times / dates
  - Highly recommend allowing hours within a range
- Input location or geolocate
- Filter by features

Distance traveled will not impact price comparisons, as the per km rate is the same for all vehicles, so it may not be relevant at this stage.

Comparing Cars

At this stage, the user has narrowed down to this car (potentially among others) and is tapping in for more information. This is the opportunity to:

- Show features not displayed on the card
- Show availability beyond the selected times
- Calculate an estimated total using destination
- Show the ideal park and allow directions to it
- Build the community by providing more information about the owner

The user could still be comparing at this stage, so information directly related to booking may not be immediately relevant.

Booking the car

At this stage, the user has selected this car and would like to secure their booking. This is when the following information should be confirmed with the user:

- The estimated total – calculated prior or now
- The times they have selected
- Their damage cover liability
- The hold (if any) that will be placed on their card

This is also an opportunity to make the user aware of the membership perks and potentially upsell – for example, the reduced liability and booking fee may cost half as much as a monthly membership.

Finding the car

At this stage, the user is 15 minutes prior to their booking and the exact location has been sent out. Some things the user may need at this stage:

- Directions to the location
- Car rego, make, model, and other identifying information
- Help – the vehicle isn't at the location, etc

This is also a good opportunity to remind the user of the fuel policy and ability to extend their trip.

Unlocking the car

At this stage, the user has found the car, and needs to complete a few things before setting off.

Ideally, the completion of these steps should be confirmed in app:

- Photos taken of the car and damage noted
- Confirm knowledge of any critical information
- Generate the code to unlock the lockbox

Mid-trip

At this stage, the user is using the car, and probably only checking the app for one of the following reasons:

- Accident / Issue with the car
- Reminder of the fuel policy when they need petrol
- Extending the trip
- Returning the car

Returning the vehicle

At this stage, the user has indicated that they want more information about returning the vehicle – for all we know, they may not do so immediately. All of the prior mid-trip issues could still be relevant, in addition to the following information:

- The ideal park and directions to it

Ending the trip

At this stage, the user has indicated that they have parked the car and would like to end the booking. In this mental model, ending the booking triggers the the following steps to the process:

- Confirm the car is parked near the ideal park
- Confirm the car has at least a quarter tank of petrol
- Confirm the lockbox is in the proper location
- Confirm everything is removed from the car, the lights are off, and the doors are locked
- Generate the code and lock the key
- Take photos of the outside of the car
- Confirm again that the doors are locked and end the booking

This is to make sure none of this important information gets lost in being just a part of the rest of the process.

Whoops!

Ideally, there won't be any mistakes after confirming all of that, but people are human, and that should be accounted for. After receiving confirmation that the booking has been completed and the final amount will be calculated and charged within x days, the user should have the opportunity to indicate the reason they need to re-enter the car, regenerate the code to open the lock box, and then be asked to re-photograph the car.

Reviewing

This is now the opportunity to ask the user to rate the car as well as provide any feedback on the service. Some things that might come up in reviews:

- The accuracy of the description
- The maintenance of the car (Was it clean? Did everything work?)
- The ease of parking
- The performance of the car (How did it drive? Was it good for X purpose?)