

OLX Cars Vertical Mobile Design

A Design vision for the OLX Cars Verticals products, aiming to solve problems in the search experience, and improving the design process and consistency. Design vision for iOS, Android and Mobile Web.



OLX Group and Cars Vertical

OLX Group is a global online marketplace owned by Naspers, one of the largest internet and media group. The Vehicles/Cars and Real Estate product teams are based in Portugal and Poland, working to offer the best deals for end customers. Currently I'm the Product Designer responsible for the Cars Vertical, with 3 major brands under OLX, such as Otomoto, Standvirtual, and Autovit.ro.

My role in this project

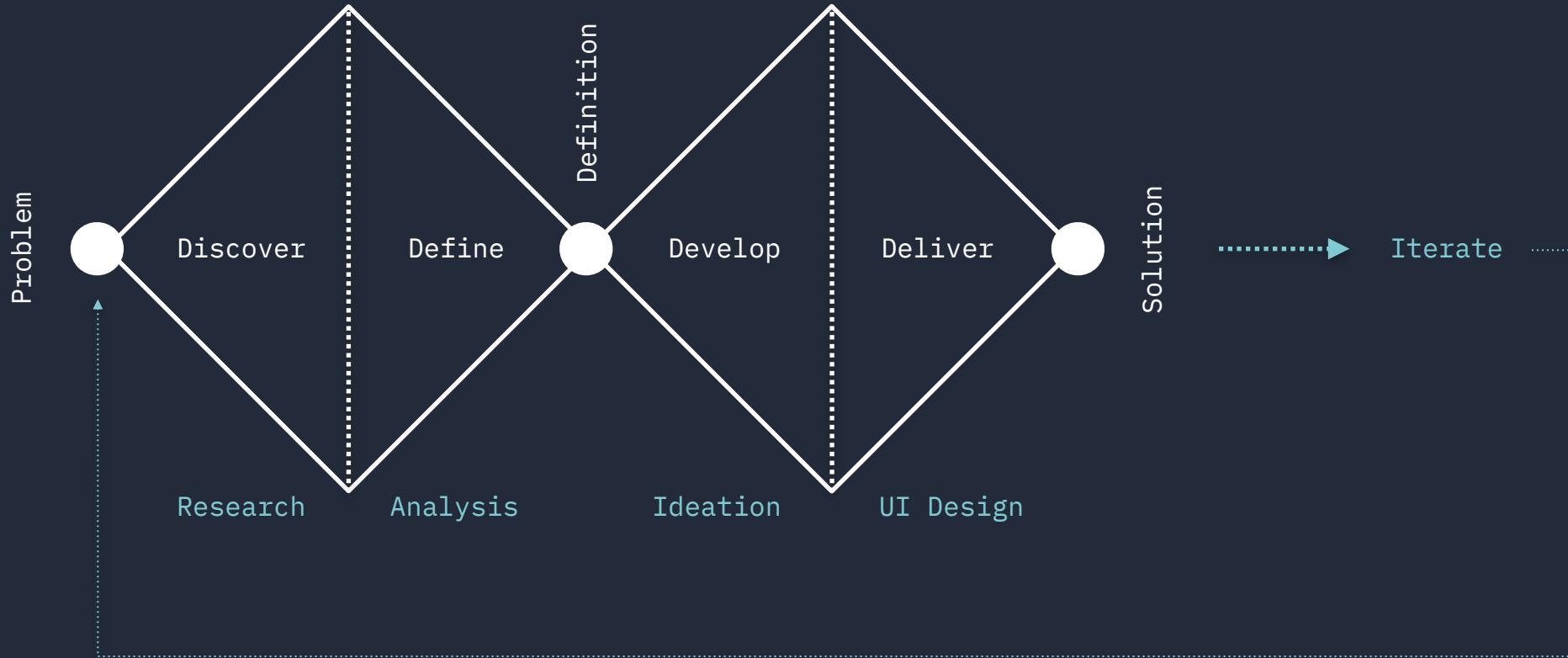
Senior Product Designer

I had the opportunity to work with all the steps of the design process, to be the main source of truth of information and design topics. It was great having a supportive team behind me, helping me in having end-to-end leadership and ownership. I have collaborated with user researchers for the customer's recruitment, and also with Product Managers for data collection.

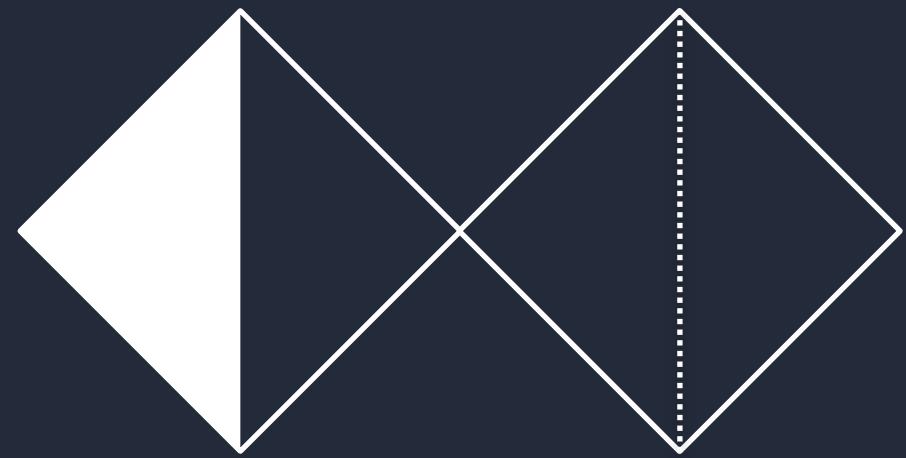
Observation through Business and Monitoring channels

- Negative feedback from App Stores
- Goals and KPIs haven't been achieved
- Current product looks bad

Design Process



Discover

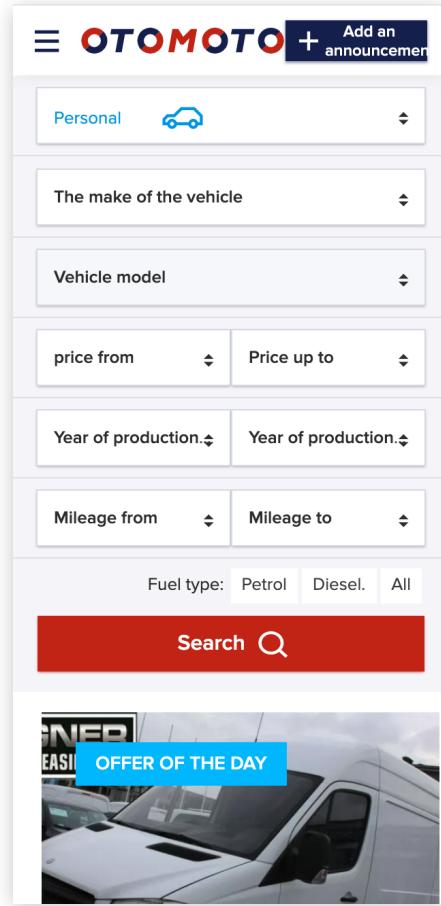


fx COUNTA of respondent_id

	M	N	O	P	Q	R
40	label	Poland	Portugal	Romania	Grand Total	
41	Add more categories/ brands	1			1	
42	Better prevent fraudulent sellers to post on the platform	7	2	3	12	
43	Clean ads listings more frequently: already sold vehicles	4			4	
44	Clean ads listings more frequently: fraudulent ads	3		2	5	
45	Correct ads information	5	2		7	
46	Create a function/ Add more options to compare vehicles	2	1	1	4	
47	Create comments section/ rating feature	4	1		5	
48	Create/ Improve the credit simulator	1	2		3	
49	Functionality not working as expected/ as previously		1		1	
50	Improve app navigation	5			5	
51	Improve the alert function	1	1		2	
52	Improve the communication between buyers and sellers		1		1	
53	Improve the messaging system	1	1		2	
54	Improve tools for saving and sharing searches and ads	1			1	
55	Improve website navigation	34	2	8	44	
56	Less third-party advertising	6	2	1	9	
57	Make car verification mandatory/ show license plate	7	1		8	
58	More third-party advertising	1			1	
59	Other	1	1	2	4	
60	Provide ads for cheaper vehicles	1	1		2	
61	Provide ads with more and better photos	7	1	1	9	
62	Provide information about most common car problems	1			1	
63	Provide more ads		4		4	
64	Provide more detailed information in the ads descriptions	24	2	2	28	
65	Provide search related statistics	2	1		3	
66	Search function: Add more filters/ Enable filters by default	72	6	4	82	
67	Search function: Better organize results	21	1	2	24	
68	Search function: Make suggestions based on user history	1			1	
69	Search function: Save filters previously used	4			4	
70	Grand Total	221	30	26	277	
71						

Problem

Based on more than 2k feedbacks from NPS/CSAT and Apps reviews between Sep and Dec 2018, plus PT Customer Journey, PL Customer Journey, Autovit Brand Tracking, CS Users feedback, we have realised that more than **60% of written feedback** were related to 3 specific areas.



Car Model	Price	Year	Mileage	Condition
Kia Sportage IV	PLN 8,800	2016	40,000 km	Diesel
Toyota Auris II	PLN 44 900	2015	129,881 km	Diesel
Opel Combo E	PLN 87 600	2018	1 km	Diesel
Seat Ibiza III	PLN 13,950	2009	168 123 km	Petrol

→ Search, filters, alerts and saved search

→ Weak organisation of search results

→ Bad navigation and apps bugs/crashes

Otomoto Search Filter Usage - 09.2018 - Mixpanel

Last edit was made on October 11, 2018 by Rodrigo Paiva

A	B	C	D	E	Total			Avg use	
					Mobile web	%	Desktop	%	Mobile web
Otomoto - September	Unique				11,633,857	100%	10,013,580	100%	8
Searches	1,542,367	100%	1,767,538	100%	5,076,531	44%	2,473,910	25%	6
By make	858,145	56%	673,703	38%	2,268,112	19%	1,390,005	14%	5
By model	770,289	50%	571,109	32%	4,210,049	36%	2,005,044	20%	4
From year	422,482	27%	409,836	23%	2,432,093	21%	1,271,591	13%	3
To price	411,497	27%	343,083	19%	2,202,384	19%	1,340,229	13%	4
Fuel type	397,734	26%	388,595	22%	936,908	8%	630,140	6%	3
To year	232,399	15%	217,750	12%	530,155	5%	326,491	3%	3
From price	183,116	12%	161,489	9%	71,959	1%	50,000	0%	3
Sort	139,907	9%	629,925	36%	1,053,773	9%	2,270,657	23%	8
To mileage	92,116	6%	90,379	5%	536,635	5%	326,491	3%	4
Equipment	39,989	3%	25,255	1%	176,319	2%	71,959	1%	3
Search keyword	34,744	2%	61,191	3%	266,252	2%	261,099	3%	4
From mileage	17,810	1%	17,591	1%	54,308	0%	41,921	0%	2
From power	562	0%	312	0%	1,424	0%	652	0%	2

Understanding the data

Most of the users from the biggest Cars product (Otomoto) didn't use all the filters possibility. Most of the access were concentrated on Brand (Make) and Model, with a big dispersion on the other filters.

Buyer: Raúl Fontana (37)

THE SAVER: Needs to make their money stretch further



"I don't want to have to faff around"

BIO

- Lives in Moron with his wife and 2 young kids
- Has a busy life so is a big fan of time savers
- Is comfortable online and does a lot of shopping online (as it's more convenient)
- Is a "hunter" shopper - wants to get in and out quickly as possible
- When shopping usually just wants to find something that ticks all the boxes
- Wants to get good value - preferably the best price possible
- Gets frustrated by not being able to specify filter in your searches
- Gets annoyed by slow and clunky websites

CONTEXT OF USE

He is looking for a used car for go to his work everyday.

STATUS

LOCATION

TECH LEVEL

Seller: Maria Gutierrez (33)



"I get a kick out of making something unique that client will love"

BIO

Maria set up in his car dealer shop. It exceeded their expectations so much that two years ago. Maria quit his job in an ad agency to run the shop full time. She now primarily runs the business from home and feels that the shop has been a great business to open his own show soon.

CONTEXT OF USE

She tries to sell the faster as possible to take the next car.

She is an auto expert. She has skills in mechanic, car brands and negotiations. She prefer sell cheap and fast than expensive and later.. She offer to meet in shopping garages and principals avenues.

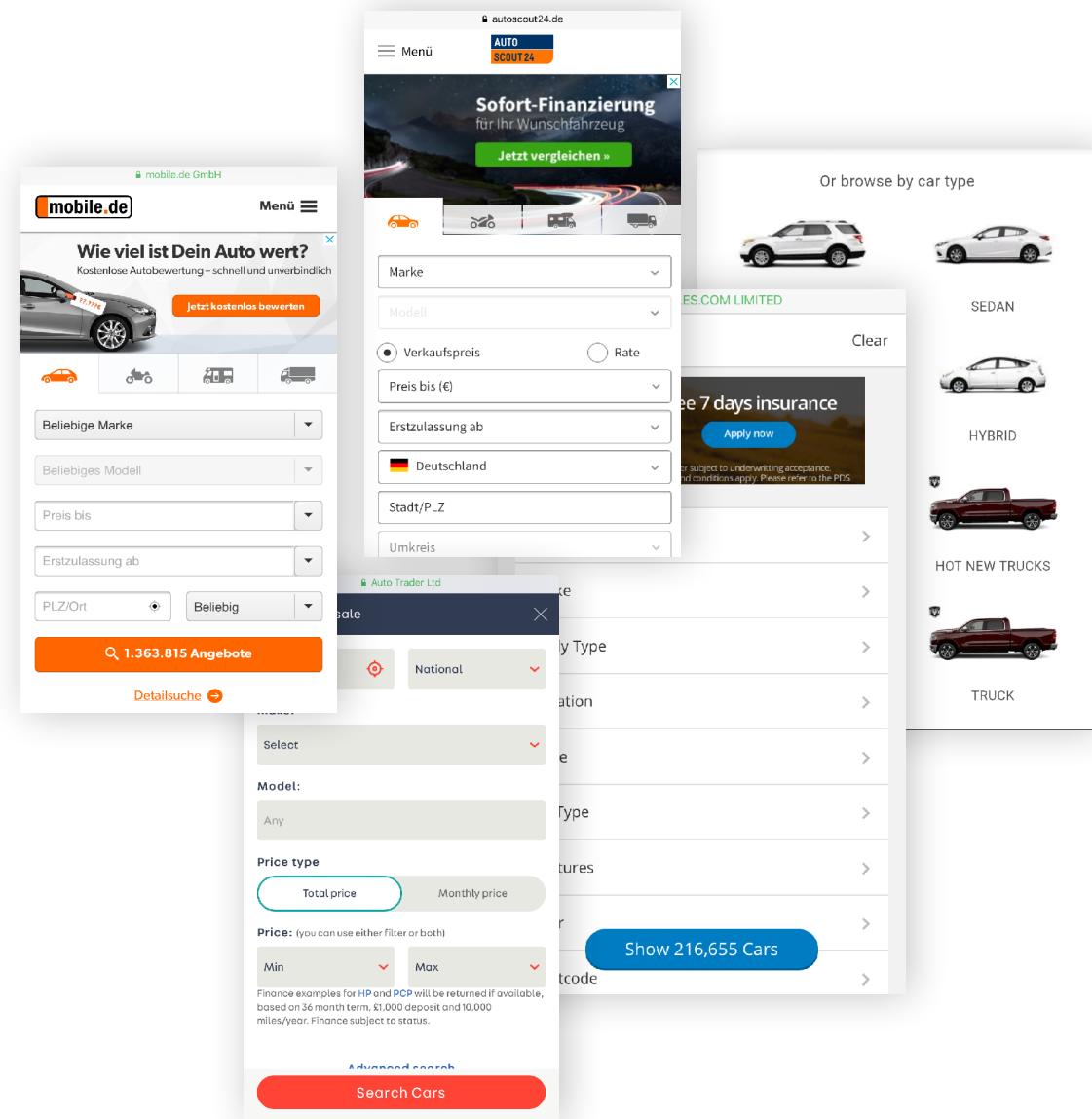
STATUS Single

LOCATION Nuñez, Buenos Aires

TECH LEVEL Medium / High

The customers

Based on previous research, we created the first draft of 2 proto-personas. We had already data and used the previous personas and journeys to define an updated proto-persona. It helped to identity user needs and job stories, aiming to solve those initial pain points.



Benchmarks

There is very little variation on the discovery flow of an overwhelming majority of competitors worldwide. It's unclear if this is the result of competitors copying each other, or if a functional equilibrium for this type of behaviour has crystallised.

The need for a redesign

The OLX car vertical is an important revenue driver. The car apps are leading in their markets, but user experience can still be improved to drive even higher revenues. With a history of growth driven by acquisition, it is time to reconsider the user experience, to usher in an era of growth driven by optimization. In the long term this exercise will help overcome a few bigger challenges.

Multitude of platforms

The car vertical is a conglomerate of brands and apps in different geographical locations. The new vision is to offer a coherent experience across devices and to apply the same best practice UX logic in all European location. While the brands will be maintained, an improved user experience will strengthen each of them.

Enabling multiple stakeholders

The OLX team is diverse and growing. As different people contribute to the creation and maintenance of the suite of digital products, the coherence of the user experience should not suffer. The design system will act as a platform for collaboration, enabling the different stakeholders to contribute.

The product is a continuum

Although we refer to the car vertical as a product, it is subject to evolution and continuous change. This evolution is driven by an ever finer understanding of user needs, changes in user expectation and new opportunities. A robust design system will form the basis of sustainable evolution.

Thus the goal is to create a comprehensive and accessible design language that is unified across platforms. To enable this process in an otherwise complex context, the scope has been reduced to include only the buyer experience with a focus on key flows. To offer even more focus, attention will be afforded to Android and MWeb with the Polish market as a reference point.

Product vision

The car vertical will evolve to become a more comprehensive product. In the long term, new features will be added. However, in the medium term, the vision is to improve the existing feature set and to give a better expression to following characteristics:

- Trustworthy
- Universal and accessible
- Agnostic

A long term perspective is taken, where the car vertical is not just a place for classifieds, it is a safe environment for buyers to find valuable opportunities.

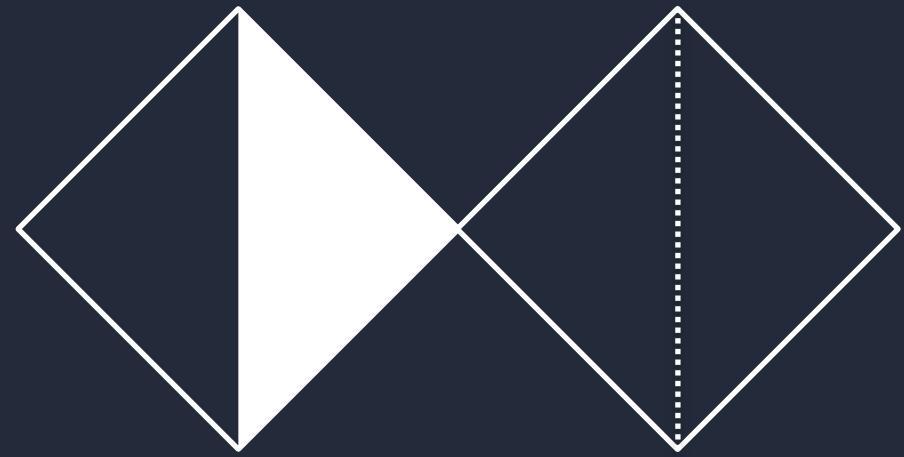
This is a mass market product, that I meant to be welcoming and accessible to anyone anywhere.

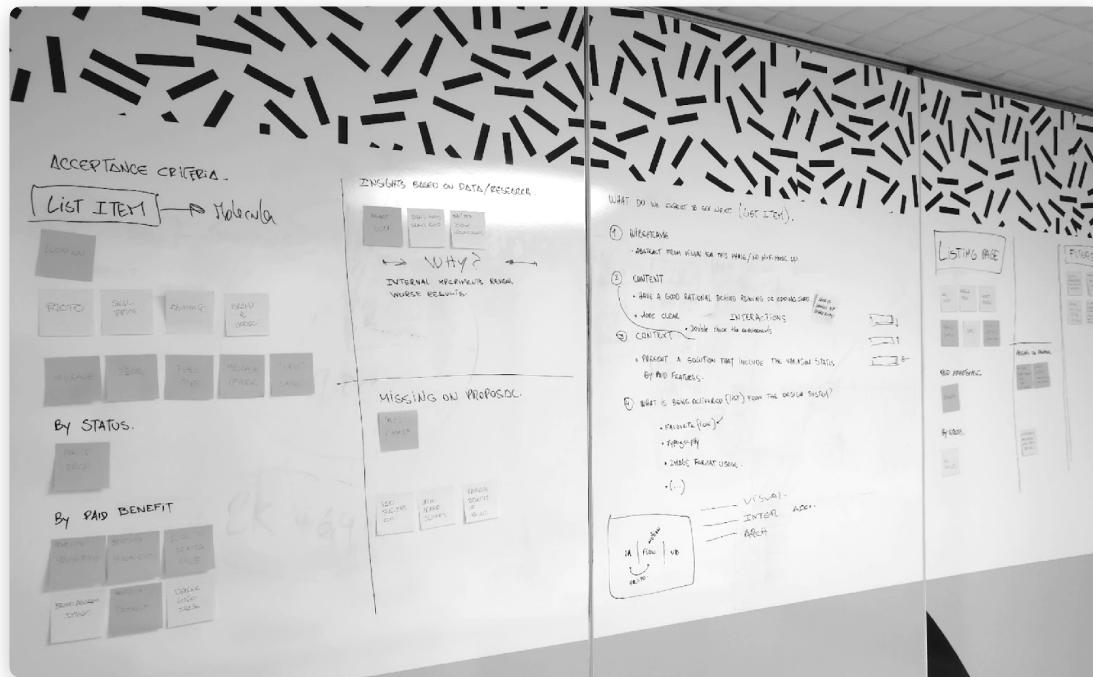
The product should be agnostic, catering to the lowest common denominator, and provide a coherent experience.

Problem definition and Strategy

With all the data, benchmarks and personas established, we put all the information together and started the problem analysis. The main outcomes were problem statements.

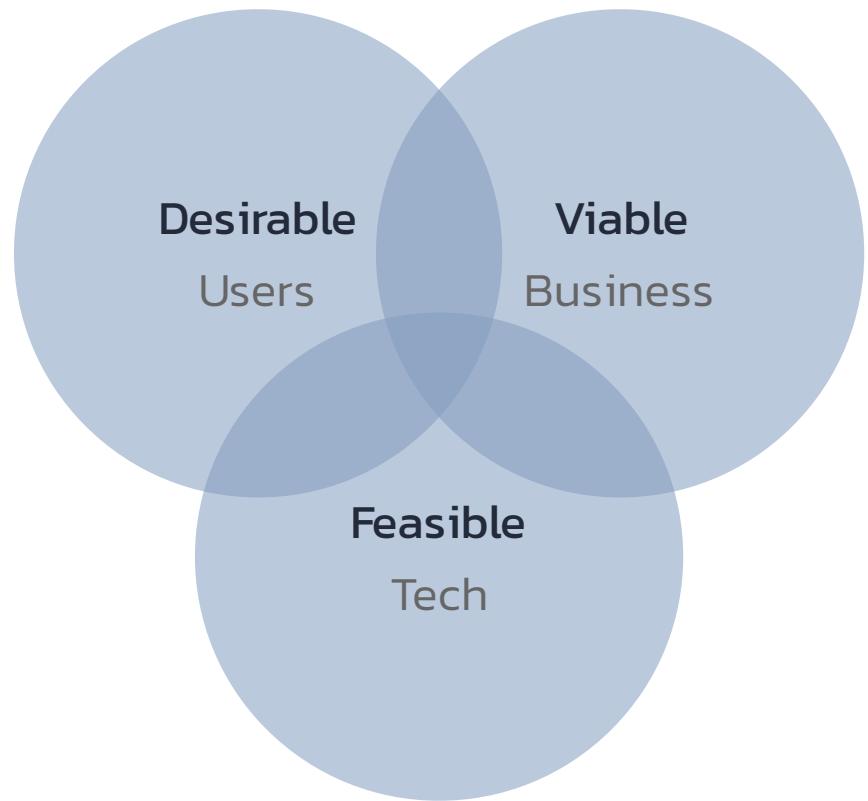
Define





Definition Workshop

With a set of the most critical problems, we've grouped together for a definition session. That's the moment when Development, Business and Design work collaboratively with one main goal.



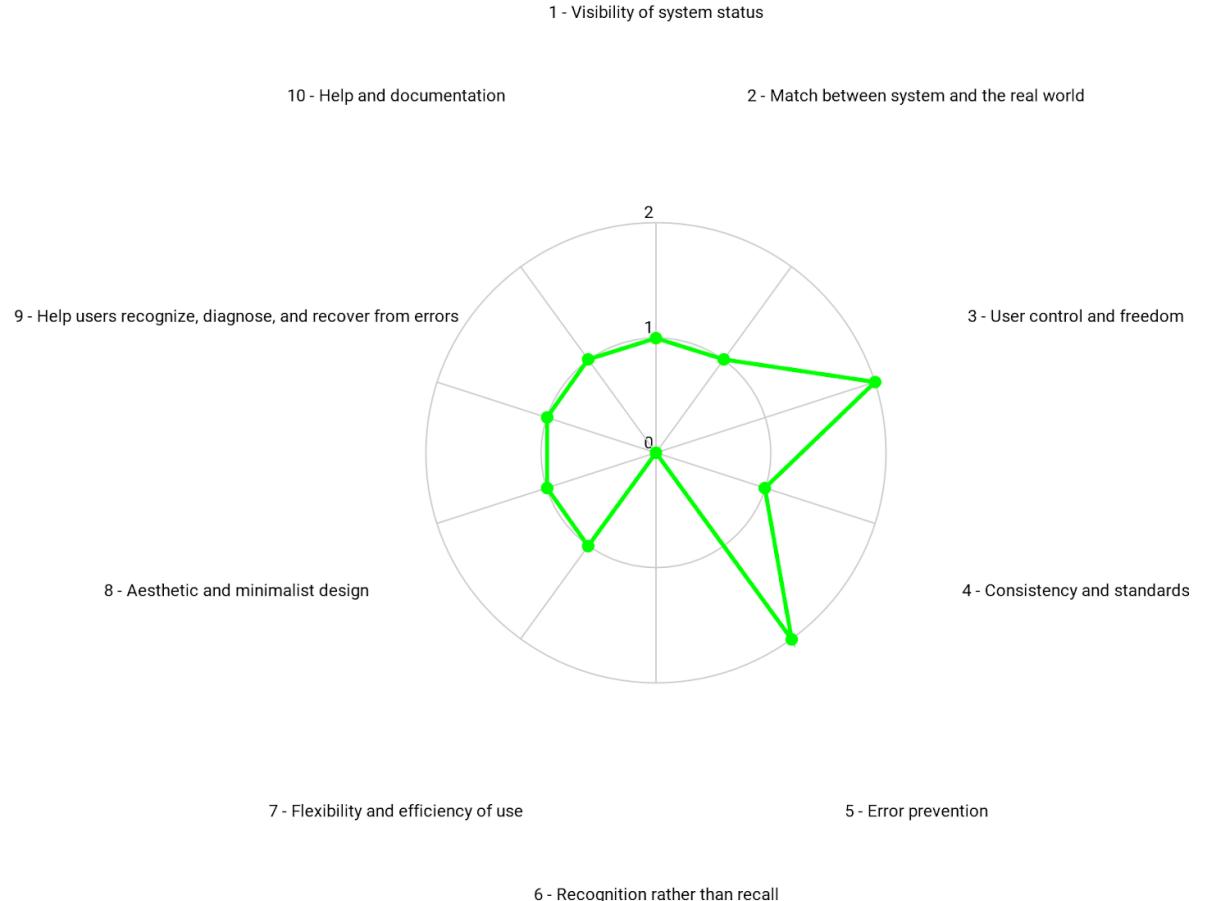
Issues

We have flagged some of the issues that are present in the current UI.

In some instances, the issue is found repeatedly throughout the platform, so we assigned numbers for each issue and mapped every instance where it is found.

- 1 The reset filter option is difficult to locate on the screen and does not suggest the action which is to be performed.
- 2 Applies to all filters containing a combination of search and multiple select functions. When users activate filters, the application does not deactivate search automatically.
- 3 The text label for the "Apply" function is grey, whereas the text label for the "Cancel" function is blue.
- 4 The text labels for the "Apply" and the "Cancel" buttons are both blue. This lack of consistency is detrimental to the experience.
- 5 After introducing a search query and pressing the "Next" button on the keyboard, the keyboard does not disappear. Users must activate and deactivate another filter to make the keyboard disappear.
- 6 Location filter changes positions. In the initial search screen it is at the bottom of the list, whereas if adjusting filters from the search results page, it is at the top of the screen.
- 7 Selecting the location in the location filter activates the appearance of this filter. However, users have to scroll to see this filter because it is hidden underneath the "View Ads" CTA.
- 8 Users would like to view a list of cars that possess all the selected features, so they would like this filter to work as an "AND" instead of an "AND/OR" function.

Evaluating the current Experience



Heuristic Analysis

Goals

Our ultimate goal was to become a trusted advisor to our users, empowering car buyers to make smart choices. Our goals and Key Results with the search experience were:

- Make easier to evaluate and select opportunities
- Help buyers to search, scan and find relevant results

Key Results

The key indicators for those objectives are:

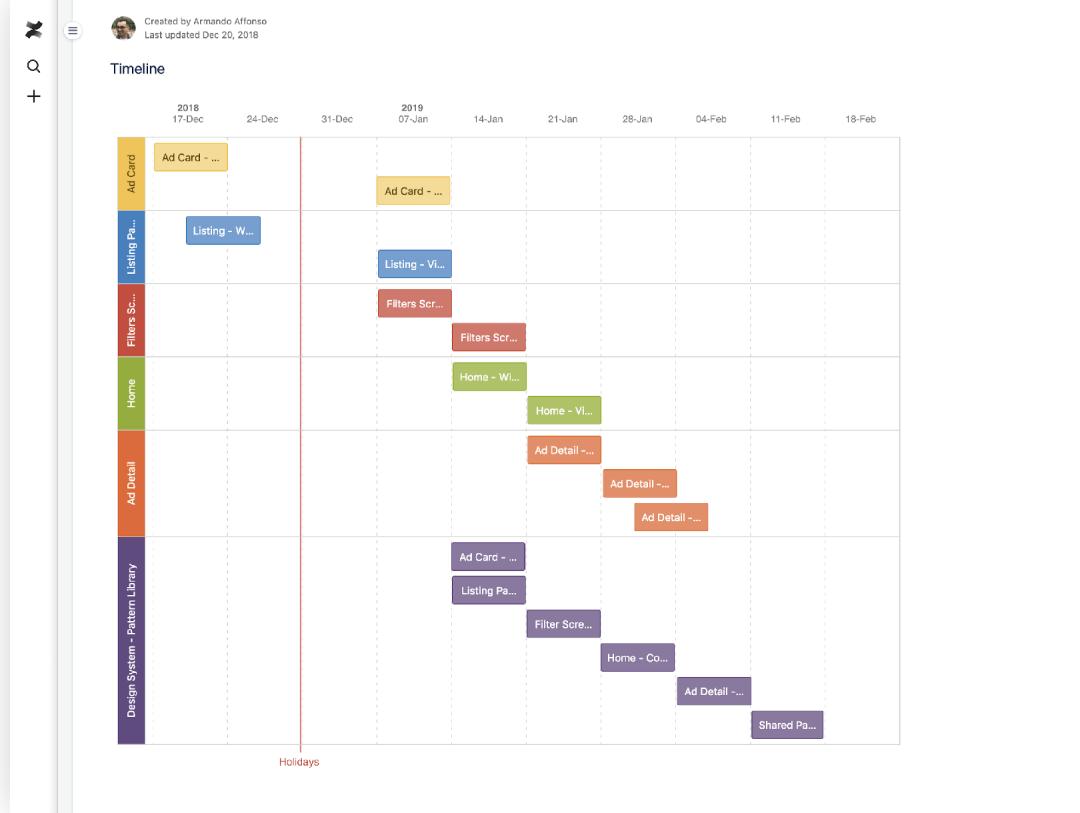
- Increase the number of users with at least one lead
- Reduce the number of users with only one pageview
- Increase the number of users that search and click on an Ad
- Improve C-Sat

Search experience - requirements

#	Page or Screen	Topic	Short Description	User Story	Importance
2	41 Ad listing screen	Ad : contact	Ad listing call button	As a user, I would like a way of navigating an ad listing without permanent access to the "call seller" button, so that I will not accidentally initiate seller calls	To be validated
3	12 Ad listing screen	Ad : general	Flick through ads	As a user, I would like a quick way to navigate between different ads after I have performed a search	To be validated
4	42 Ad listing screen	Ad : general	Ad listing total number of views	As a user, I would like to see the total number of views of an ad listing so that I can see how popular that listing is	To be validated
5	57 Ad listing screen	Ad : general	See more engine information related to a car in the car listings page	As a user, I would like to see additional information about the car engine in the ad listing on the search results page, so that I can assess the car's specifications I am interested in more easily	To be validated
6	Ad listing screen	Ad : price	Price change feedback	As a buyer, I want to know if the price of the car has changed, so it is easier for me to decide if it's a good deal	To be validated
7	Ad listing screen	Ad : seller	Seller social profile	As a buyer, I would like to have access to the seller social profile, so that I can know if he is a real person and learn more about him	To be validated
8	Ad listing screen	Ad : verification	Badge to identify inspected cars	As a buyer, I would like to have car verified/inspected by Otomoto, so that I could trust more in the car	To be validated
9	FAvoured ads	FAvoured ads : notes	Comment on ad for my personal purpose	As a user, I want to add comments on the ads that I am interested in, so I can later come back to them and easily remember my first thoughts	To be validated
10	FAvoured ads	FAvoured ads : sorting	Sorting options in favoured ads list	As a user, I want to be able to sort my favoured ads, just like I do in listing page, so I can easily navigate between them	To be validated
11	31 FAvoured Ads and Saved Searches	FAvoured Ads and Saved Searches	Separate placement in app for "FAvoured ads" and "Saved searches"	As a user, I want to have my favorite ads and saved searches separate so that I can distinguish between them more easily	To be validated
12	23 General	General : App : portrait mode	Use the app in portrait mode	As a user, I want to be able to browse for cars using the app in portrait mode, so that I can browse more comfortably	To be validated
13	51 Search results page	Listing : ad date	Flag recent ads	As a user, I would like a way to see which ads have been recently added and the source of the ad (e.g. OLX), so that I can easily gain access to the new offers	To be validated
14	Search results page	Listing : compare	Compare cars	As a buyer, I would like to be able to compare cars, so that I can define which is the right for me	To be validated
15	Search results page	Listing : deal evaluation	Deal evaluation	As a buyer, I would like to know if a deal is good or not, so that I can make a more informed decision	To be validated
16	Search results page	Listing : popular	Badges to identify popular and awarded cars	As a buyer, I would like to know the best and most popular cars, so that I can have some guidance to define the right car for me	To be validated
17	38 Saved search	Saved search : mark as viewed	Mark reviewed ads in saved searches	As a user, I would like a way to see which ads I have already viewed when I am notified of new ads in one of my saved searches, so that I can keep track of the ones I have already inspected	To be validated
18	24 Subsequent Search	Search : behaviour	Saving search filters	As a user, I want the app to save my applied search filters so that I can easily modify them if I want to subsequently adjust my search criteria	To be validated
19	29 Subsequent Search	Search : consistency	App should anticipate needs and remember previous choices	As a user, I want the application to analyse and predict my search patterns so that it anticipates my needs and remembers my previous choices	To be validated
20	48 Both Initial and Subsequent Search	Search: filter : behaviour	Undo previously added filter	As a user, I would like a way to undo my last added filter without losing the whole search configuration or exiting the app, so that I can quickly and easily modify my search criteria	To be validated
21	45 Both Initial and Subsequent Search	Search: filter : car : body type and subcategories	Additional search subcategories	As a user, I would like to browse for cars by additional categories such as off-road vehicles and pick-ups, so that I can further narrow down the list of cars I am interested in	To be validated
22	56 Both Initial and Subsequent Search	Search: filter : car : body type and subcategories	Add hatchback bodywork filter	As a user, I would like the option to filter cars by the hatchback bodywork type, so that I can single out the cars that I am interested in without having to browse through other ads	To be validated
23	39 Both Initial and Subsequent Search	Search: filter : car : make & model	Browse multiple car models of the same make	As a user, I would like to browse through several models of the same car make in one search, so that I can see all the offers I'm interested in for the same car brand	To be validated
24	40 Both Initial and Subsequent Search	Search: filter : car : make & model	Filter cars by car model only	As a user, I would like the ability to filter cars down by applying only the car model filter, so that I can easily gain access to the listings I am interested in	To be validated
25	49 Both Initial and Subsequent Search	Search: filter : car : make & model	Add multiple car make and model filters	As a user, I would like to search cars by multiple car brands and models, so that I can see more car options that I am interested in	To be validated
26	28 Subsequent Search	Search: filter : car : make & model	Model filter only appears when activating the car make filter	As a user, I want to see the car model filter at all times so that I can always choose a car model, even if I have not selected one initially	To be validated

Jobs to be done

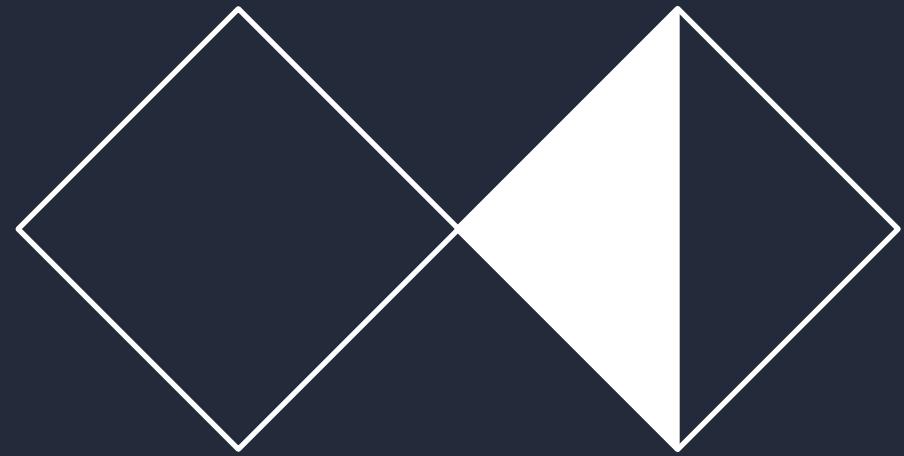
Together with the Product Management Team, we've created a file with all the mandatory business requirements, and a user story for each item. All the user stories were made as Jobs To Be Done Statements (JTBD). Also, the PM helped with the prioritisation.

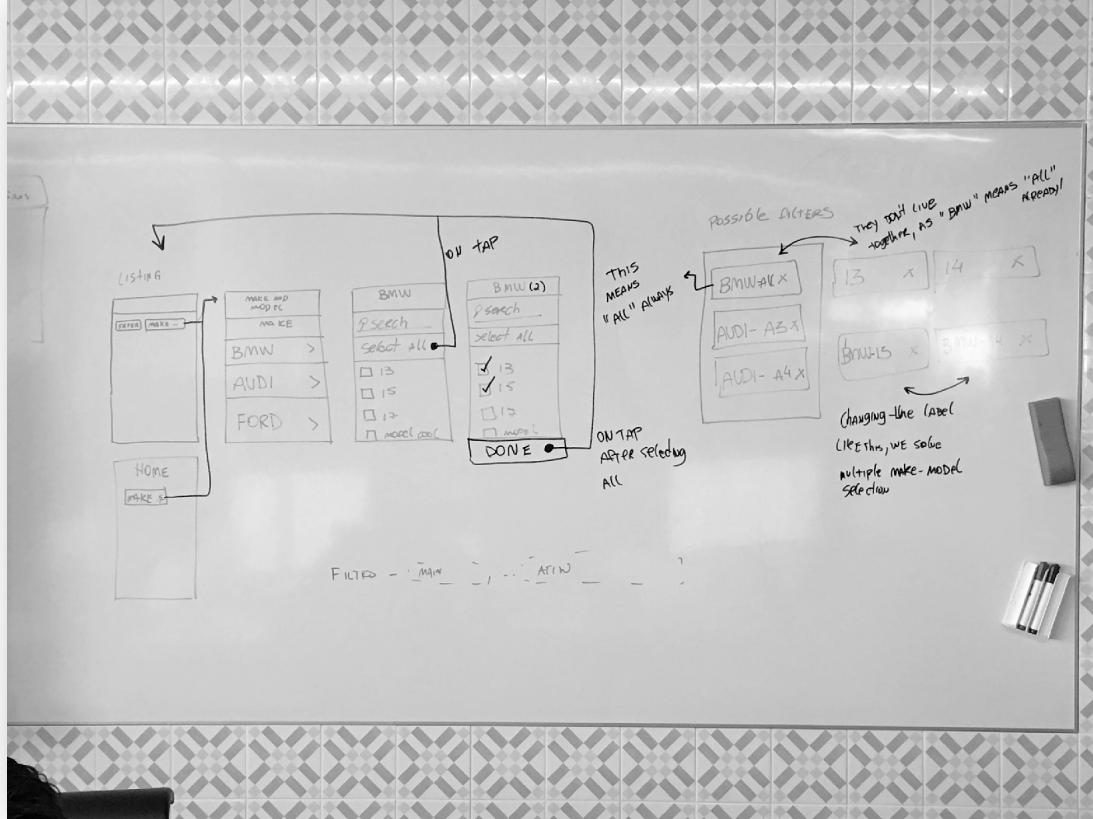


Setting Schedules and Goals

With all the JTBDs and a prioritisation list, was possible to schedule the main deliveries.

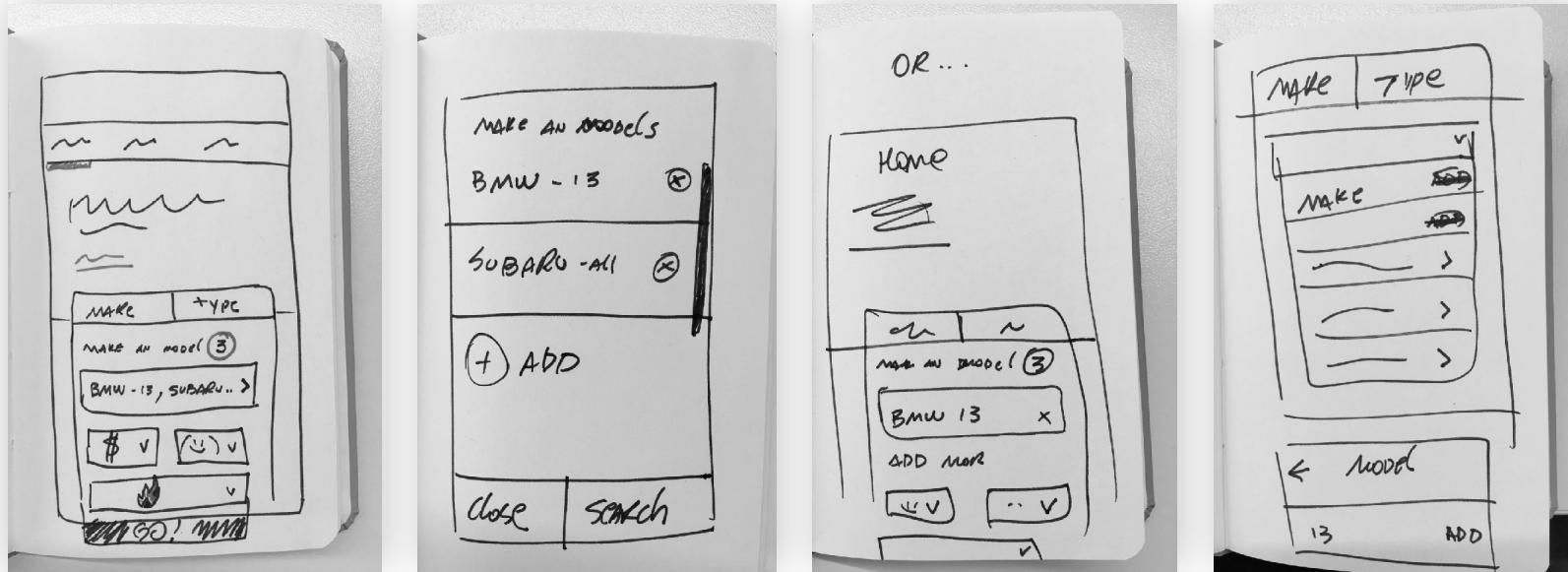
Develop (Ideation)



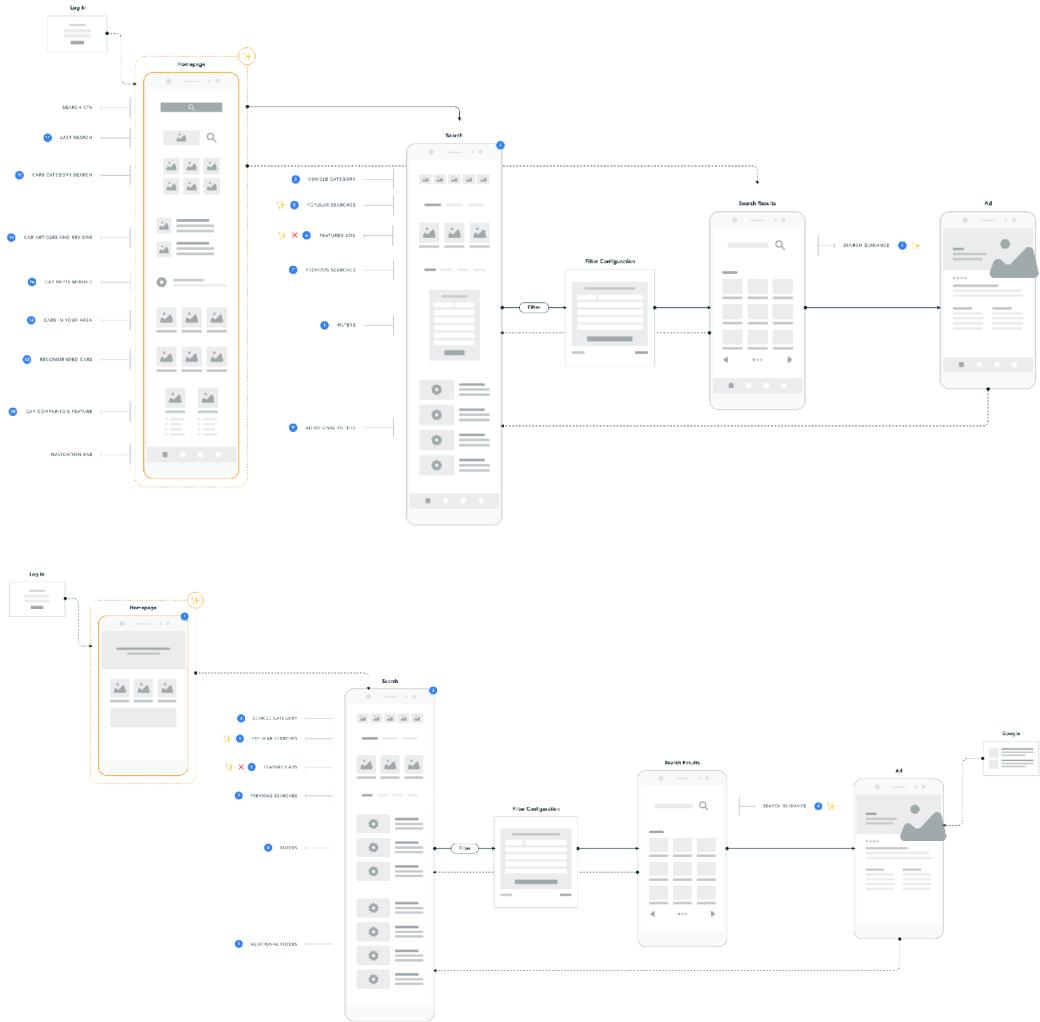


Ideation

Rounds and rounds of whiteboard sketches and discussions about the best flows for those user stories.

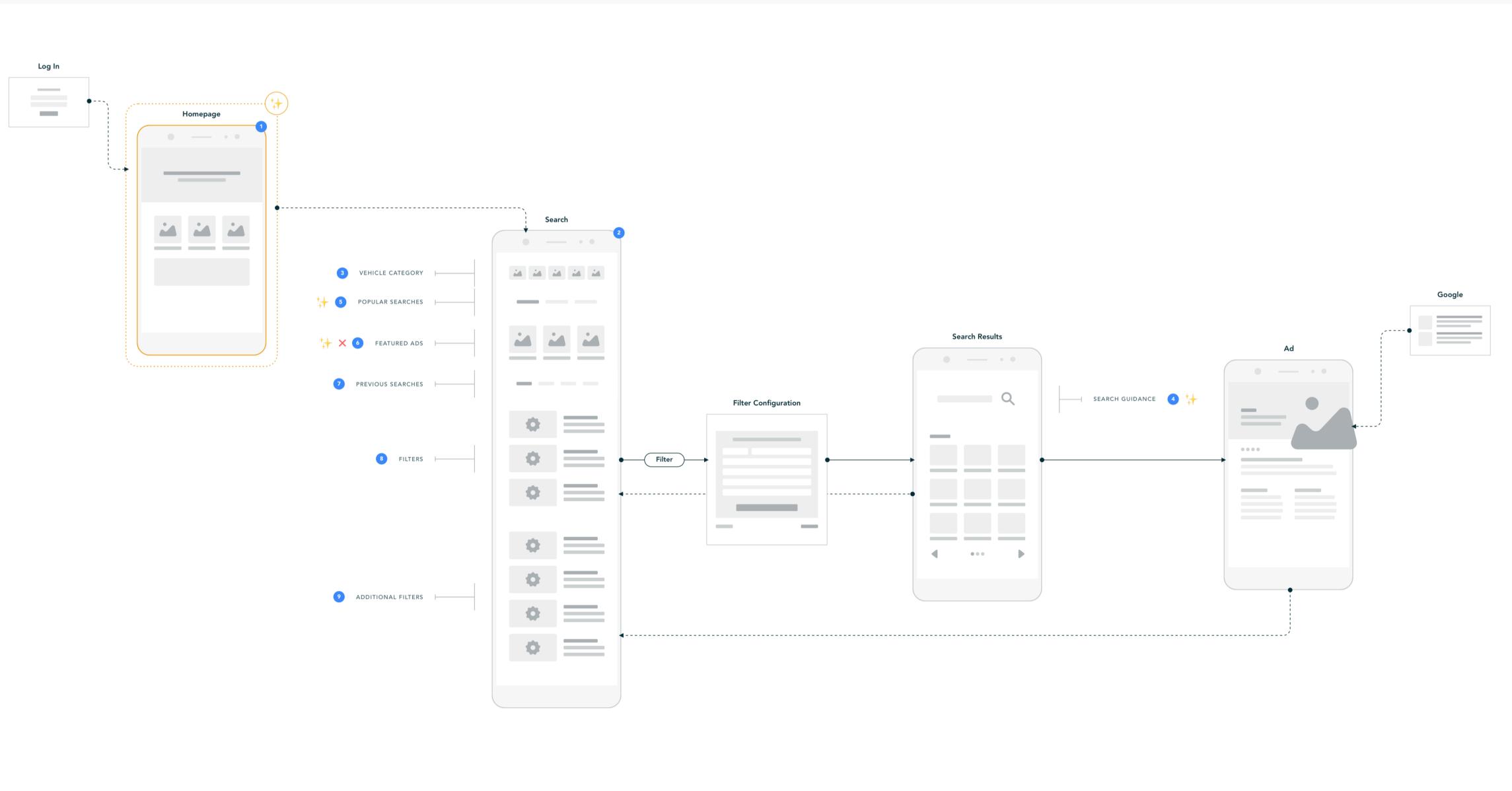


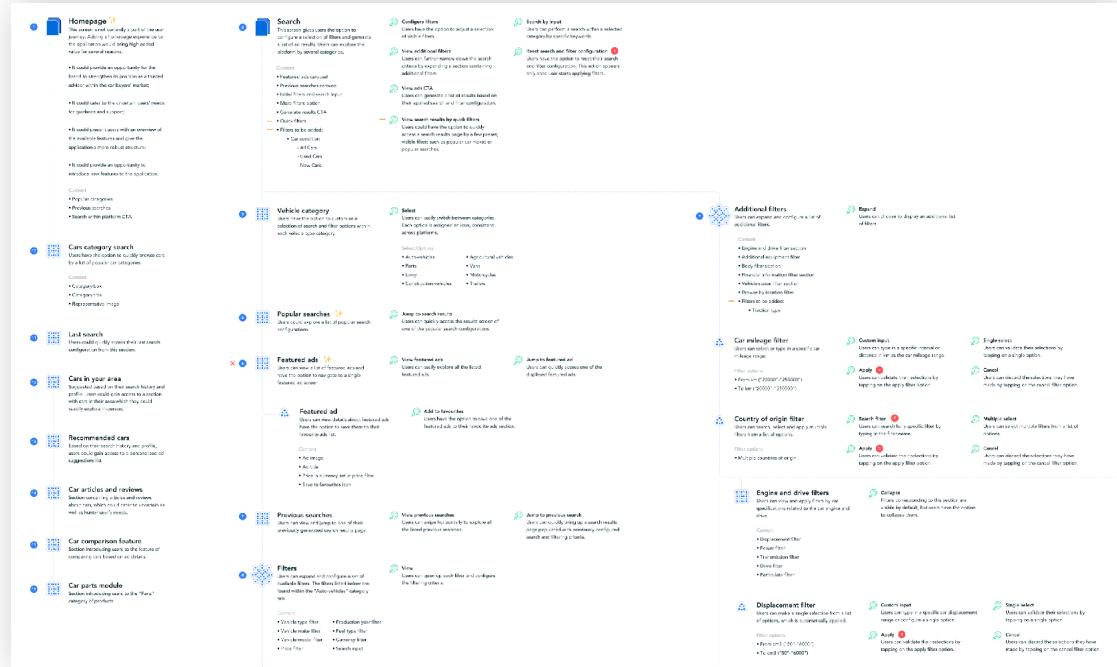
Paper Sketches



Navigation flows

Low fidelity wireframes and flows for demonstrating how the search experience would be, with focus on the most important touch-points.





Information Architecture

Organisation of all features and user's touch-points.

The wireframes illustrate the user interface of a car marketplace. The first prototype shows the homepage with a search bar, filters (By Make, By Type, By Price), and a 'Discover' section. The second prototype shows a search result for a Mercedes-Benz E-350 with a detailed description, price, and filters. The third prototype shows a vehicle detail page for a Mercedes-Benz E-350 with a map-based location radius feature.

This wireframe shows a mobile application interface. It displays a vehicle detail page with a message center containing options like 'Message Seller', 'Chat', 'Text Message', 'Email', and 'WhatsApp'. Below the message center, it shows '12 110 offers'.

High Fidelity Wireframes

Homepage

The image displays a 4x3 grid of wireframe prototypes for an OTOMOTO homepage. Each prototype is a grayscale wireframe of a web page, showing the layout and key components. The prototypes illustrate various user flows and sections of the website, including:

- Search & Filter:** Multiple screens show the search bar at the top, followed by dropdown menus for "Make", "Model", "Price", "Production year", and "Mileage". Below these are sections for "120 200 offers" and "Advanced Search".
- Browse Categories:** Screens show categories like "Cars", "Parts", "Motorcycles", "Vans", and "Construction".
- Discover & Picks for you:** Sections for "Car of the day" (Toyota Corolla LE ECO Plus) and "Top picks for you" (BMW M3).
- Recent Searches:** Lists of recent search terms such as "Volkswagen Golf VII electric", "Chevrolet Bolt EV", and "BMW M3".
- Advanced Search:** A detailed view of the advanced search interface for selecting makes and models.
- Product Details:** Preview of car listings, including make, model, year, mileage, price, and a "View all" button.
- Body Type & Fuel Type:** Selections for "Body Type" (e.g., Sedan, SUV) and "Fuel Type" (e.g., Electric, Hybrid).
- Sort & Filter:** Advanced search filters for "Price To", "Year From", "Fuel Type", and "Body Type".
- Discover & Picks for you (Mobile View):** A mobile-optimized view of the "Discover" and "Picks for you" sections.

Ads Listing Page

The image displays a grid of 10 screenshots from the OTOMOTO mobile application, illustrating various features and search results:

- Screenshot 1:** Shows a search for "Used Cars for Sale" near London, displaying a list of vehicles including an Audi Q7 II and a Hyundai Kona.
- Screenshot 2:** Similar to Screenshot 1, showing a list of used cars for sale near London.
- Screenshot 3:** Similar to Screenshot 1, showing a list of used cars for sale near London.
- Screenshot 4:** A search interface for "BMW" with filters for "Car parts", "Trucks", "Motorcycles", "Vans", "Trailers", "Lorry", and "Agricultural". Recent searches include Volkswagen Golf VII electric, Volkswagen Golf VII, and Chevrolet Bolt EV.
- Screenshot 5:** A search for "BMW" with filters for "Diesel" and "First Registration: 2017". It shows a list of BMW cars for sale near London, including a BMW i3.
- Screenshot 6:** A search for "BMW" with filters for "Diesel" and "First Registration: 2017". It shows a list of BMW cars for sale near London, including a BMW i3.
- Screenshot 7:** A search for "BMW" with filters for "Diesel" and "First Registration: 2017". It shows a list of BMW cars for sale near London, including a BMW i3.
- Screenshot 8:** A search for "BMW" with filters for "Diesel" and "First Registration: 2017". It shows a list of BMW cars for sale near London, including a BMW i3.
- Screenshot 9:** A search for "BMW" with filters for "Diesel" and "First Registration: 2017". It shows a list of BMW cars for sale near London, including a BMW i3.

Filters Experience

The screenshots illustrate a step-by-step process of applying filters for a BMW X5 search:

- Initial Filters:** Basic info (price, mileage, year), Make & Model (BMW - 2), Locations (Lisbon, Portugal).
- Model Selection:** Search for BMW X5 models (BMW X5, BMW M5).
- Advanced Filters:** Basic info (price, mileage, year) - 2, including engine type (Petrol, Diesel, Penta + LPG, Penta + CNG, Electric, Hybrid, Hydrogen), transmission (Automatic, Manual), and drivetrain (4WD, AWD, FWD, RWD, On the front wheels, On the rear wheels).
- Location:** Engine - 3, Location (Lisbon, Portugal), Location Radius (20 km).
- Radius Selection:** Location Radius (20 km), Location Radius (50 km), Location Radius (100 km or less).
- Final Results:** 12 110 offers.

Ad Page

The image is a collage of nine screenshots from the OTOMOTO website, illustrating the user interface for buying and selling cars.

- Screenshot 1:** A car listing for a Mercedes-Benz E-350 (2018) with 19,802 km, Petrol, 190 cv. The price is 80,000 €. It shows a large image of the car, seller information (DAS WELTAUTO), and a message box with 'Call' and 'Message' buttons.
- Screenshot 2:** Another listing for the same car, identical to the first one.
- Screenshot 3:** A dark-themed view of the same car listing.
- Screenshot 4:** A detailed view of the car's features, including a 'Verified Professional Dealer' badge, the car's name, year, mileage, fuel type, and power.
- Screenshot 5:** A messaging interface between the user and the seller 'Krotoski-Cichy Łódź'. The user asks if the offer is still available, and the seller responds that it is. Buttons for 'Check availability', 'Ask if price is negotiable', 'Send offer', and 'Ask to schedule test drive' are visible.
- Screenshot 6:** A detailed view of the car's price evaluation, showing the current price of 80,000 € and the average price of 85,000 €. It includes a slider from 'Min' to 'Max' and a note that the vehicle is a great deal.
- Screenshot 7:** Another view of the price evaluation, identical to Screenshot 6.
- Screenshot 8:** A detailed vehicle history report for the Mercedes-Benz E-350. It includes sections for 'Overview', 'Equipment', and 'Car History'. Key details include:
 - Car History:** Clean History (verified), One Owner (had only one previous owner), No Accidents (no accidents reported), and Manufacturer Warranty (standard manufacturer warranty expires June 2019 or at 100,000 Km).
 - Overview:** Mercedes-Benz E-Class - E-350, 2018, 20,000 Km, Petrol.
 - Equipment:** Basic details like make, model, year, mileage, and fuel type.
- Screenshot 9:** A summary page for the Mercedes-Benz E-350, showing the price of 42,990 € (negotiable), the car's image, and a 'Verified Car History' badge. It also lists the car's category (Cars), brand (Mercedes-Benz), model (E-Class), version (E-350), and year of production (2018). Buttons for 'Call' and 'Message' are present.

The image displays two side-by-side screenshots of the OTOMOTO mobile application's car listing screen, illustrating how filters are applied.

Left Screenshot (General Filter Bar):

- Header:** OTOMOTO, search bar with placeholder "Try 'BMW X7'".
- Filter Bar:** Buttons for "Filters", "Make & Model", "Year", "Price", "Fuel Type", and "Transmission".
- Section:** "Used Cars for Sale" with "341 matching vehicles near London".
- Car Preview:** A BMW 420 D Gran Coupé L.Luxury Auto (2017) with 19,850 km, Diesel, 190 cv. It has a "NEW GOOD PRICE" badge, three stars, and a "PREMIUM VERIFIED - HOT WHEELS PROGRAM" badge. Price: 39,900 € with 20% OFF. Advertiser: AUTO LUXUS.
- Bottom Preview:** A partial view of another car listing.

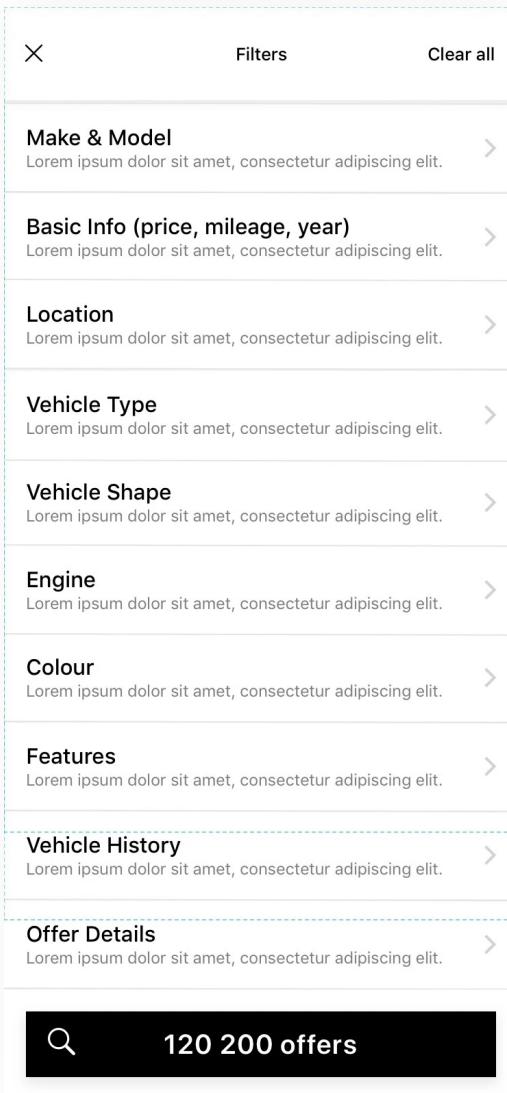
Right Screenshot (Specific Filter Bar):

- Header:** OTOMOTO, search bar with placeholder "Mercedes C Class...".
- Filter Bar:** Buttons for "Filters · 5", "Diesel" (selected), and "First Registration: 2017" (selected).
- Section:** "Used Mercedes-Benz C for Sale" with "341 matching vehicles near London".
- Car Preview:** A Mercedes-Benz C 200 Lim. (2017) with 19,850 km, Diesel, 190 cv. It has a "NEW GOOD PRICE" badge, three stars, and a "PREMIUM VERIFIED - HOT WHEELS PROGRAM" badge. It is also labeled as "POPULAR" with 23 others looking at it. Price: 39,900 € with 20% OFF. Advertiser: AUTO LUXUS.
- Pagination:** Page 1 of 1200+ Vehicles.

Applied Filters on the Listing

Filtering experience

A general filter button would open the general filter experience, but specific filters are brought forward so that tapping on one of them brings up the interaction to declare the options for that filter. The Filter button also helps to provide context for the specific filters. Thus, this narrow bar offers an abundance of shortcuts and can also act as suggestions to the user about what to do next.

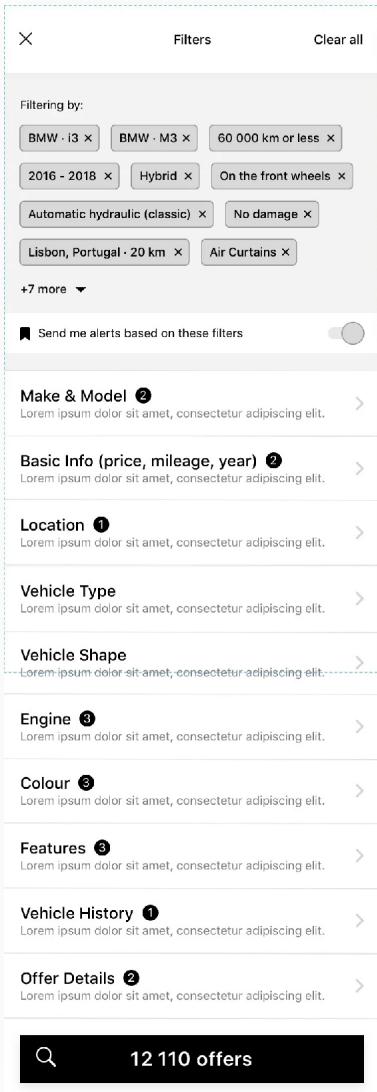


New Filters panel

Challenge: given the number of filters, they must be shown in meaningful categories.

Context: many competitors present all filters at once, which is overwhelming; they used collapsible filters and some use separate screens.

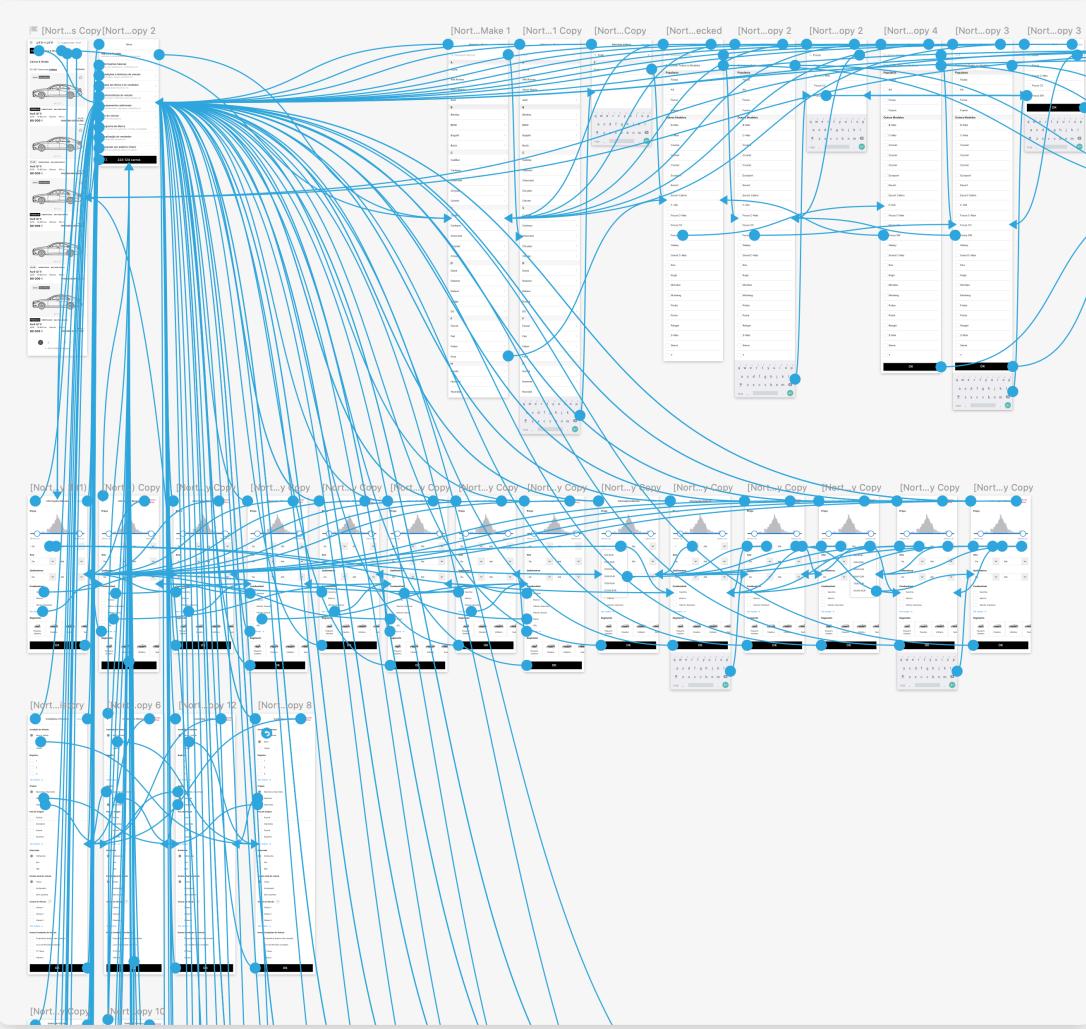
Solution: all filters are in the screen so that users can concentrate on them. This allows for sufficient space to be allocated for a filter and a modular design that can evolve naturally.



Filters panel (applied filters)

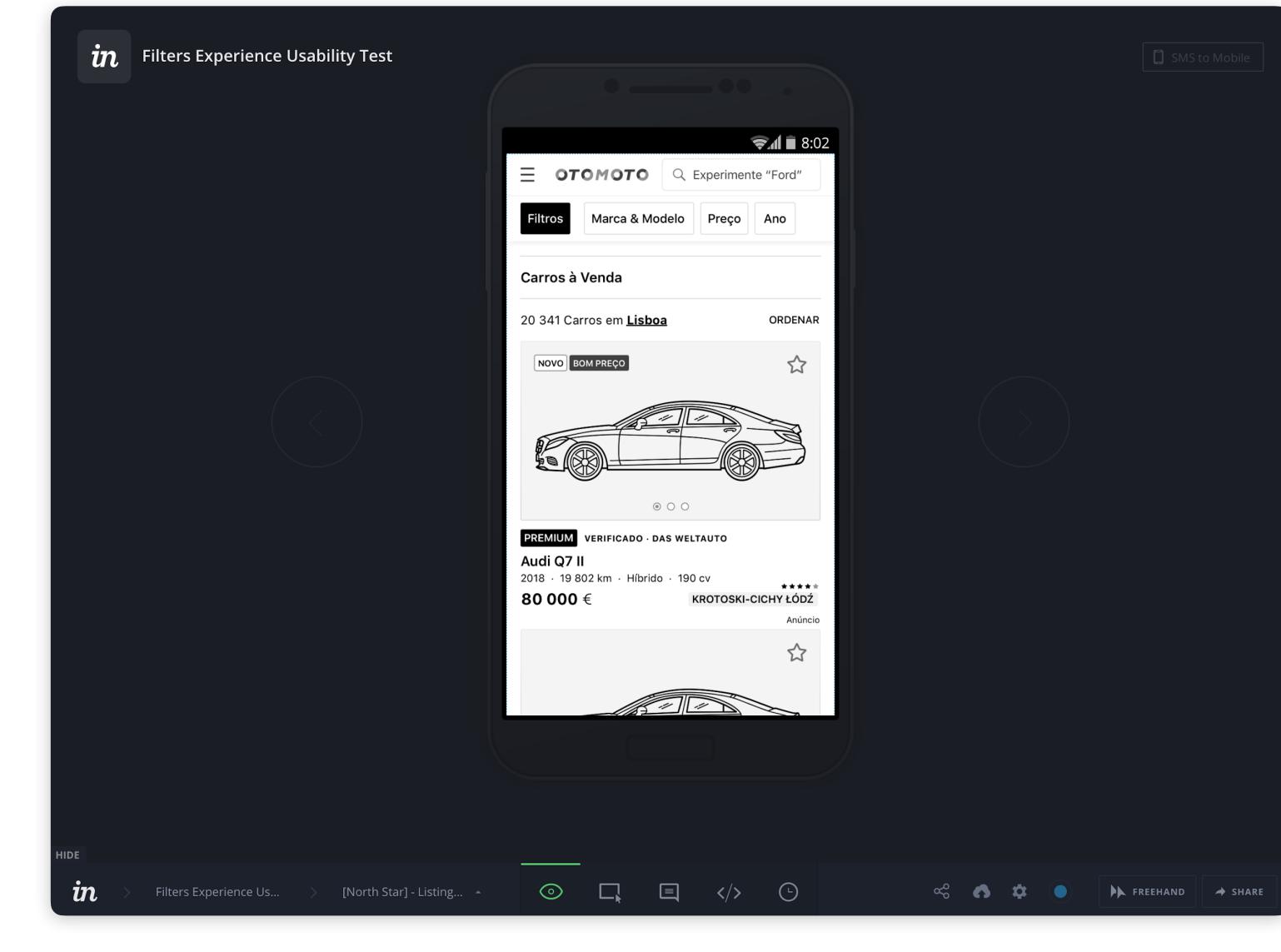
This is how the filter screen would look like with multiple filters applied.

We could define a maximum number of filter rows that can be visible to the user and give users the option to view all their configured filters.

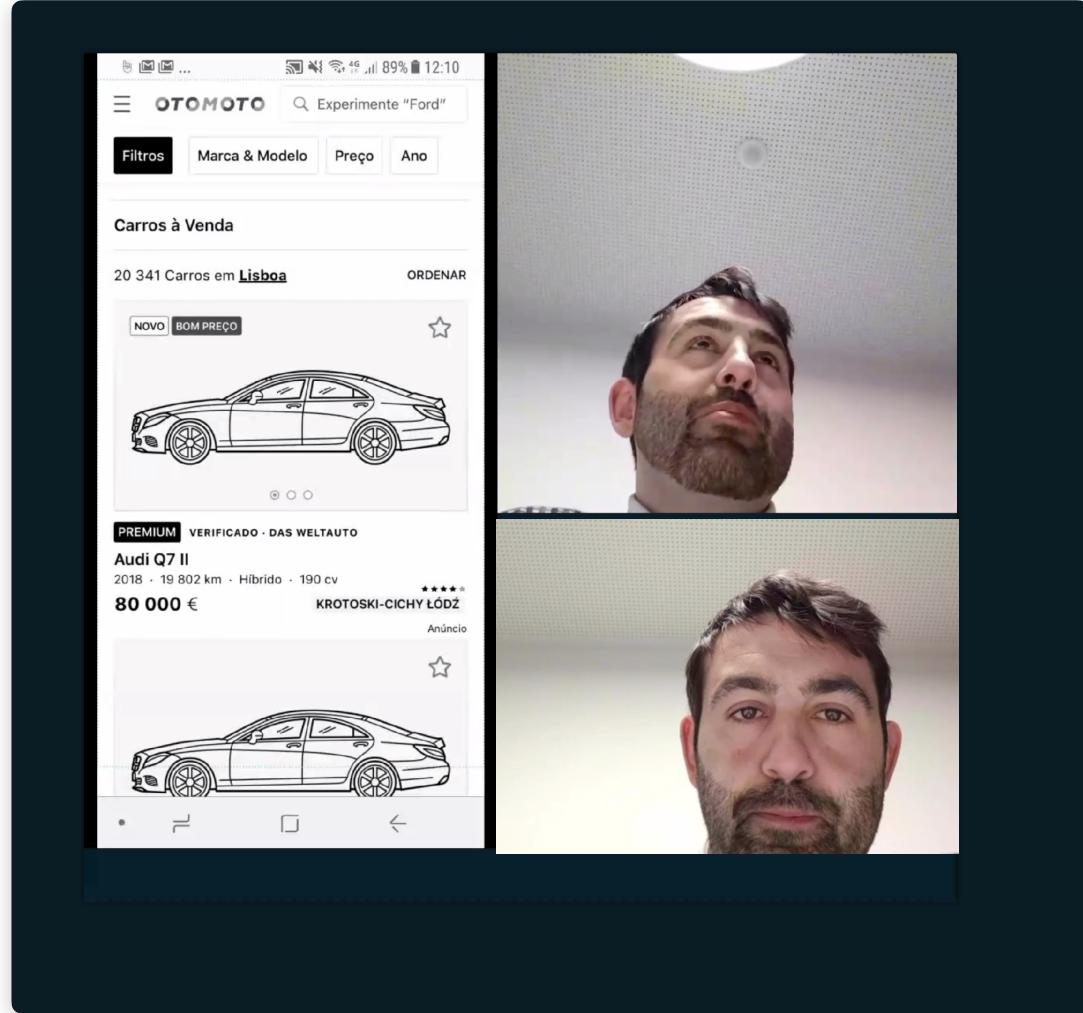


Prototyping

Before the Usability test preparation, we've used Craft and Invision for the interactive prototype creation, with all the filters behaviour working properly (biggest pain point to be tested).



High-fidelity Prototype



User Testing

This study was executed in OLX's offices with 7 Standvirtual users. The methodology was based on testing a functional prototype with focus on the filtering system. A scenario and a set of 12 activities were presented to participants and a small interview was done at the end of each session.

1. Without selecting any option, describe to us the presented homepage.
- 1.1. What do these elements mean to you?
2. How would you do to find only imported vehicles?
3. How would you do to find vehicles between 50 and 500 CV?
4. How would you do to find both gasoline and diesel vehicles?
5. How would you do to find vehicles with airbag included only?
6. How would you do to find new vehicles only?
7. How would you do to find vehicles with automatic gears only?
8. You're interested in vehicles in Lisbon only. How would you do to find them?
9. How would you do to find vehicles approved by Ford only?
10. How would you do to find vehicles between 5.000€ and 10.000€?
11. You're interested in finding ads related to Ford SW. How would you do to find all the ads related to this vehicle?
12. How would you do to find all ads related to the Ford brand?

Activities

Users were presented with 12 activities (in PT) plus a small and informal interview at the end.

Actividade	OK	NOK
Actividade 1	--	--
Actividade 2	3	4
Actividade 3	5	2
Actividade 4	5	2
Actividade 5	6	1
Actividade 6	6	1
Actividade 7	7	
Actividade 8	5	2
Actividade 9	5	2
Actividade 10	7	
Actividade 11	6	1
Actividade 12	6	1

Results

Summary of activity's results.

Please note the high number of "Failed on Task Completion" on Task 2:

How would you do to find only imported vehicles?

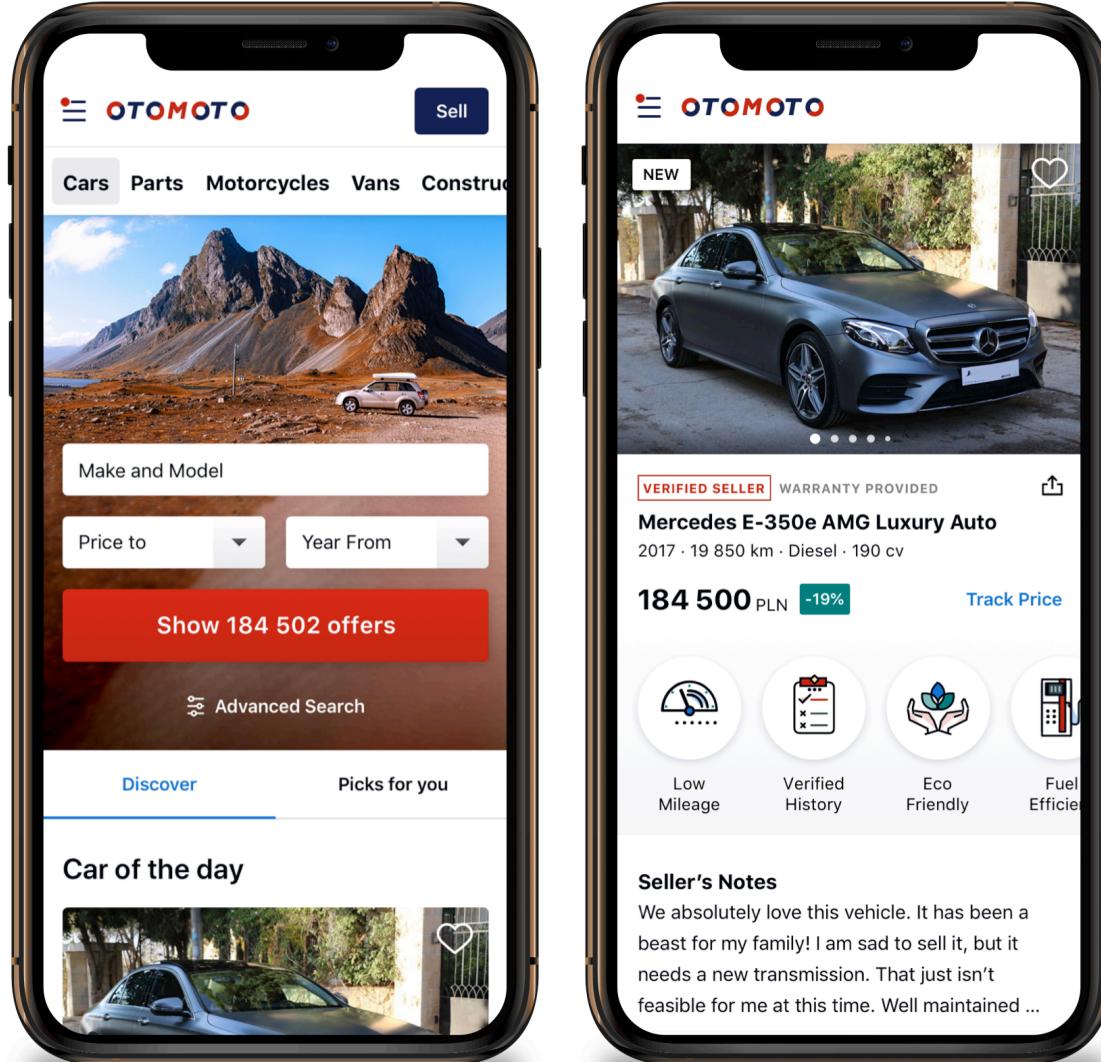
This has helped to improve further UIs on that area.

1. Unsurprisingly, most users mentioned the **importance of imagery**. This is also a main reason for using desktop vs mWeb.
2. **Most important variables** when buying a car are: brand, model, km's, year, price and cv.
3. Unsurprisingly, most users always start their journey through **Make and Model**.
4. We have strong indicators that most users have a **step-by-step mental model**. This means that they don't mix filters but rather apply one at a time (usually starting with Make and model) and check the results; then select another and check the results; and so on. This allows us to infer that wizard interactions (guiding users step-by-step) may be well accepted by our user base.
5. All users mentioned that **they use free-text** search and rely a lot on it. We had 1 participant that said that she "writes everything" and wasn't even aware of the filters we have in STV. Users would benefit a lot from more intelligent search engines (auto-tagging, etc)

Insights

Deliver





Final Product

Area

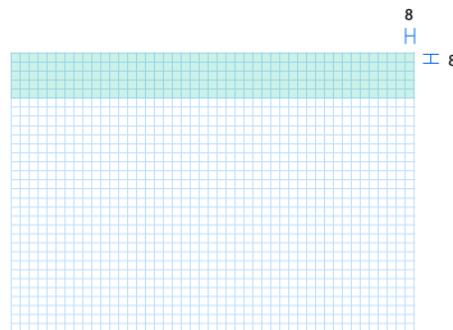
A	B	C	D	E
Area	Component	States	UI Status	Comments
1 Documentation	Confluence			
2	Header	Default, With notification, Tap, Opened	DONE	
3	Burger menu	Size, Minimum, Maximum	DONE	The logo is a vector and its size is padding-dependent.
4	Logo	Default, Selected, Tap, Disabled (?)	DONE	Default, selected and pressed, it does not make sense to have it as a
5	Category menu	Default empty, Default with a placeholder, Tap, With text, Disabled, Error (inline validation)	DONE	Default - NATIVE UI
6	Text input	Default empty, Default with a placeholder, Tap in the text area, Tap in arrow, Dropdown expanded, Disabled	DONE	Expanded - NATIVE UI
7	Dropdown with text input	Default empty, Default with a placeholder, Tap in the text area, Tap in arrow, Dropdown expanded, Disabled	DONE	
8	Button	Default with text, Default with icon & text, Tap, Disabled	DONE	
9	Text button	Default with an icon, Tap, Disabled	DONE	
10 Home Page	Tabs	Enabled, Pressed, Active, Disabled	DONE	Disabled does not make sense.
11	Add to Favourite Icon	Default, Tap, Selected	DONE	Default & selected
12	Browse categories thumbnails	Default, Tap	DONE	
13	Text link	Default, Tap, Disabled	DONE	There's a press state colour for each of the primary colours.
14	Video player	Default, Tap, Playing (maybe it's overkill cause we would need the video controls and everything)	DONE	on mobile, videos use the native UI
15	Trending searches	Default, Tap, Disabled(?)	DONE	
16	Show more	Collapsed, Expanded	DONE	
17	Panel for Select Make and Model	Make Panel, Model Panel, floating Button, max height	DONE	The text will disappear, like on Facebook
18	Icons and Texts in Black Background	Filter button with X Filters applied	-	Filters components (buttons, checkboxes) will be described in another
19	Filter Button	Filter button with XX Filters applied (I assume Anima will do this, so we don't need 2 components, etc)	DONE	In cases where these icons are present, we have included them in the
20		Inactive, Pressed	DONE	The Filter button is a dynamic button and will adapt to the content in
21		Applied Filter, Pressed	DONE	Yes
22	Applied Filters	Active, Inactive, Pressed	DONE	
23	Quick Filters button	Empty, Placeholder, Focus, Typing	DONE	Quick Filters will not have an inactive/disabled state. They will simply
24	Search bar	Default, Pressed	DONE	You'll get visual feedback as a native ui selectors
25	Natural Language Filters	Enabled, Pressed	DONE	Quick and Smart Filters display the same behaviour.
26 Listing Page	Smart Filters	Maximum Images Limit (12+ dots?)	DONE	
27		Current image (big dot)	DONE	
28		Other images (small dot)	DONE	
29		Transition - How to tackle this?	DONE	
30		Next, Previous, Last Result, First Result, Page Number, (...) Page	DONE	
31		Active, Selected, Pressed	DONE	
32	Pagination	Typography, Title, Secondary Title	DONE	
33		Arrow/Link/Panel link	DONE	
34 Filters	Number of Applied Filters	Enabled, Pressed	DONE	
35	Button	Enabled, Pressed, X Filters, XX Filters	DONE	This Label will not be actionable, so it doesn't have a pressed state.
36	Save Search/Receive Alerts	Active, Inactive, Pressed	DONE	
37	Search Text Field	Enabled, Pressed, Selected	DONE	
38	Select All Makes (Actionable Item)	Active, Focus, Placeholder text, Text	DONE	
39	Spacer/Separator of Categories/Makes	Enabled, Pressed	DONE	Same behaviour as Arrow/Link/Panel link
40	Checkbox	Area, Typography	DONE	
41	Radio Button	Enabled, Pressed, Selected, Inactive	DONE	When pressed, icons will instantly switch to their selected state.
42 Ad Detail	Applied Filters List	Applied Filters	DONE	
43	Image Gallery	Default	DONE	Duplicate with Listing Page - Image Gallery Dots
44	Share icon	Default, Pressed	DONE	
45	Track Price	Default, Pressed, Variations	DONE	Will behave as a text button/action link

Designing for scale

The main approach on designing the UI was the Design System mindset. We have a vision of what our Design System could be, so the first steps should be aligned with that vision. That's why we have started with a Component List.



8dp grid
All components align to an 8dp square baseline grid.



4dp grid
Iconography, typography, and some elements within components can align to a 4dp grid.

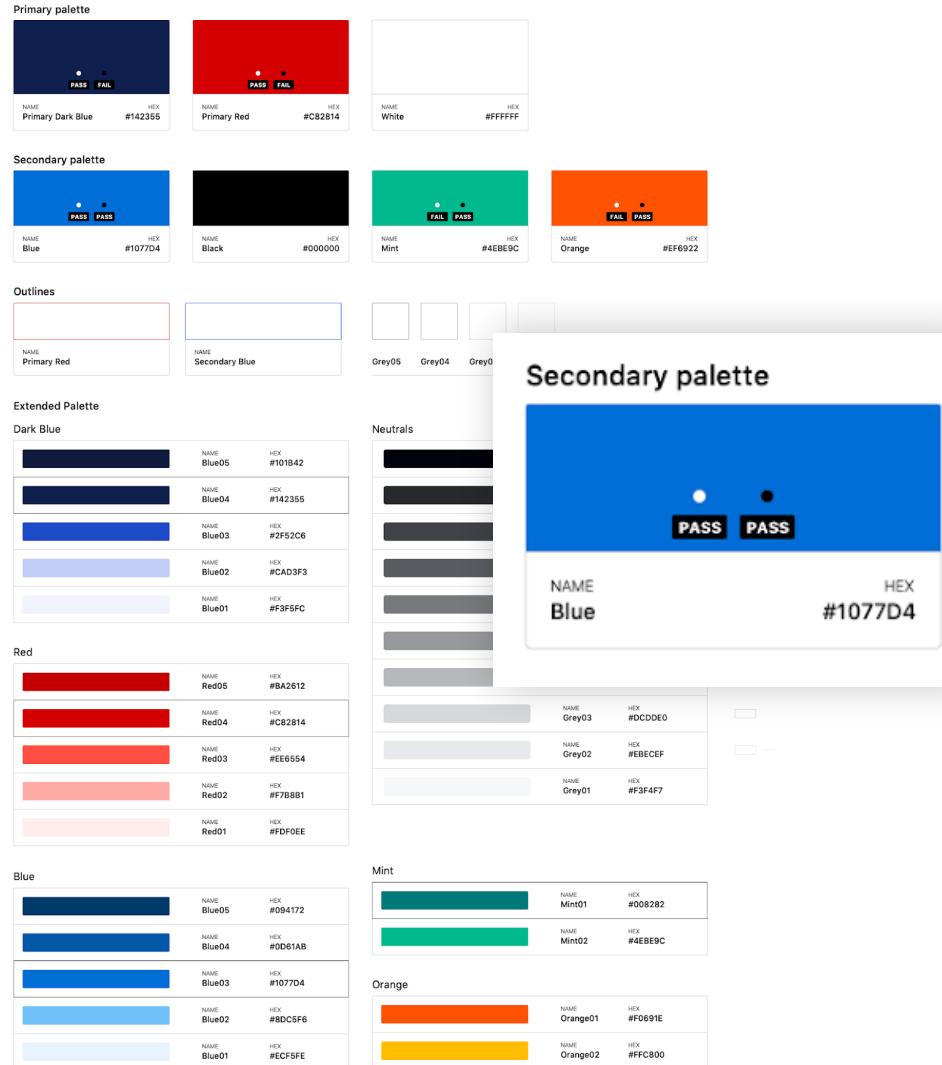


4dp baseline
Type aligns to the 4dp baseline grid.



Layout & Spacing

The Material Design Grid structure accommodates for a high degree of complexity while easily adapting to a wide range of devices. Along with the baseline grid, this system of measurements provide a robust sense of vertical and horizontal rhythm to the design.



The Colour Foundation

All the verticals will use the colours stated in their branding guidelines. However, some functional considerations need to underpin the choice of colours: AA standard compliance is critical and thus choosing primary, secondary and extended colours will have to support the usability across contexts.

Styleguide

Hybrid Input

Tabs

Slider

Checkbox

Radio Button

Switch

Table Elements

Buttons - Large CTA

Buttons - Medium CTA

Buttons - Dynamic

Buttons - Quick & Smart Filters

Buttons - North Star Home

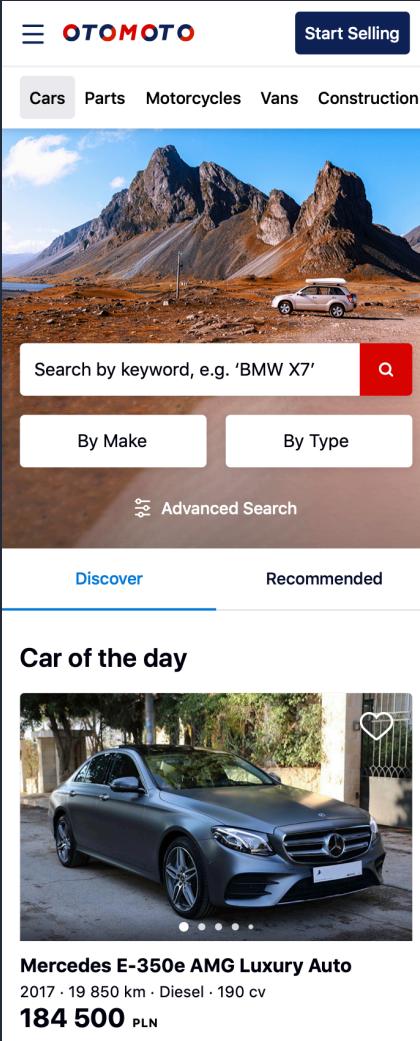
Search

Pagination

Image Carousel Controls

Price Evaluation

Seller Location



Homepage

OTOMOTO Start Selling

Cars Parts Motorcycles Vans Construction

Search by keyword, e.g. 'BMW X7' Q

By Make By Type

Advanced Search

Discover Recommended

Car of the day

Mercedes E-350e AMG Luxury Auto
2017 · 19 850 km · Diesel · 190 cv
184 500 PLN

Browse Categories

Electric Cars Luxury Cars

Cars under 3000€ Family Cars

Search by Body Type

Sedan Hatchback

Coupe Crossover

Find your perfect match Get Started

Find your perfect match Get Started

Featured Cars

Mercedes E-350e AMG Luxury Auto
2017 · 19 850 km · Diesel · 190 cv
184 500 PLN

Car fundamentals

VIDEO What is a Good Deal when Buying a Used Car? (How to Buy a Used Car)

Trending Searches

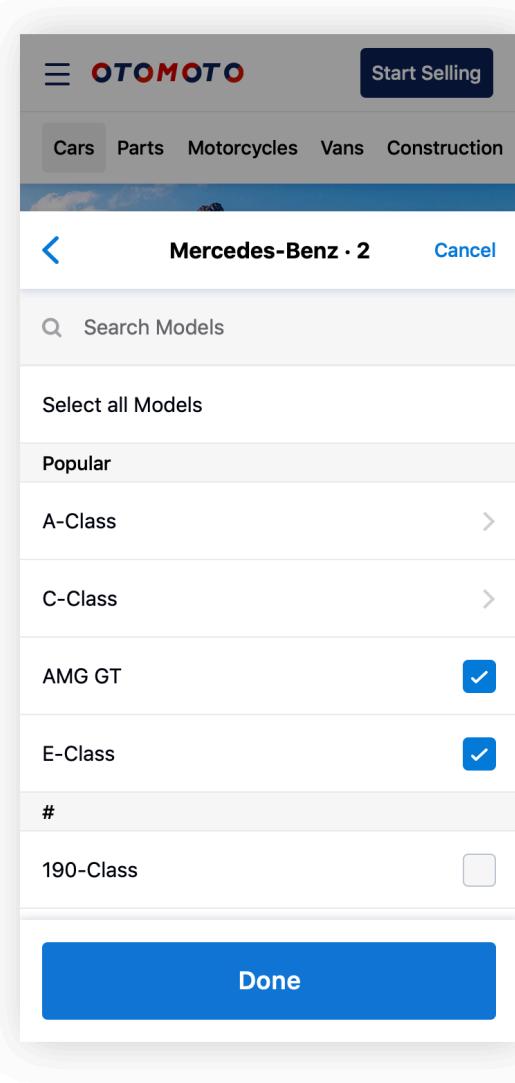
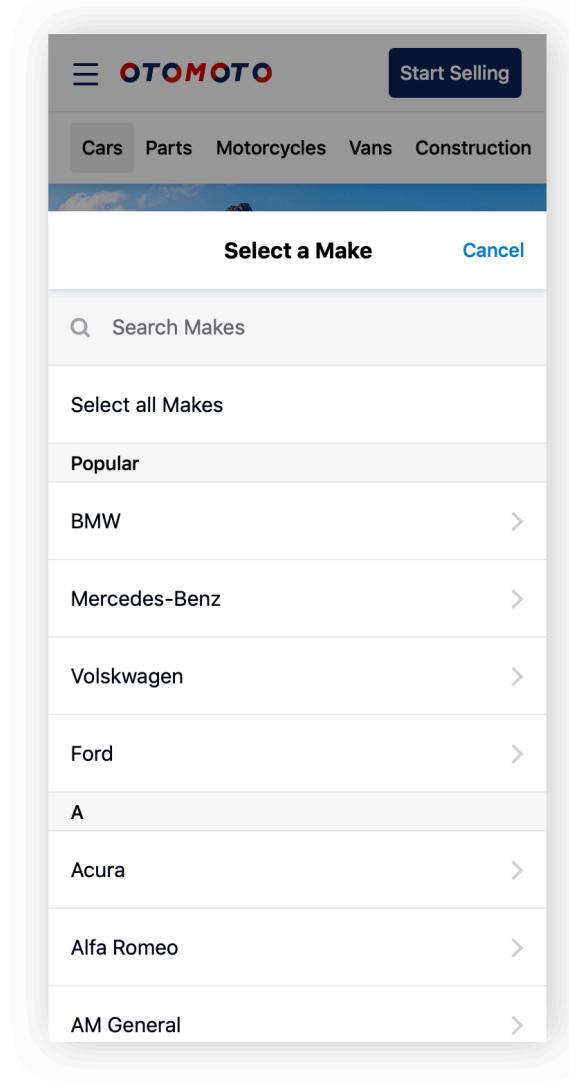
Volkswagen · Golf V BMW · i3

Mercedes-Benz · C-Class

Show all

Discover More

Luxury Cars Vintage Cars



≡ OTOMOTO Filters Make & Model Year Price Fuel

Used Mercedes E-Class
387 matching vehicles near [Barcelona](#)
ordered by [Most Recent](#)

Send me alerts based
on this search



Mercedes E-350e AMG Luxury Auto
2017 · 19 850 km · Diesel · 190 cv
184 500 PLN



Mercedes E-350e AMG Luxury Auto
2017 · 19 850 km · Diesel · 190 cv
184 500 PLN

Listing Page & Filter Experience

≡ OTOMOTO Try 'BMW'

Filters · 1 Mercedes-Benz · E350 ×

Used Mercedes E-Class

387 matching vehicles near [Lisbon](#)
ordered by [Most Recent](#)

From 2018 10 000 km or less

Send me alerts based on this search



Mercedes E-350e AMG Luxury Auto
2017 · 19 850 km · Diesel · 190 cv
184 500 PLN



< Filters Clear all

Filtering by:

Text × From 2016 × Max. 80 000 km ×
 Diesel × Max. 80 000 km ×

Show 8 more

Send me alerts based on this search

Make and Model 1 >
Basic Information 4 >
Location
Vehicle Type
Vehicle Shape

Show 1 645 offers

< Select a Make Cancel

Search Makes

Select all Makes

Popular

BMW >

Mercedes-Benz >

Volkswagen >

Ford >

A >

Acura >

Alfa Romeo >

AM General >

Aston Martin >

Audi >

< Mercedes-Benz · 1 Cancel

Search Models

Select all Models

Popular

A-Class >

C-Class >

AMG GT >

E-Class >

>

190-Class >

300-Class >

350-Class >

Done

Vehicle History · 1

Registration Information

Only registered in Poland

Only first owner

Only has a Registration Number

Only has a VIN

Number of Registrations

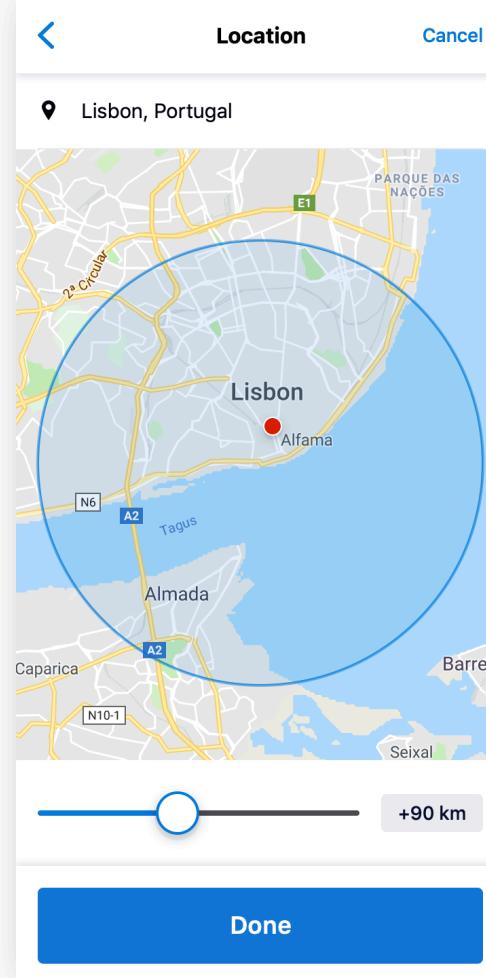
Any

One registration

Two registrations

Three or more registrations

Done



Basic Information

Price

From To

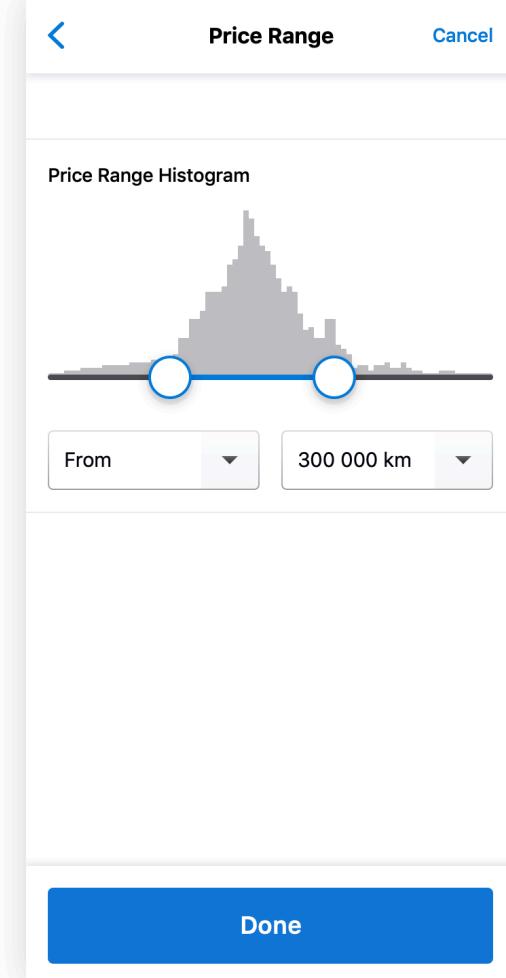
Mileage

From 300 000 km

Production Year

2016 2018

Done



≡ OTOMOTO Try 'BMW'

NEW



VERIFIED WARRANTY PROVIDED

Mercedes-Benz E-350e AMG
2017 · 19 850 km · Diesel · 190 cv

184 500 PLN -19% [Track Price](#)

 Low Mileage  Verified History  Eco Friendly  Fuel Efficient

Seller's Notes
We absolutely love this vehicle. It has been a beast for my family! I am sad to sell it, but it needs a new transmission. That just isn't feasible for me at this time. Well maintained...

[View Full Description](#)

Car History

 Clean History by CARFAX
This vehicle has a clean history as reported by Carfax®.

Ad Detail

OTOMOTO Try 'BMW'

NEW

VERIFIED WARRANTY PROVIDED

Mercedes-Benz E-350e AMG
2017 · 19 850 km · Diesel · 190 cv
184 500 PLN -19%

Track Price

Low Mileage **Verified History** **Eco Friendly** **Fuel Efficient**

Seller's Notes
We absolutely love this vehicle. It has been a beast for my family! I am sad to sell it, but it needs a new transmission. That just isn't feasible for me at this time. Well maintained...

[View Full Description](#)

Car History

Clean History by CARFAX
This vehicle has a clean history as reported by Carfax®.

[View Free Report](#)

One Owner
This vehicle has had only one previous owner.

ONE OWNER
This vehicle has had only one previous owner.

No accidents
No accidents reported for this vehicle.

Manufacturer Warranty
Standard manufacturer warranty expires June 2019 or at 100 000 km.

[View Full History](#)

Overview

BASICS

Make	Mercedes-Benz
Model & Version	E Class · E-350
Production Year	2018
Mileage	20 000 km
Fuel Type	Petrol
Exterior Colour	Light Grey
Interior Colour	Black

PERFORMANCE

Engine	4.0L V8 DI 2-T/C
Transmission	Manual
Drive Type	FWD
Fuel Consumption	5-8 L / 100 km
Co2 Emission	129g / km

[View All Details](#)

Finance with OTOMOTO
545 € / month*

[Apply for Financing](#)

*Estimated payment for 60 months at a 3.5% APR.

Buyer Intelligence

- 12 days on Otomoto**
Added on 23 January 2019, 11:43 AM
- 34 favoured this Ad**
1 247 people viewed this ad
- 10 contacted this seller**
Popular ads sell quicker!
- 3200 € price decrease**
Originally 47 300 €, now 44 100 €

Price Evaluation

The average price for this model is 46 000 €

Current Price
43 000 €

MIN AVERAGE MAX

Based on vehicle specifications and condition, this offer is priced significantly lower than average within the Otomoto marketplace.

[Track Price](#)

VERIFIED WARRANTY PROVIDED

Autopark Berlin/Brandenburg

Joined in November 2013 274 ★★★★☆

Premium Seller
Over 200 reviews with an average of 4.2 stars.

CONTACT SELLER

Alice V. Account Manager [Show Number](#)

James F. Sales [351 210 030 020](#)

Seller Location
Lisbon, Portugal [Get directions](#)

Open · Closes 9PM ▾

Schedule a free test drive
There's no better way to get to know the car and its characteristics.

[Book a test drive](#)

Similar offers [View all](#)

Similar offers [View all](#)

Based on this make and model

Mercedes E-350e AMG
2017 · 19 850 km · Diesel
184 500 PLN

Mercedes E-350e
2017 · 19 850 km · Diesel
184 500 PLN

More from this seller [View all](#)

Mercedes E-350e AMG
2017 · 19 850 km · Diesel
184 500 PLN

Mercedes E-350e
2017 · 19 850 km · Diesel
184 500 PLN

Contact Support [Report this Ad](#)

Find cars from your phone
Otomoto's free app helps you find used cars for sale. Buying and selling a used car has never been safer and easier.

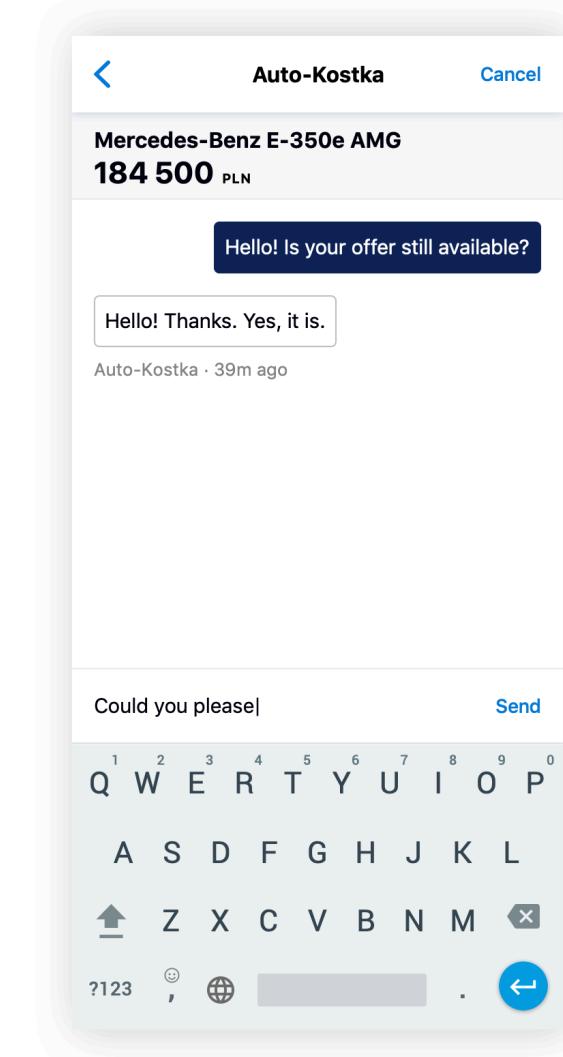
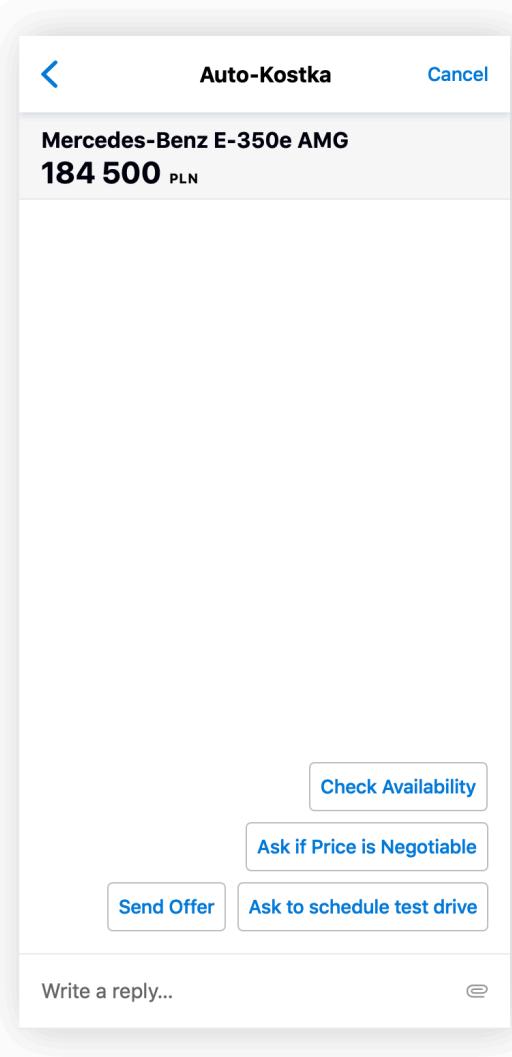
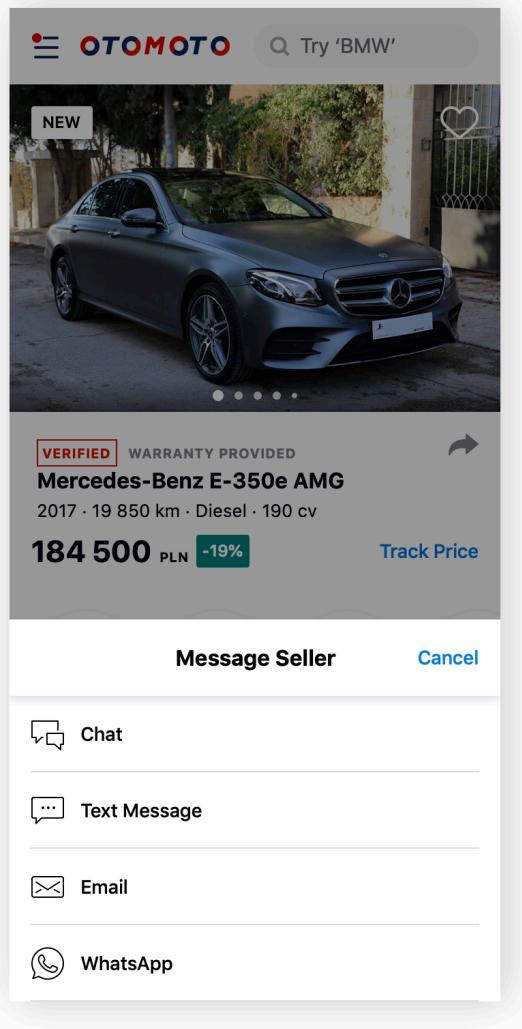
Available on the App Store

GET IT ON Google play

Discover More

MOST POPULAR CAR BRANDS

Mercedes-Benz | BMW | Smart | Jeep | Toyota
Porsche | Peugeot | Ferrari | Lexus | Ford



Deals insights

Seller badges

- 1 Seller Badges
- 2 Warranty
- 3 Buy-back guarantee
- 4 Number of cars sold
- 4 Authorized dealer

Ad Badges

- 1 Availability
- 2 Car Demand

Good Price

Car History

Seller badge

Request Inspection

Car search

Reference:

Markets/Business Workshop

Virtual Whiteboard

After the first design delivery, we've run a workshop with Markets and Business, aiming to validate the design. We've got a lot of feedback to consider for the next steps.

Next Steps

- Finish the Design System's v1 (atoms, molecules and main components)
- Run the first workshop with countries to align about the initial iterations and start technical grooming
- Run user testings and small experiments to validate the risky changes
- Propose a roadmap inline with the recommended strategy

Thanks

If you would like to discuss more, share feedback or ask any questions, please send me a message.

webarmando@gmail.com

[Online Portfolio](#)

[Linkedin](#)
