

Cai Davies

PRODUCT DESIGNER

www.caidavies.me

About me

I'm a Product Designer, with over 6 years creating user-centric products & services from discovery to implementation.

I have worked consistently within an agile environment – working with data insights, user research & rapid prototyping underpins the way I work.

I work effectively within multi-disciplinary teams and have worked across multiple areas within product teams.

Senior Product Designer

CARWOW • 2016 – 2019

- Led design within multidisciplinary teams; leading design sprints & workshops, from discovery, through to prototype testing.
- Redesigned car review pages, to enable a richer, more SEO friendly experience for users.
- Launched multiple propositions, including car leasing & part-exchange proposition.
- Provided feedback and support to the rest of the team within team rituals such as Design Crits.

Product Designer

HASSLE • 2014 – 2016

- Worked within a multidisciplinary team, including the CTO & CPO to ship weekly sprints
- Delivered brand new help centre
- Pinpointed main pain points for cleaners, and led redesign of the cleaner sign up flow.
- Led cleaner performance project to increase engagement on the platform.

Noteable Prototypes

I've included case studies after this page to show you **how** I work.
Here are some prototypes to show the end product of my work.

[Sell your car with carwow](#)

[JUCE](#)

[Car Review Pages](#)

[Guidely](#)



Sell your car
through carwow

The Challenge

We know that **80%** of new car buyers have a car they need to sell or part-exchange, yet only **5%** of carwow users use the current carwow tool.

How can we create a tool that can help carwow users at the **right point** of their car buying journey?

The team

Core team

Senior Product Designer (Me)
Technical Lead
Front-End Developer
3x Back-End Developers

Supporting team

User Researcher
Commercial Lead
Design Ops Manager

Stakeholders

CEO
CTO
Commercial Lead

Create an MVP in 7 days

As an MVP, our first goal was to integrate a 3rd party API (The Car Buying Group), changing the current tool that was live on the website, into one using a 3rd party.

SELL YOUR CAR

The Research

217,000 users per year use the current tool.

“Selling” & “Part-exchange” is the **3rd most popular** topic in messaging on the website.

The 3rd party would be **within 1-3%** of the cheapest price quoted, based on data analysis.

SELL YOUR CAR

The Research

How important are the below reasons for choosing this method to sell your current car?



SELL YOUR CAR

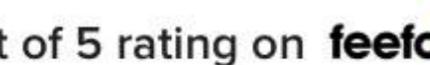
The Research

The Car Buying Group features:

- They will match any online competitor.
- Free collection from a place of your choosing.
- Earn an extra £100 when you sell through carwow.
- Get paid instantly, without any fees.

Get an instant valuation and sell your car without the hassle.

powered by 

-  Earn an extra £100 when you sell through us
-  Get paid instantly, without any fees
-  Customer support always at hand
Independent 4.8 out of 5 rating on 

Registration number

 e.g AB12CDE

Mileage

e.g 3000

Phone number

The Car Buying Group will call to help you get the best price for your car, based on options & the car's condition.

e.g 07700 900 982

Get a free valuation

carwow

Your car valuation

powered by 

Valuation*	£2,405
carwow bonus	+ £100
Total valuation	£2,505

Sell your car

*based on your car being in average condition

This valuation expires on **Sept 5th 2019**

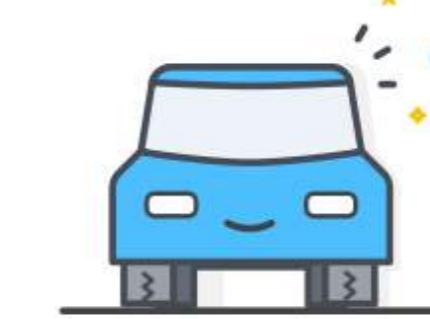
Car Details

Renault Twingo Dynamique

[Edit car details](#)

Registration	HJ15EVH
Mileage	3,000
Trim/Engine	0.9 TCE Start Stop Dynamique
Body type/doors	Hatchback, 5 doors
Fuel Type	Manual

How it works?



1. Free valuation

Enter your details & we'll give you an instant valuation, with an added £100 if you sell your car.



2. Pick a collection date

When you're happy with your quote, arrange your car's collection at a time and place that suits you.



3. Instant, secure payment

You'll be paid instantly on collection, directly into your bank account – with no transaction fees.

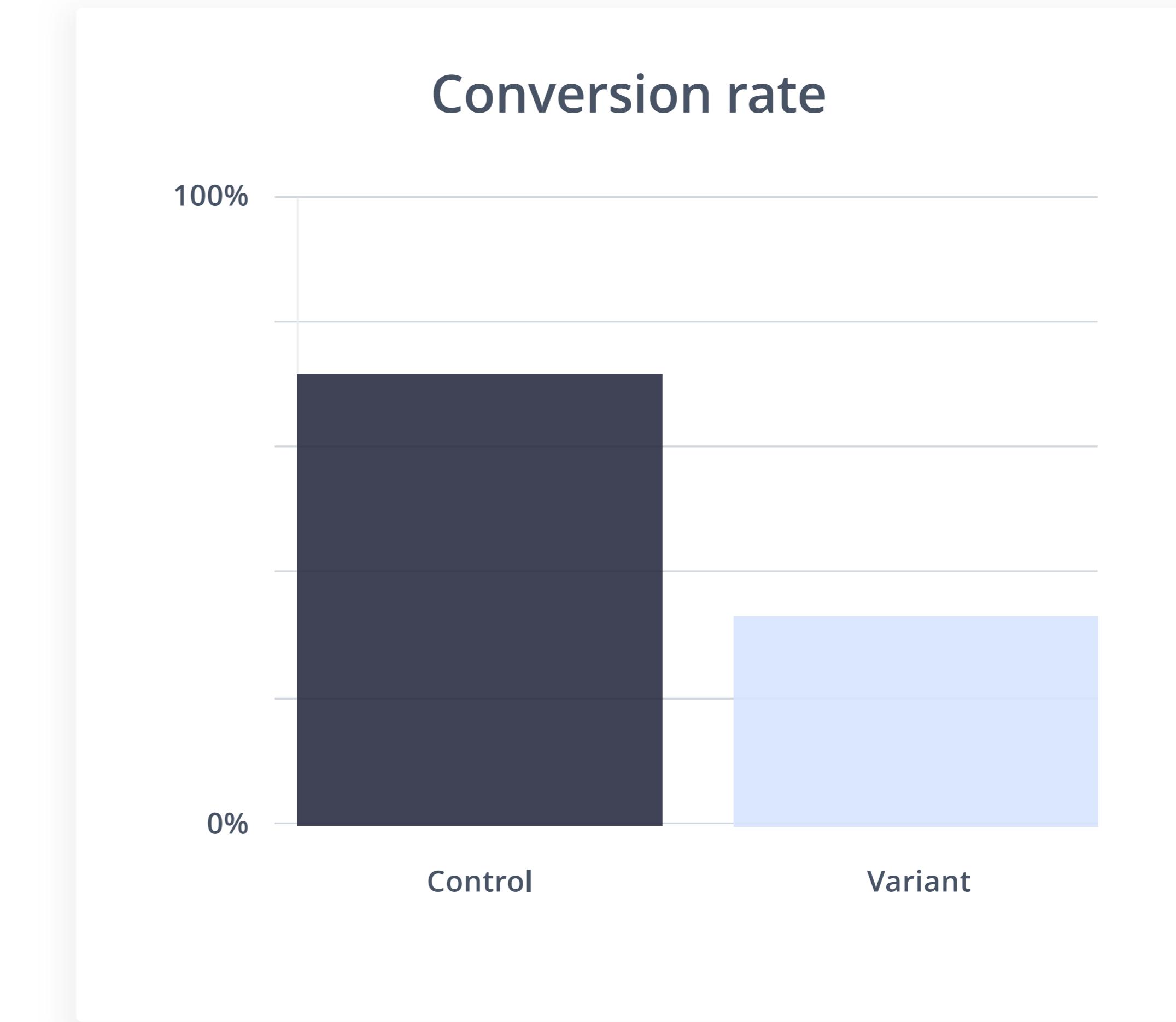
Post release

After releasing the MVP, we wanted to conduct further research & figure out what was the next best area to focus on developing based on the data coming in, combined with user testing & surveying.

SELL YOUR CAR

Conversion rate dropped

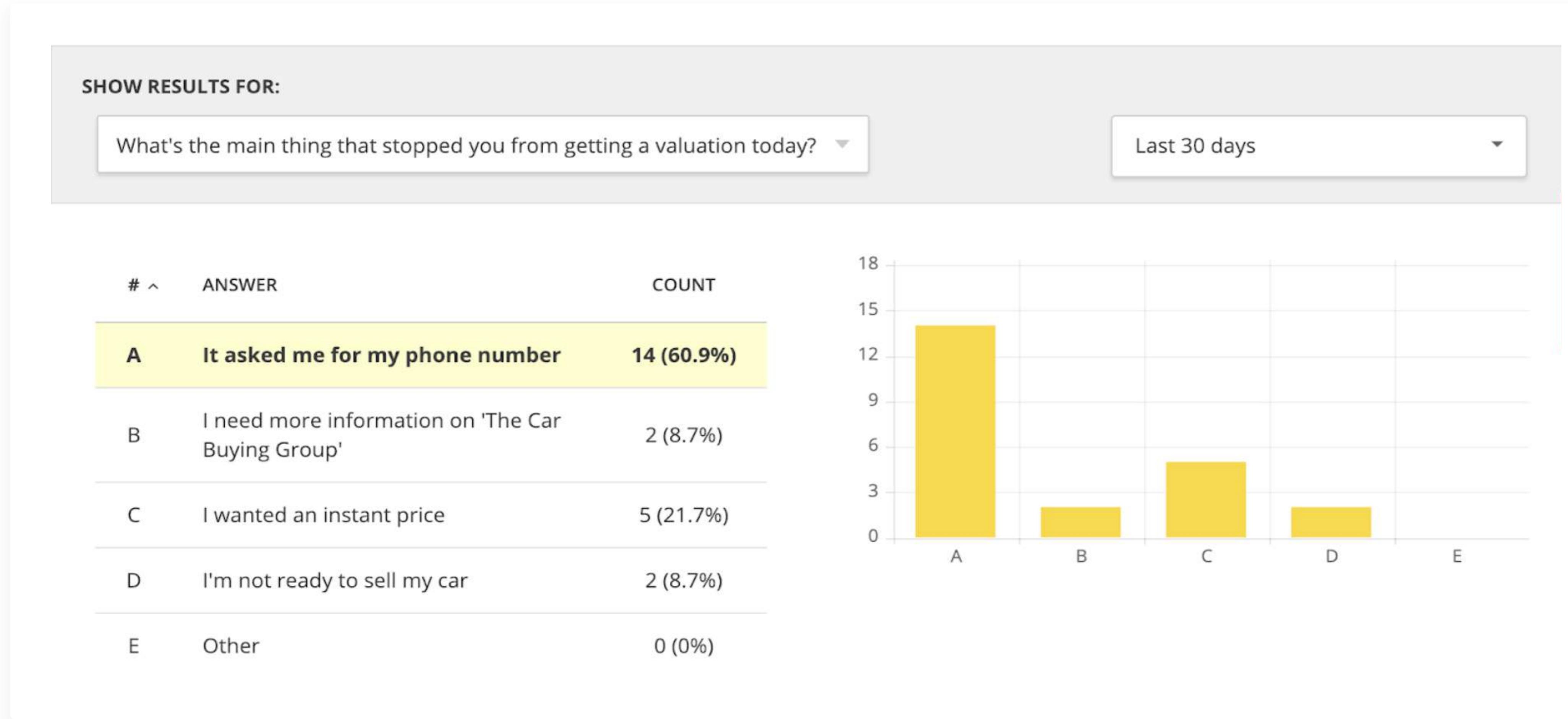
Upon release, we noticed that the variant we shipped had a much lower conversion rate than the control.



SELL YOUR CAR

Users are reluctant to enter phone no.

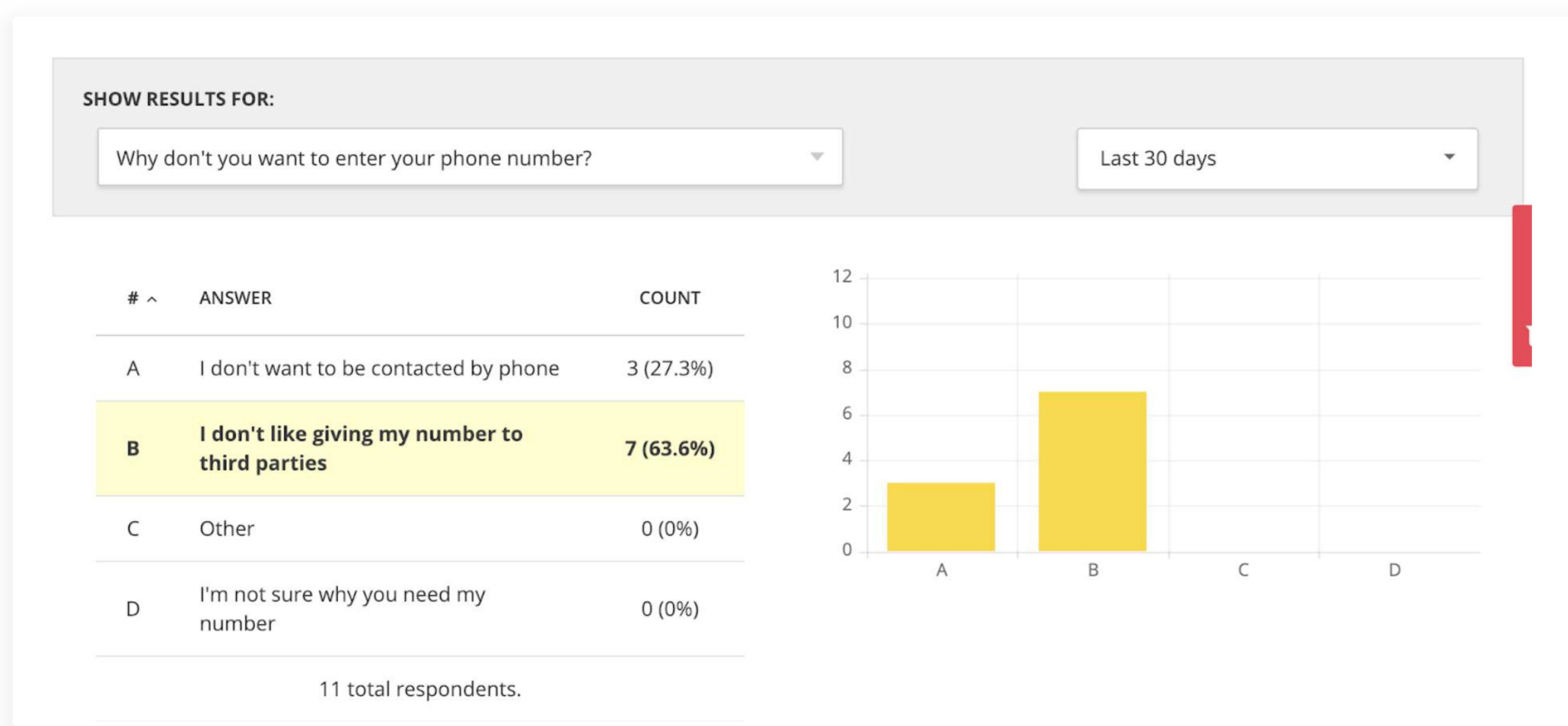
Our main hypothesis was that adding a phone number field attributed to the main drop in conversion. We validated this with on-site surveys.



SELL YOUR CAR

Users are reluctant to enter phone no.

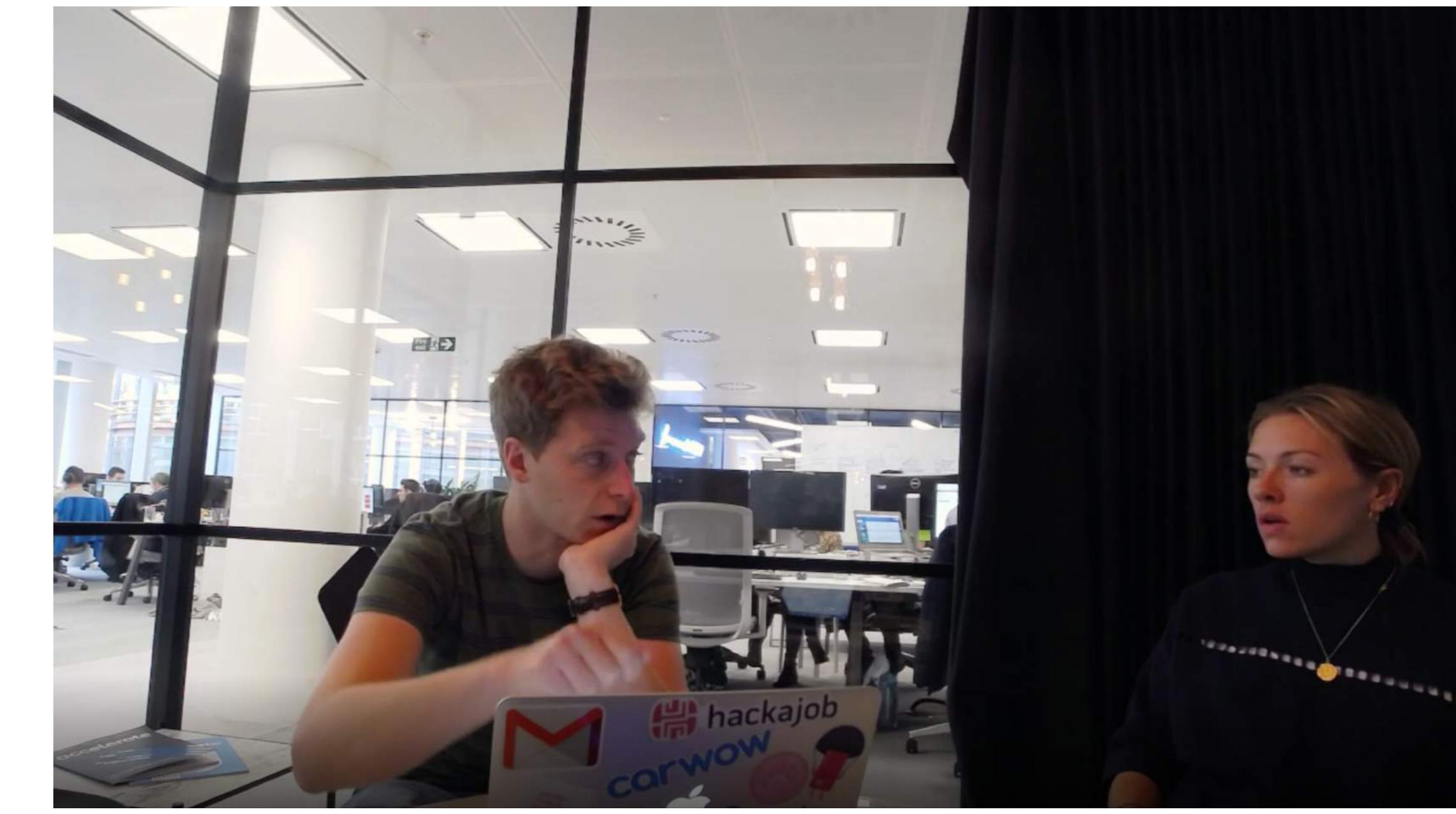
Our main hypothesis was that adding a phone number field attributed to the main drop in conversion. We validated this with on-site surveys.



SELL YOUR CAR

User testing

We now had more time to run some internal user testing, to identify key themes that we should work on next.



SELL YOUR CAR

User testing themes

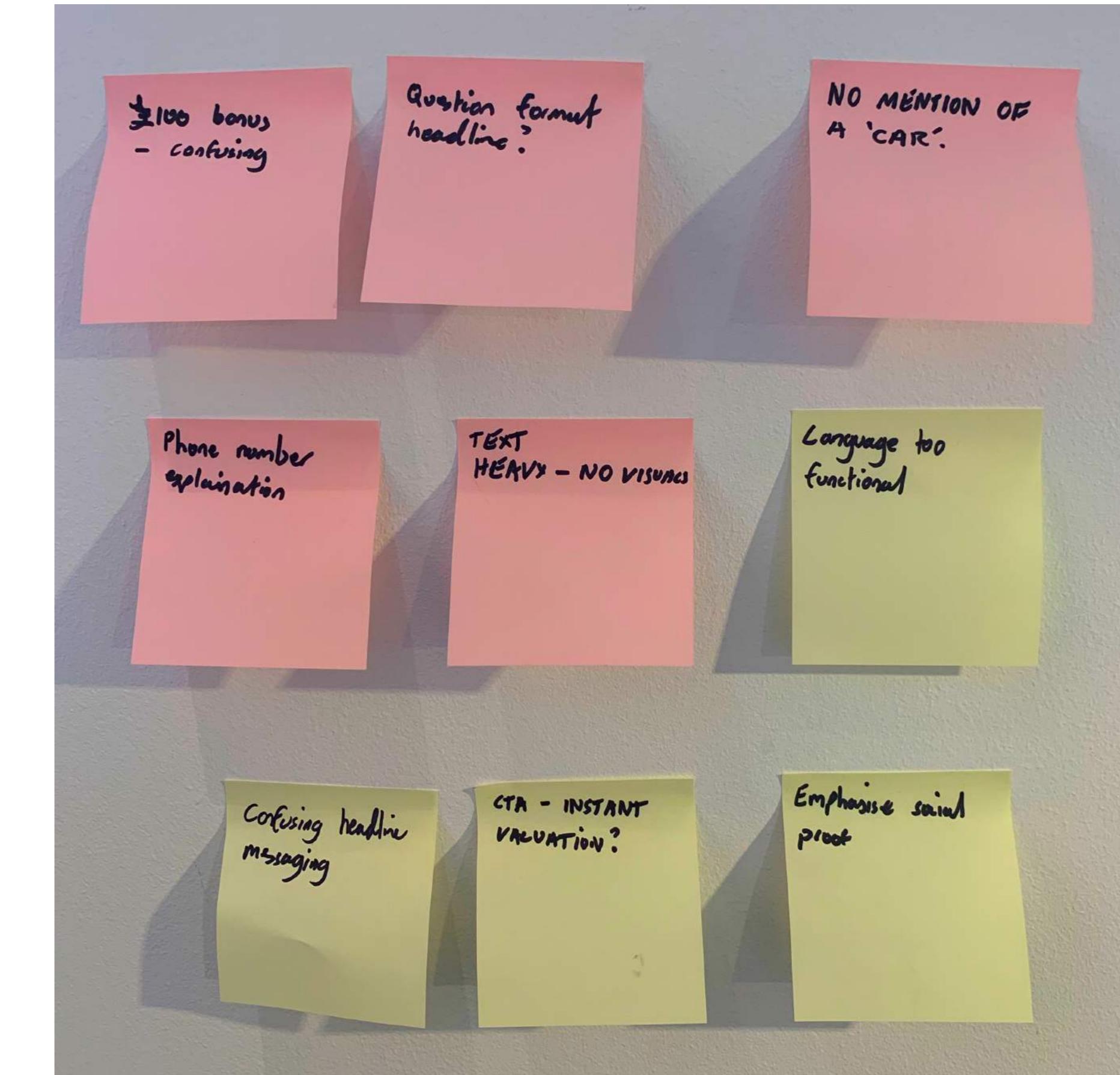
- Users don't expect to get an instant valuation - they think they will be called with it within a couple of hours.
- Not clear enough about the free UK pick up service - this could be a real selling point but users don't really understand the way we are explaining it to them.
- Most users suspected a price with some kind of disclaimer about the condition to follow on the next, which created some confusion in the context of competitors.
- Little context regarding where the £100 bonus is coming from and in what form.
- Users would still want to use other sites like AutoTrader and WhatCar to get other valuations, taking them away from the site, rather than showing a comparison of carwow & other competitors.

SELL YOUR CAR

Heuristic analysis

Our Product Manager and I conducted a small session, brainstorming quick wins & low hanging fruit just through analysing the usability of the page.

Most of the themes involve copy & reassurance, which fed into the pain points seen in the user testing.



How might we statements

Off the back of the heuristic analysis & user testing, we grouped the common themes into how might we statements.

“**How might we** make the value proposition clearer, with more personal language?”

“**How might we** make the page feel less clinical, and add some personality?”

“**How might we** better highlight the benefits of using The Car Buying Group to users, prior to them starting the process?”

“**How might we** help users understand why we need their phone number & provide more reassurance to provide their personal details?”

Landing page iteration

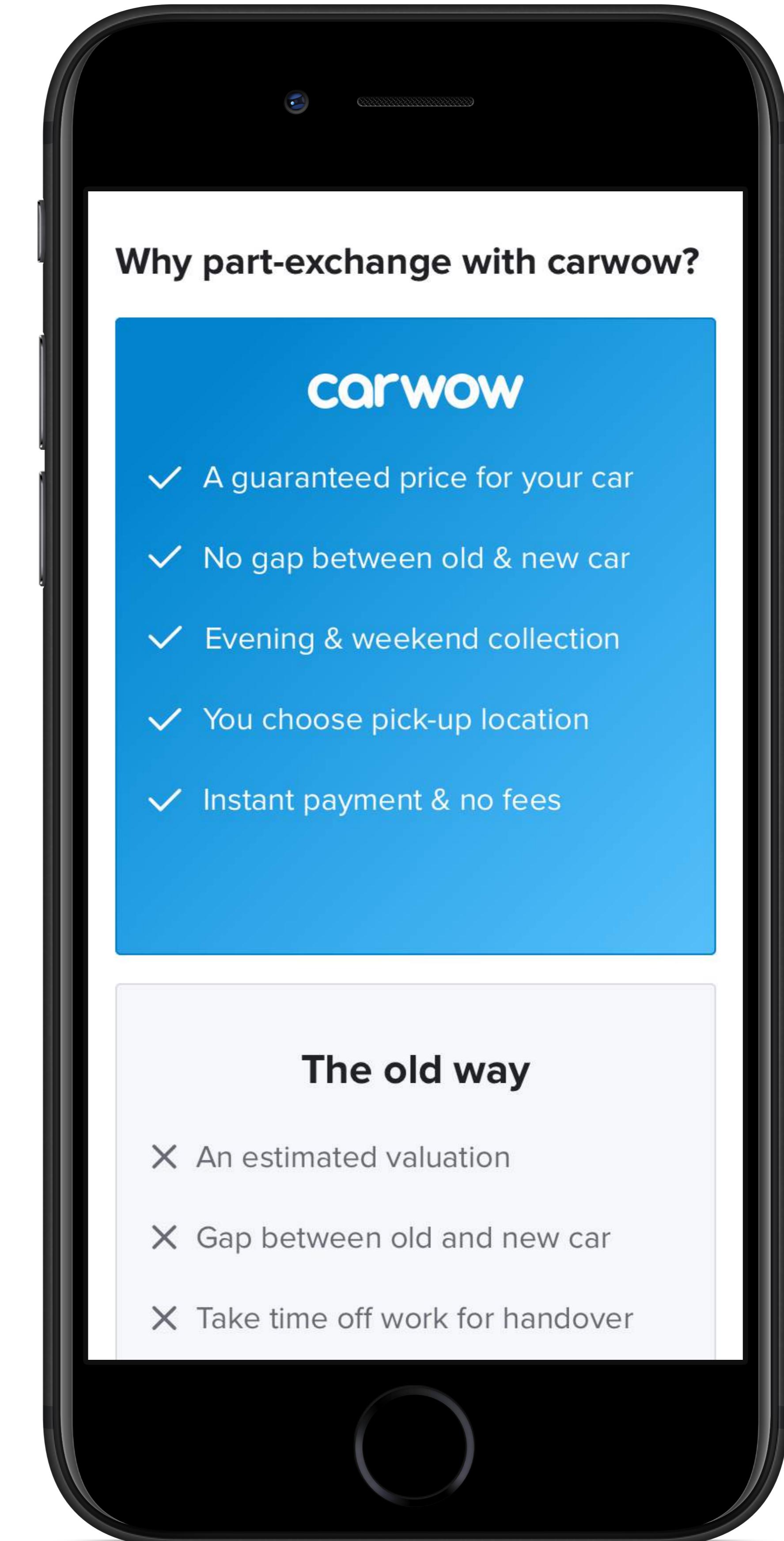
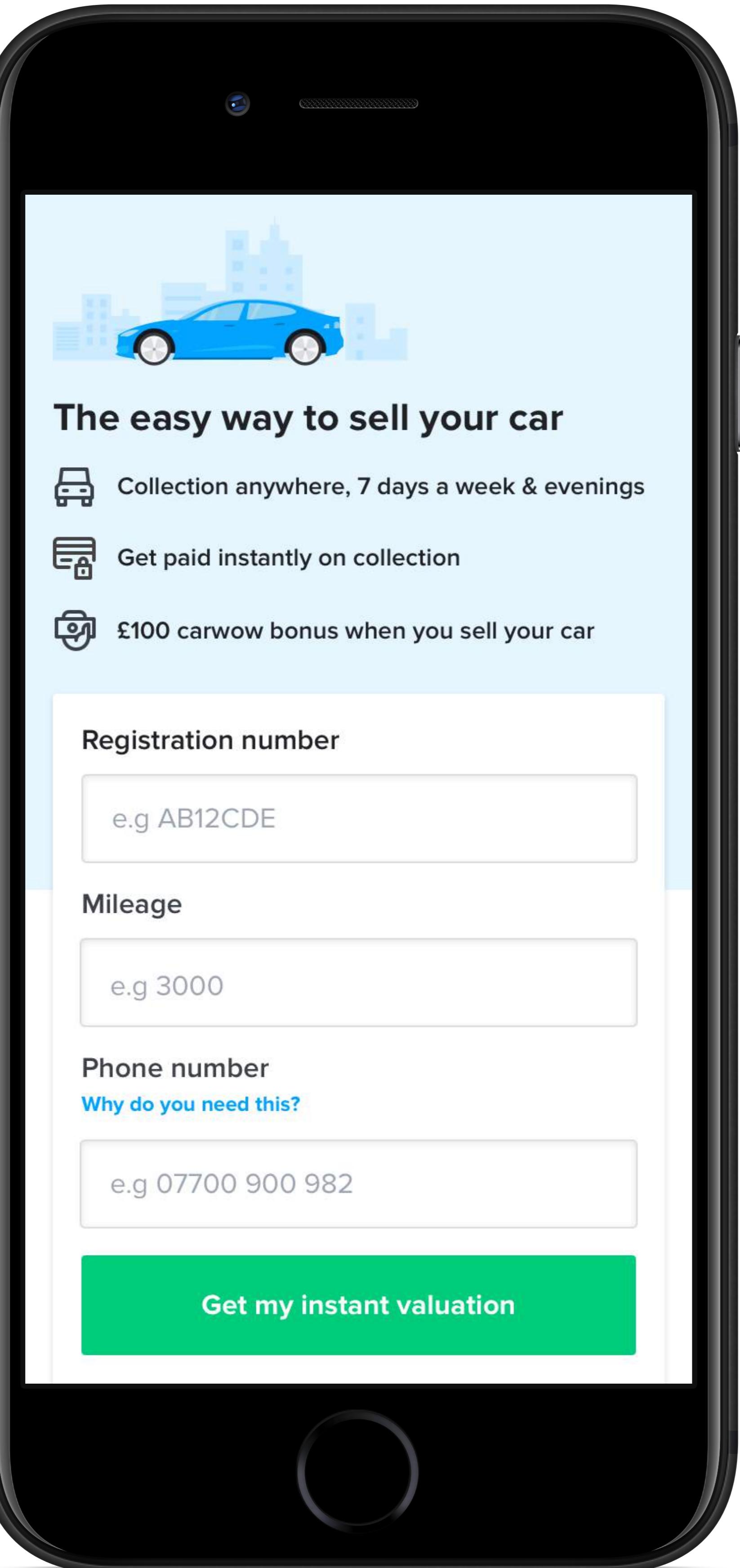
The business wanted to improve landing page conversion. We took the **how might we statements** and developed a further iteration of the landing page, before focussing on developing the experience.

SELL YOUR CAR

Goals

The business wanted to improve landing page conversion. We took the **how might we statements** and developed a further iteration of the landing page, before focussing on developing the experience.

The goal was to increase conversion from **25%** to **40%**.

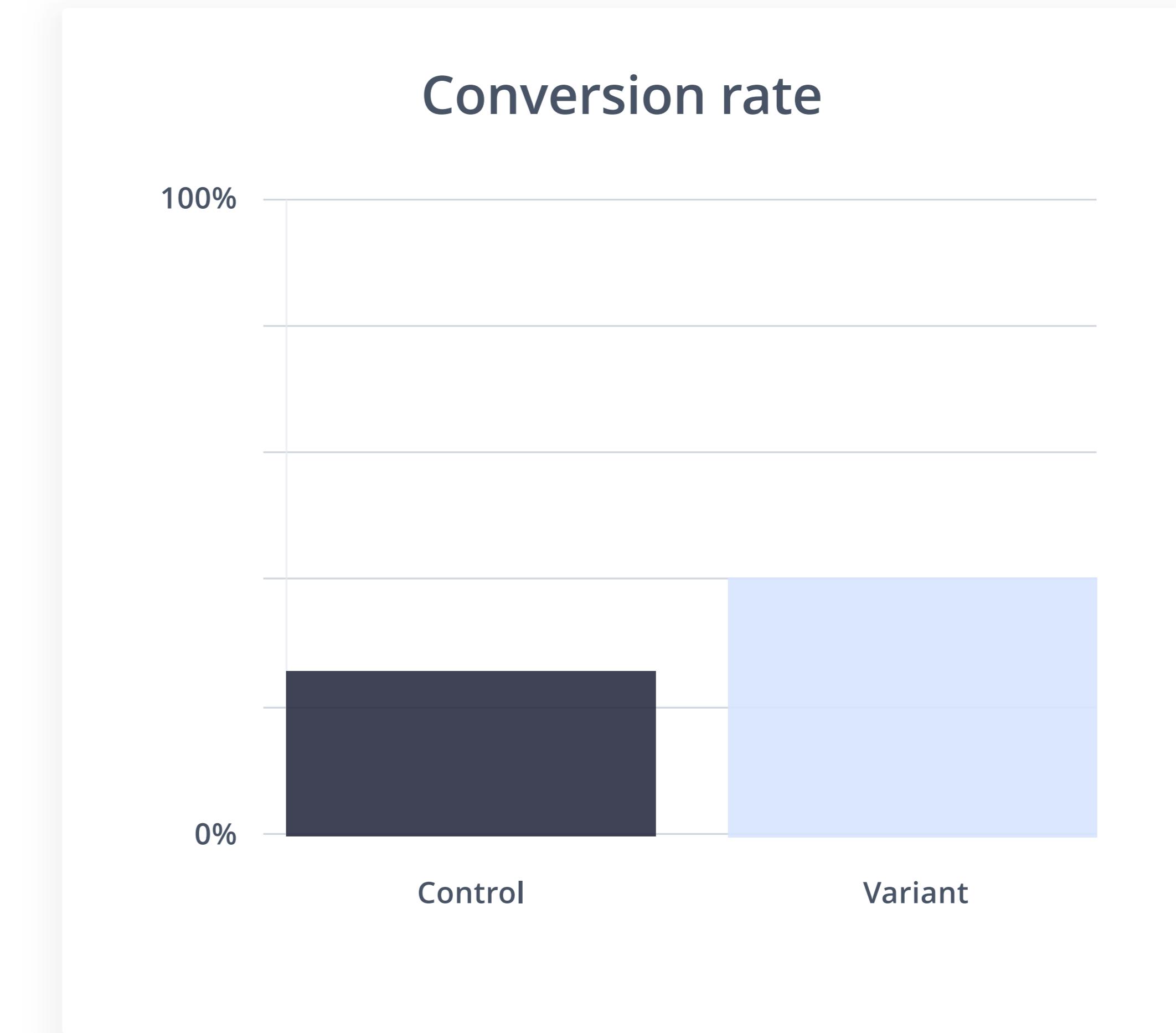


SELL YOUR CAR

Test results

After making the changes we saw conversion jump up to around **39.6%** on our most successful variant.

The next steps were to look at how we might open up the funnel, as well as looking at how we might improve the post valuation experience.

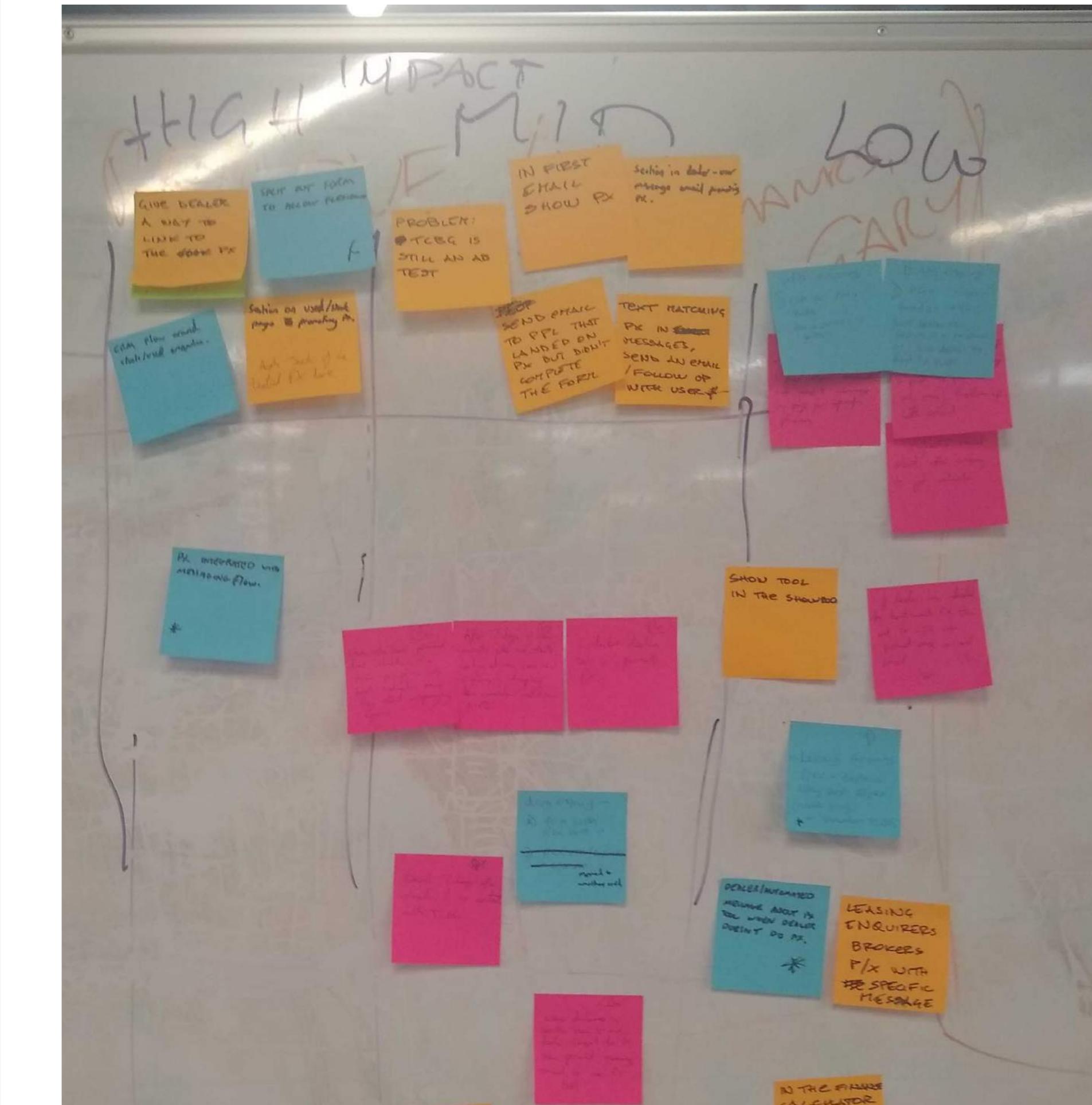


SELL YOUR CAR

Identify next steps

Valuation to call pick up % was identified as the next metric to focus on by running a post-it note impact vs effort workshop.

This took into account the data insights, user testing, heatmaps & video sessions gathered.



SELL YOUR CAR

Themes to address

Our goal was to increase our primary metric from **10%** to **30%*** through:

- Qualifying when a user needs to sell their car to qualify intent, to help users & the third party.
- Using the 3rd party API functionalities to provide easier ways for users to interact with The Car Buying Group:

Valuation to call	75.9%
Call to customer pick up	9.9%
Pick up to collection	8.7%
Pick up to sale	5.4%
Lead to sale (days)	11.86

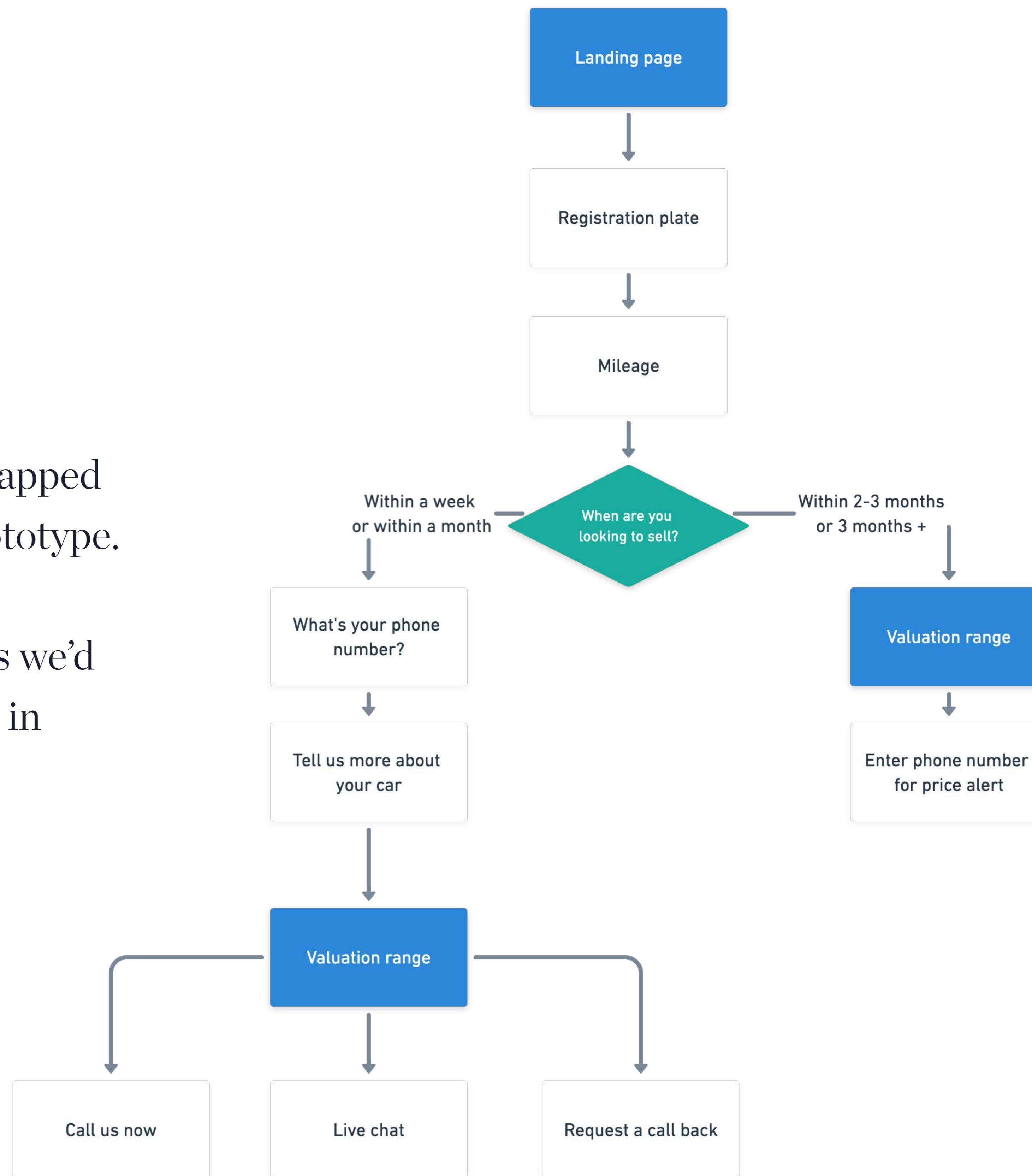
* This was the baseline of competitors using the 3rd party integration.

SELL YOUR CAR

User flow

Working alongside the Product Manager, Commercial Lead & Technical Lead, we mapped out a user flow we'd like to test within a prototype.

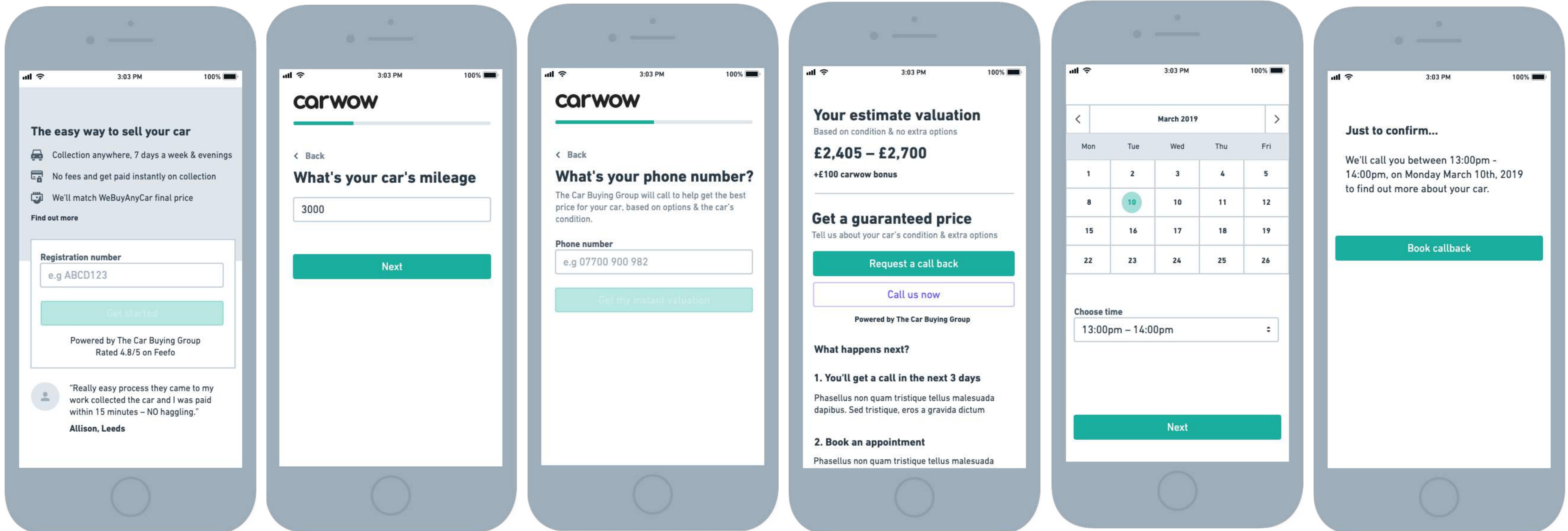
This took into consideration all the insights we'd gathered, combined with the areas of focus in terms of metrics from the business.

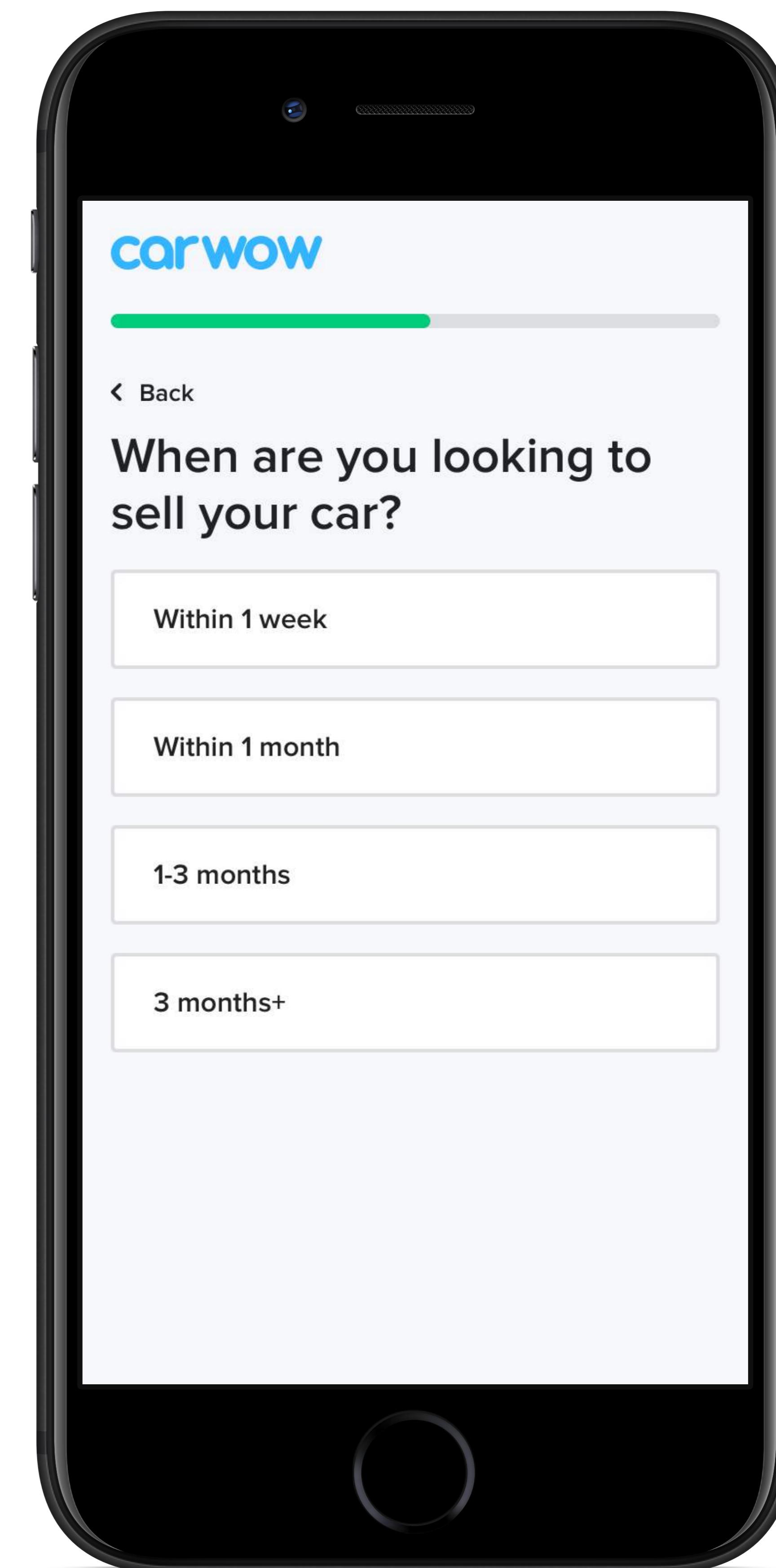
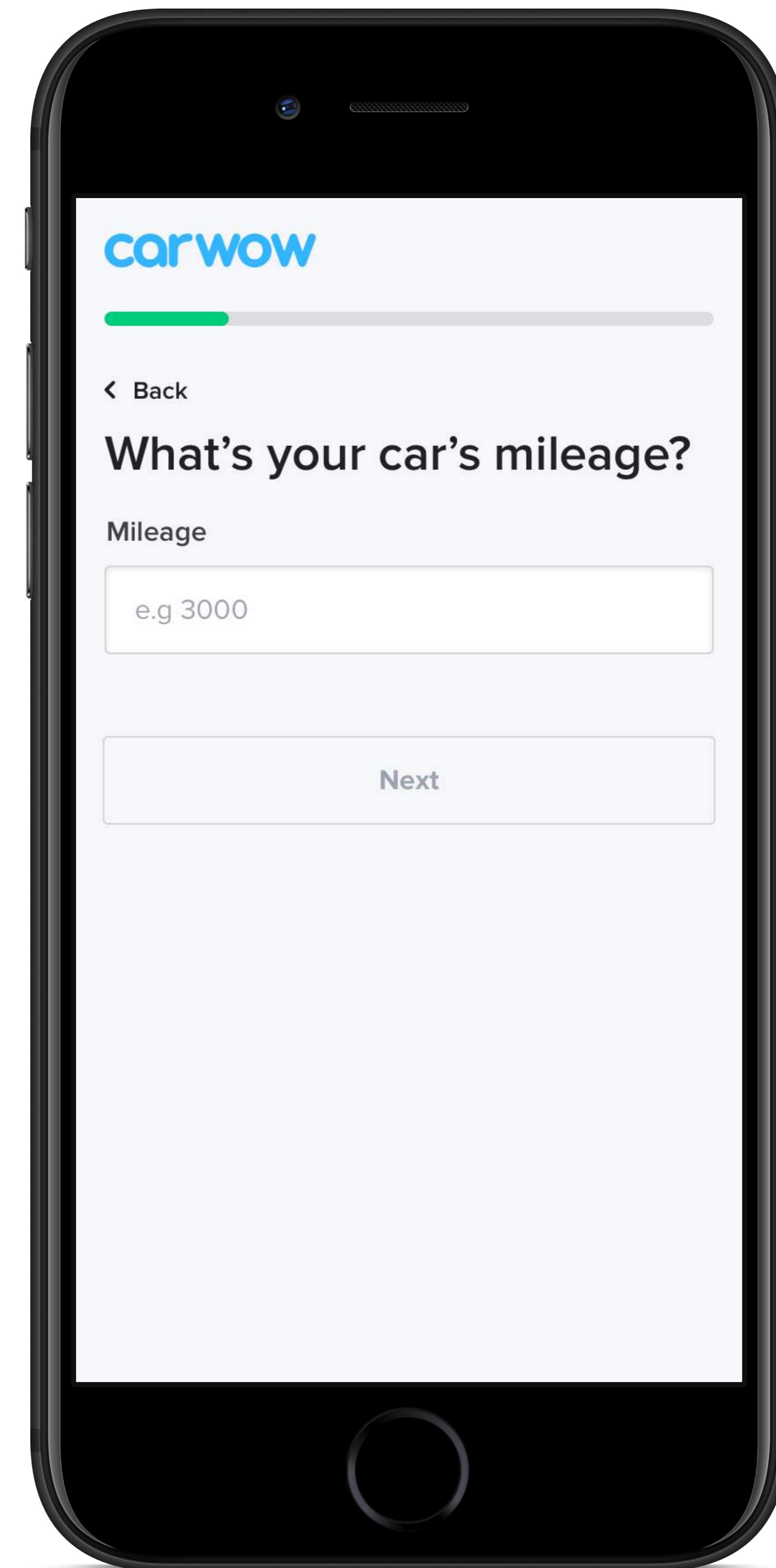
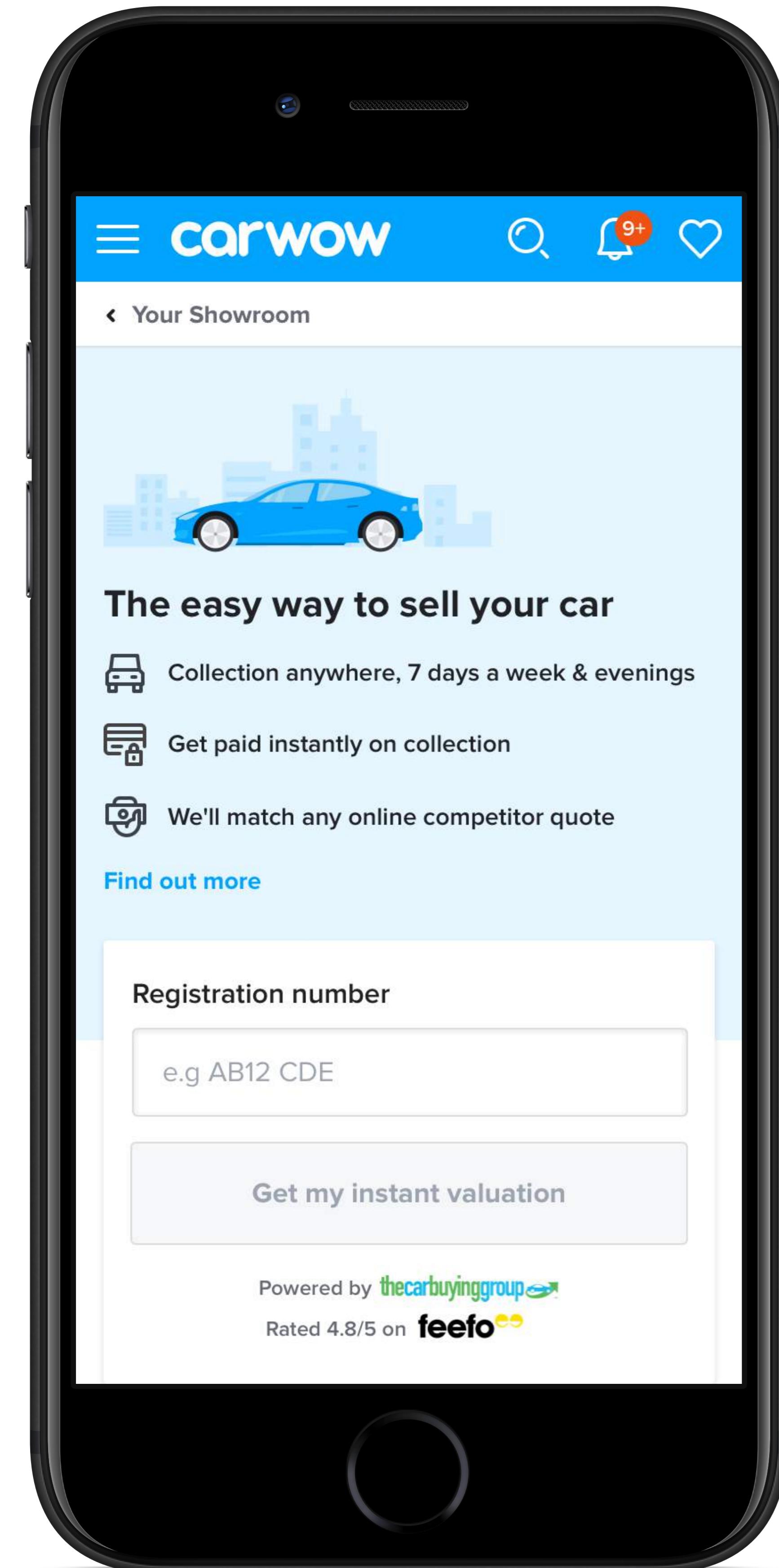


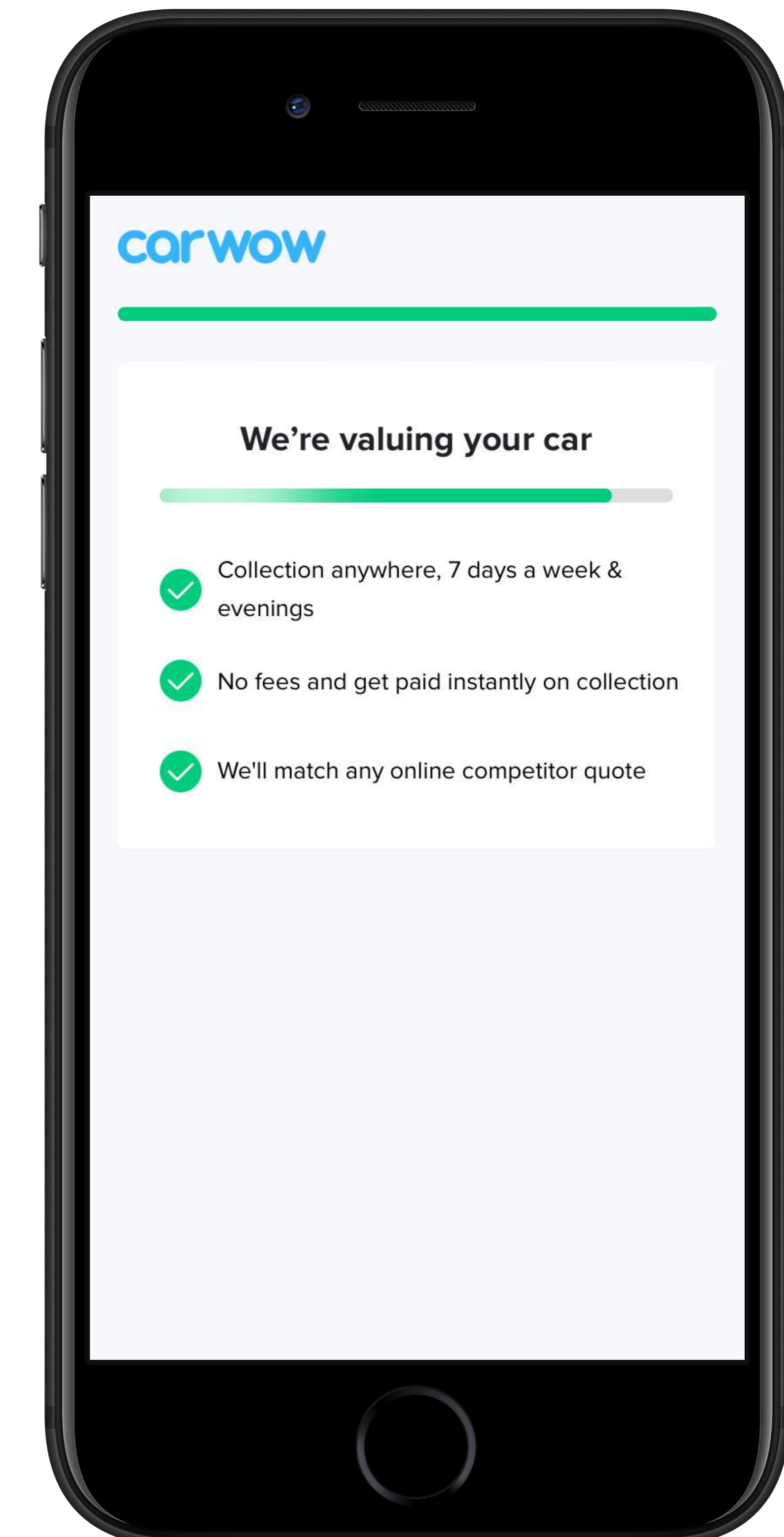
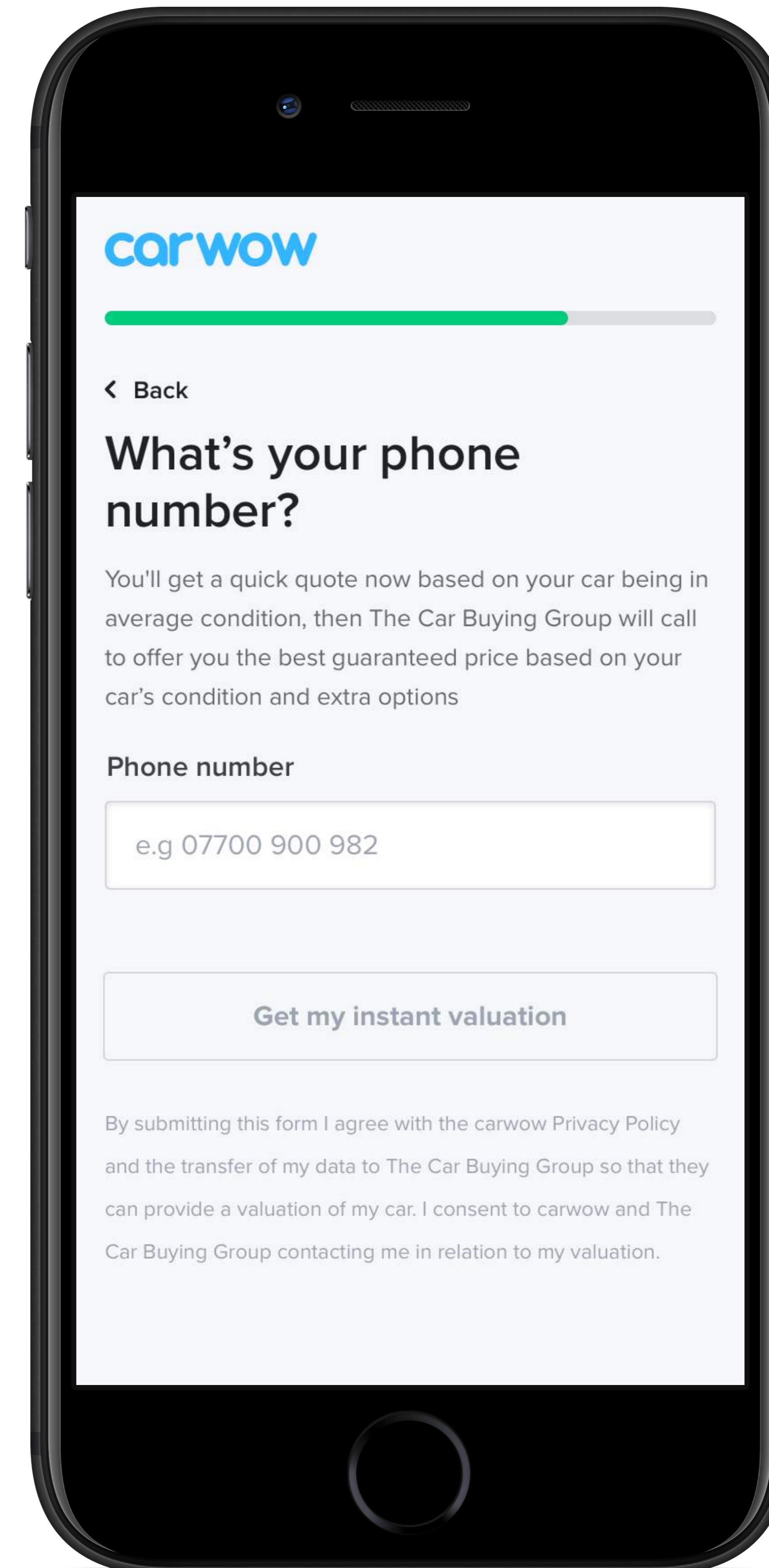
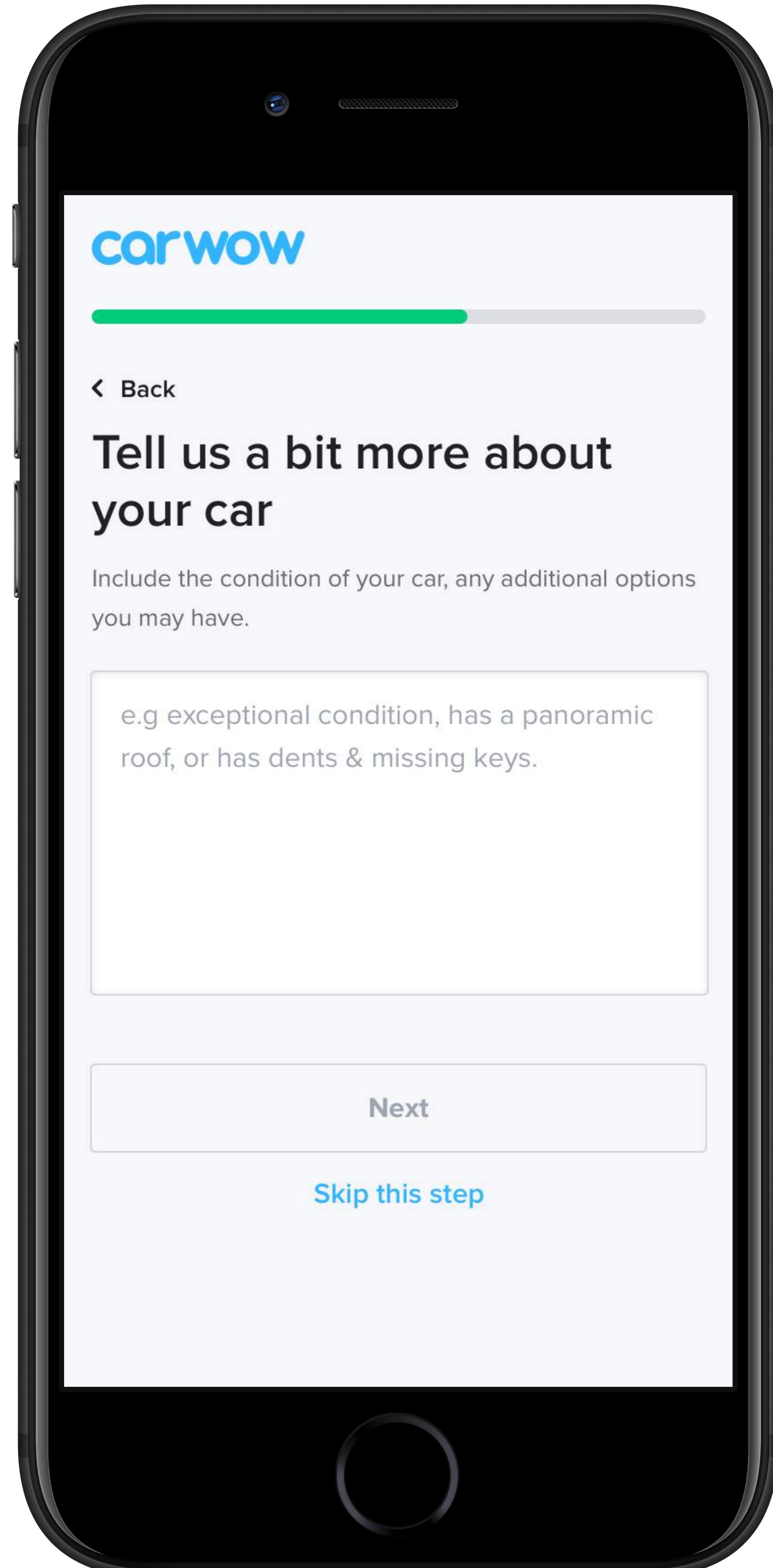
SELL YOUR CAR

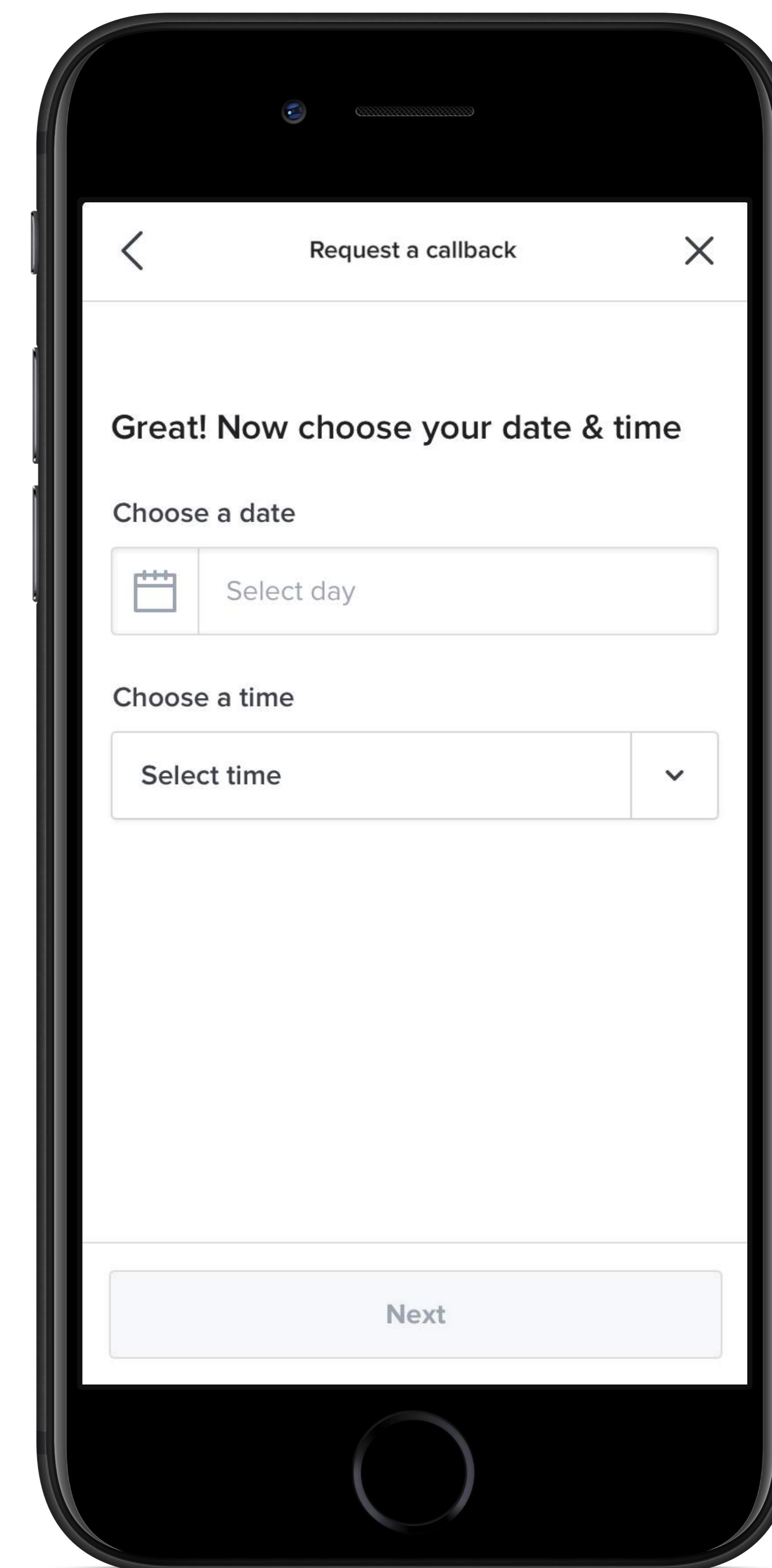
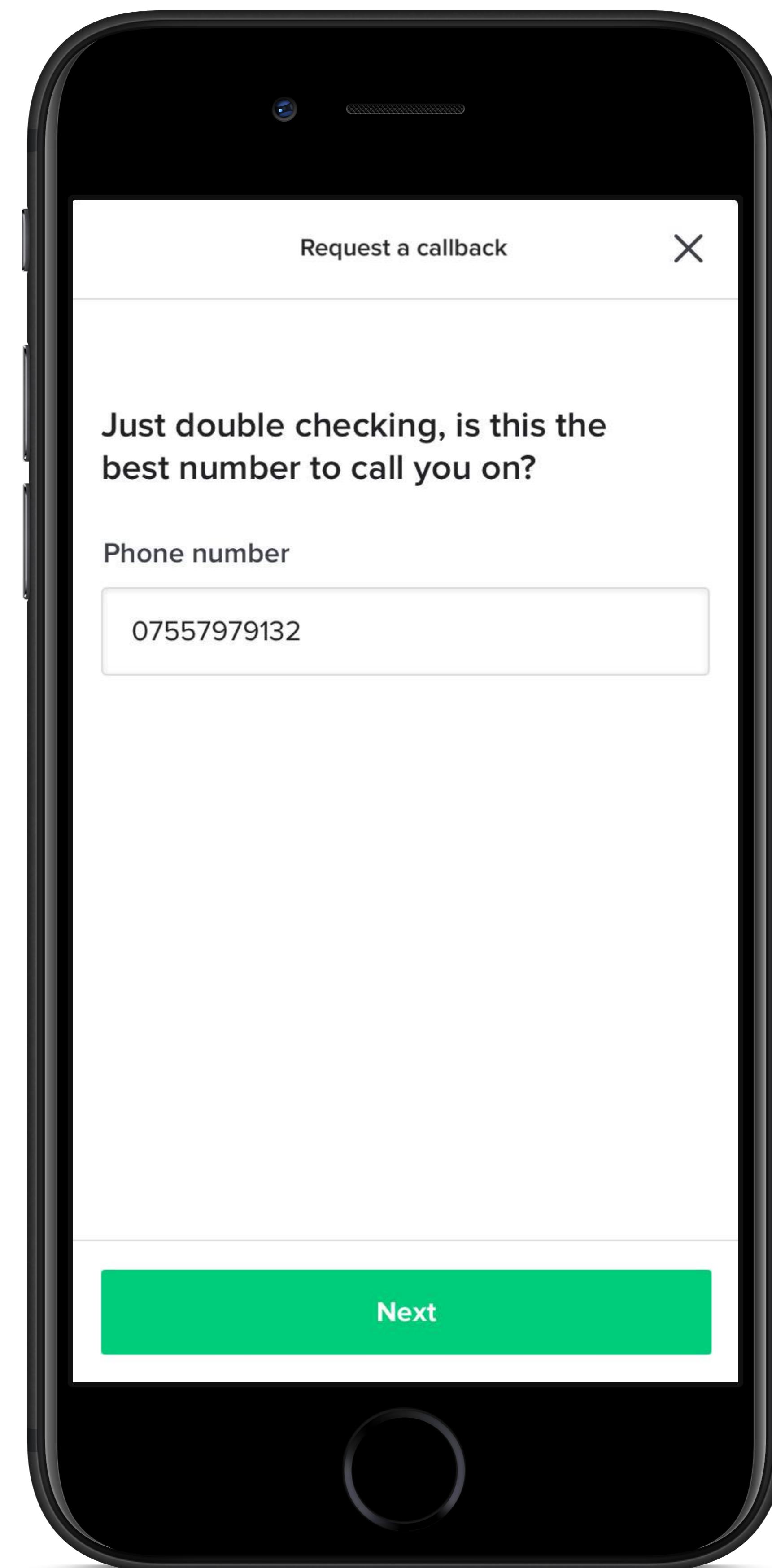
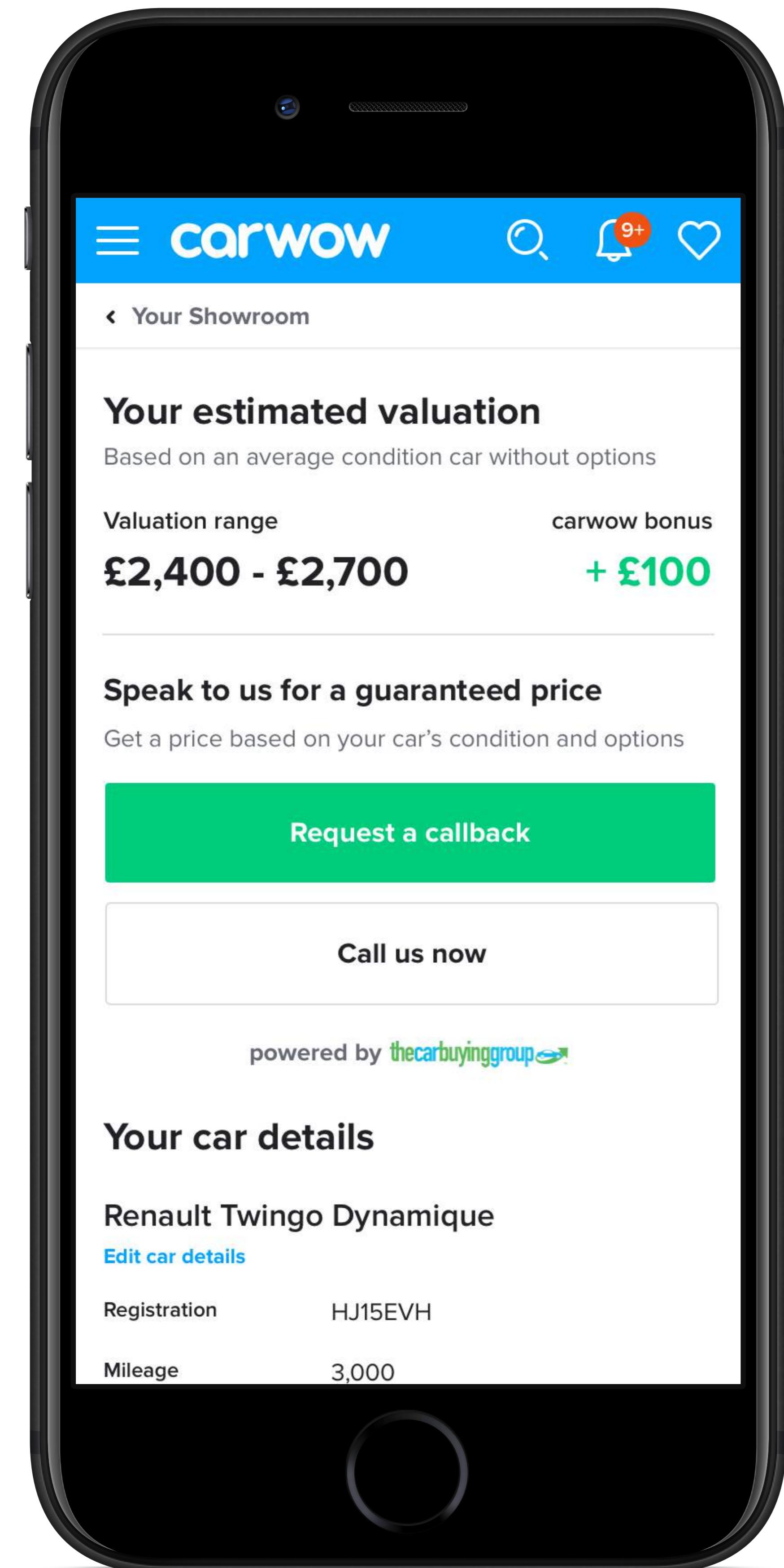
Low-fi mocks

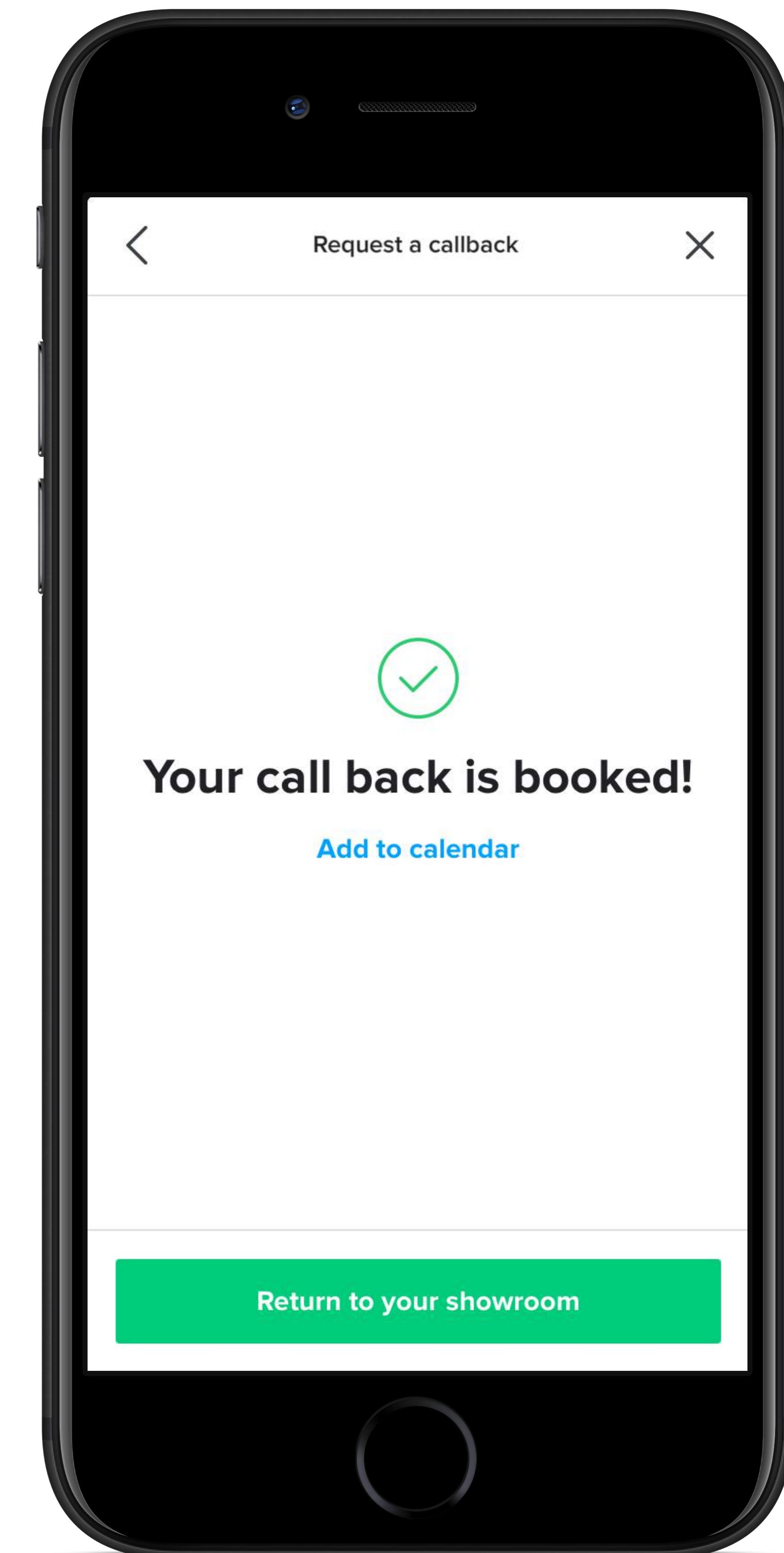
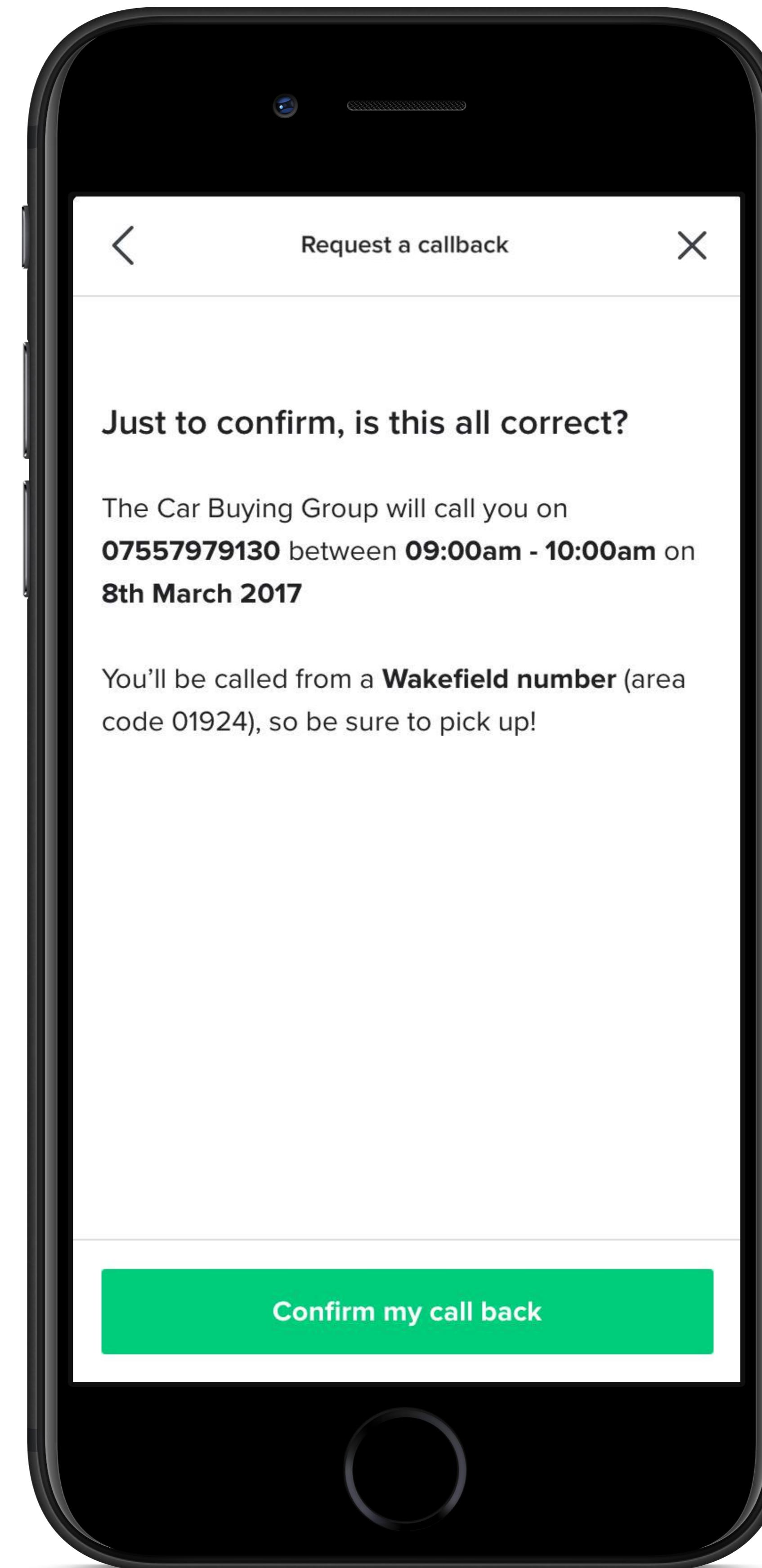
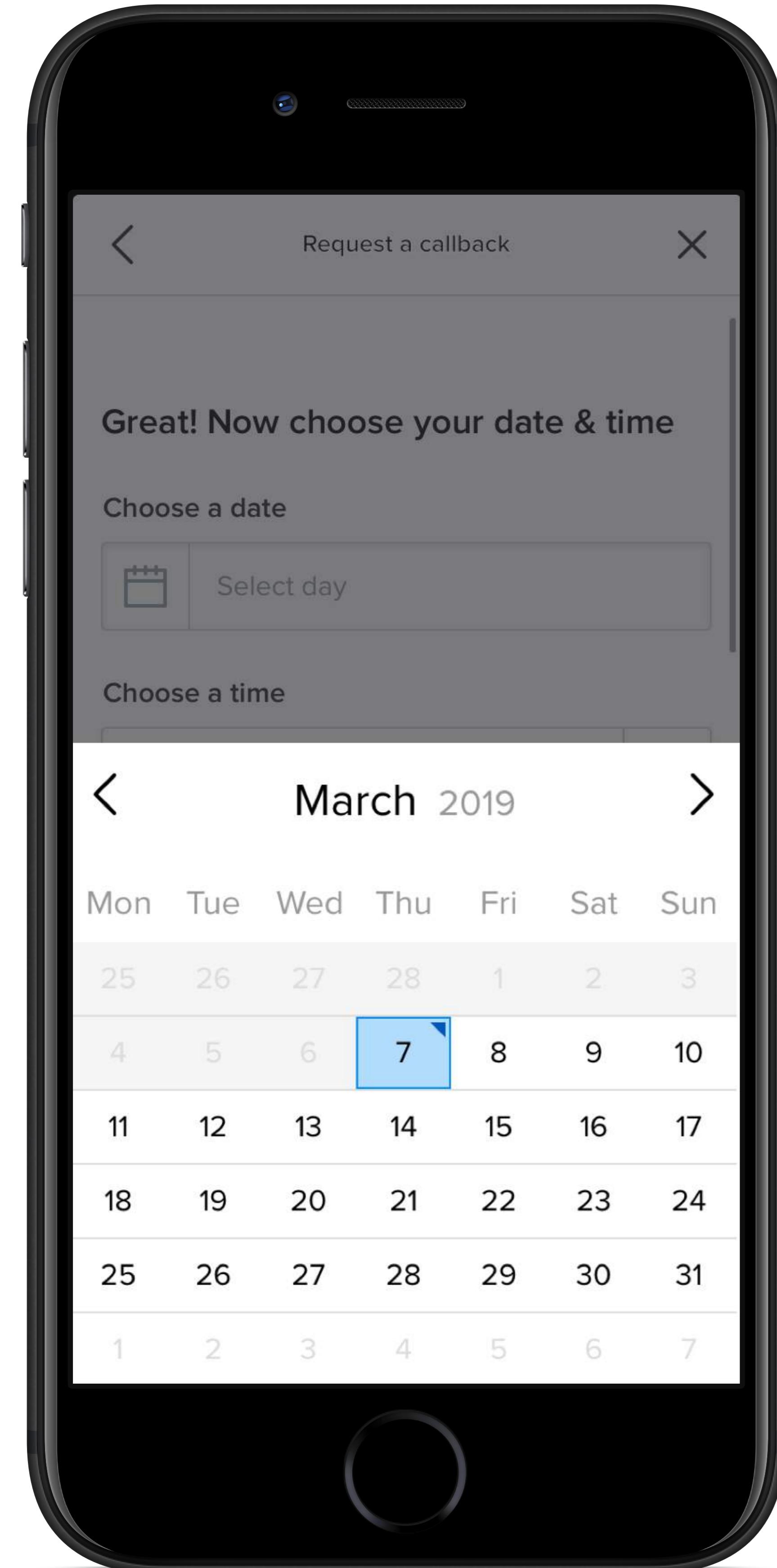
Using Whimsical, I created low-fi mocks of the flow, then gathered feedback from the whole internal team & The Car Buying Group, creating a quick feedback loop without committing to high-fi designs.











SELL YOUR CAR

The prototype

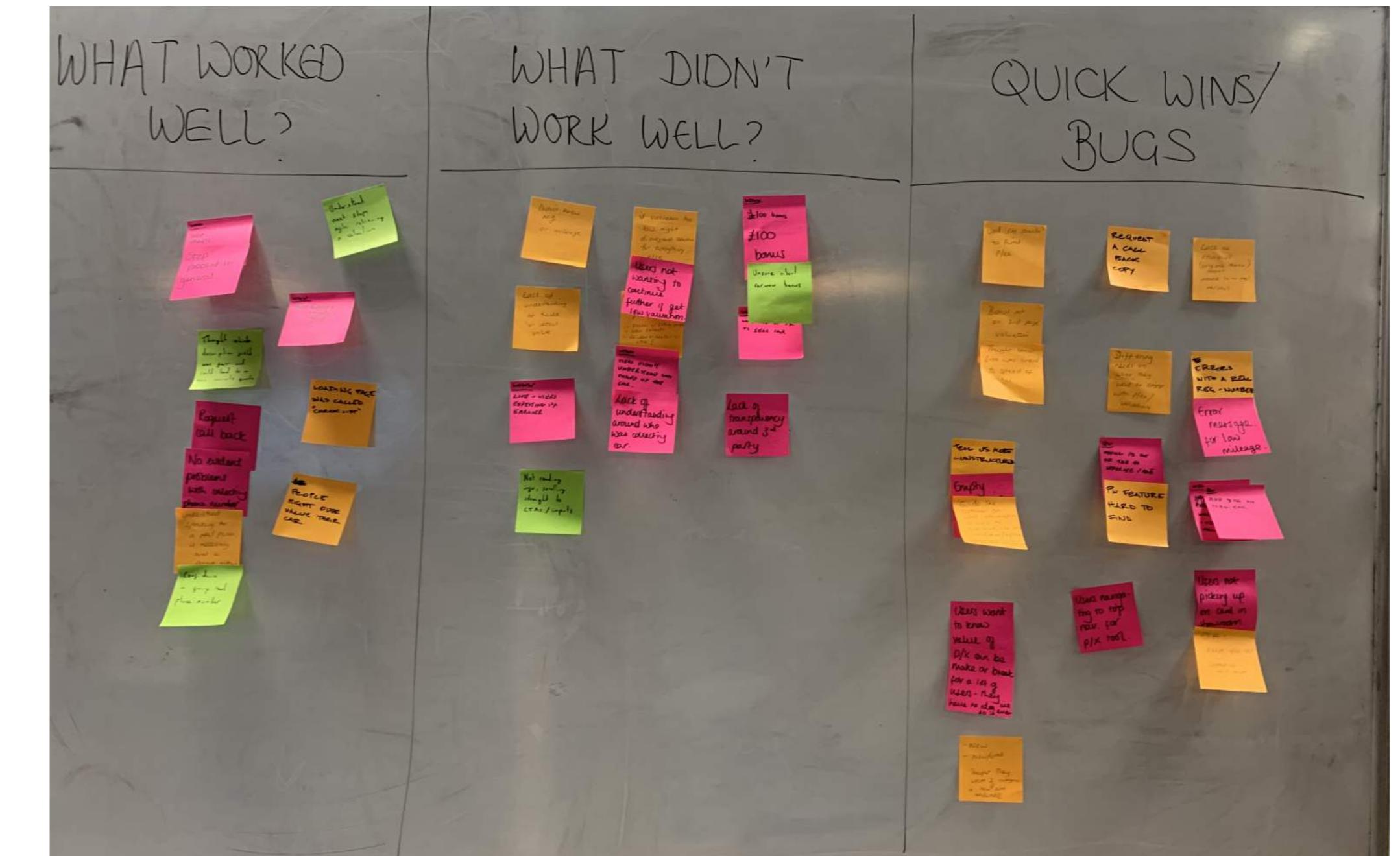
<https://invis.io/65SI8TGBS3P>

SELL YOUR CAR

User testing findings

The whole team watched user testing, afterwards we ran a workshop asking the following:

- What worked well?
- What didn't work well?
- What opportunities do we have?



SELL YOUR CAR

User testing grouping

We took all of these sticky notes, themed them & created How might we statements:

“**How might we** help a customer access the part exchange tool how and when they want it?”

“**How might we** allow users to know the value of their car but without interrupting their research journey?”

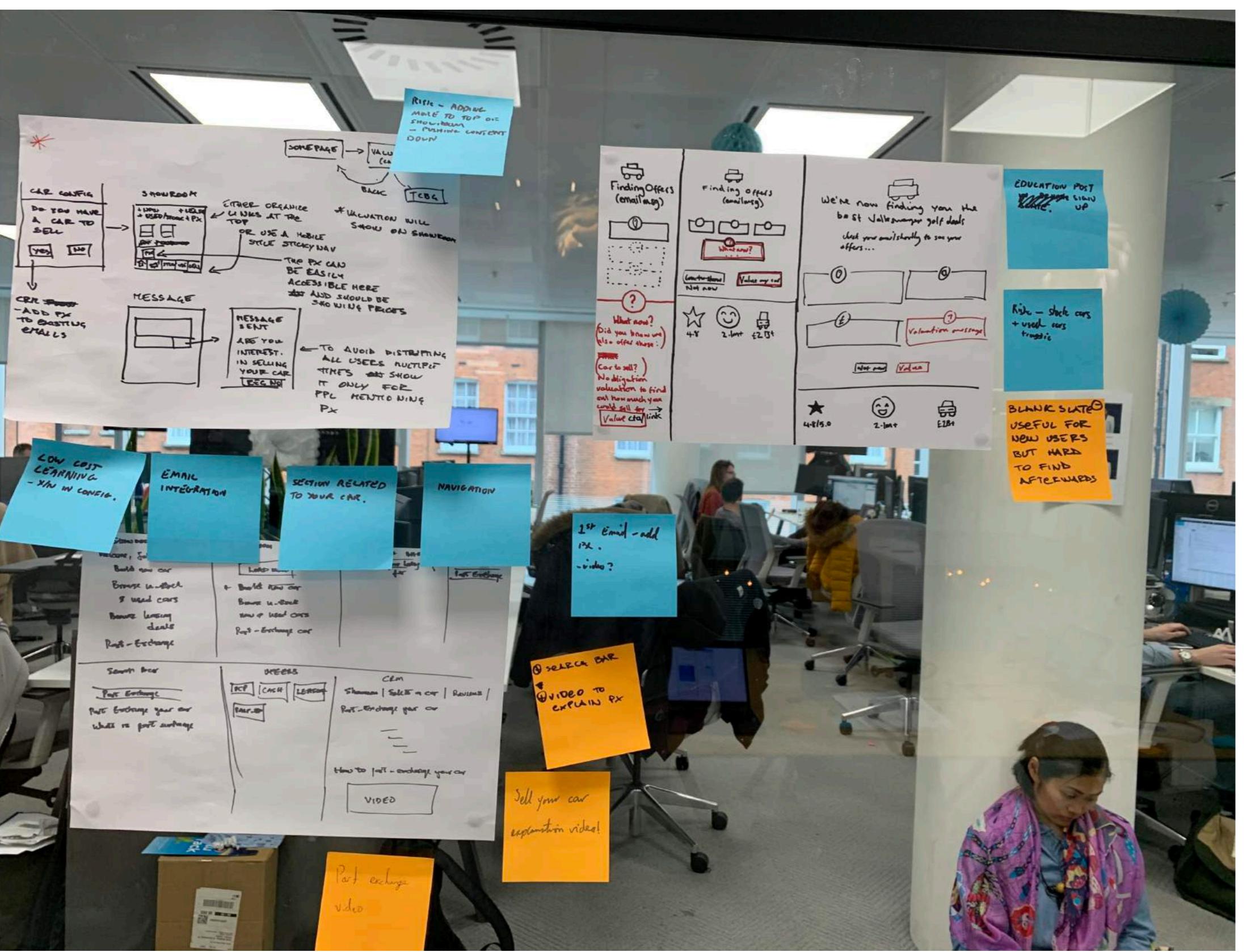
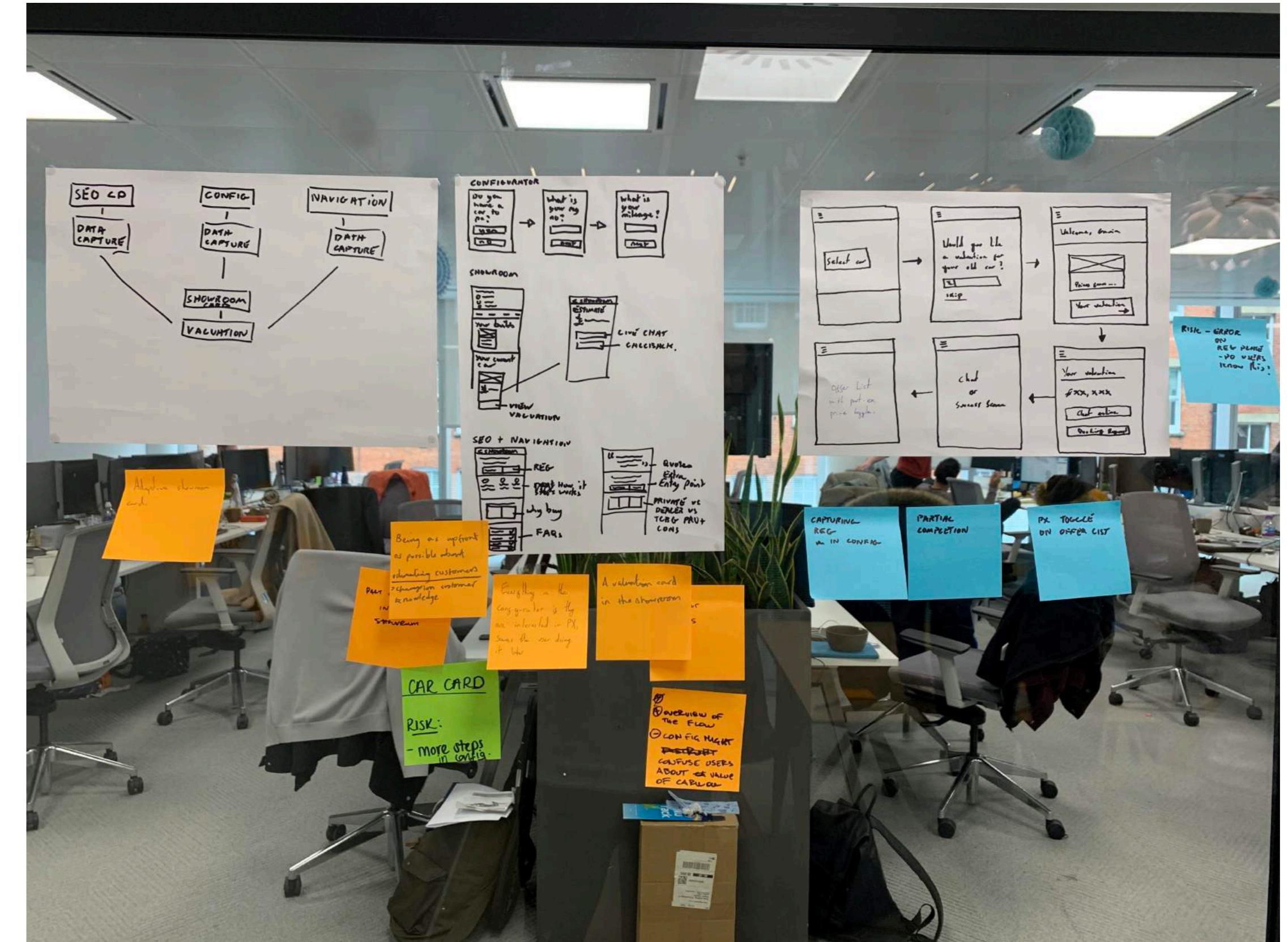
“**How might we** make smart recommendations according to the users current car and let them know the depreciation curve?”

SELL YOUR CAR

Workshop

Using the how might we statements, we used a portion of the workshop to come up with ideas, theme those, and off the back of that, used crazy eights technique to create ideas, with the overall goal being:

“Open up the funnel to more high intent users at the beginning of their journey, without putting the other products at risk”.



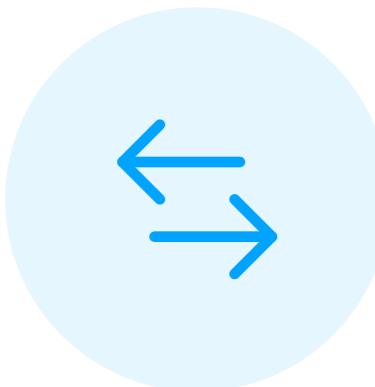
SELL YOUR CAR

Outcomes

Some main themes were apparent throughout the workshop, we decided to focus on getting users into the funnel by placing a new component in the ‘Showroom’ area of a users account, with a view to expand this to the sign-up process.

CARD WITHOUT A VALUATION

Your current car



Got a car to sell or part-exchange?

Get an instant valuation for your current car. We'll beat any online competitor's final price.

Get your valuation

CARD WITH A VALUATION

Your current car



Toyota
Prius

Estimated valuation

£23,004 - £26,000

Get your valuation

CARD WITH A VALUATION, NO IMAGE

Your current car



Toyota
Prius

Estimated valuation

£23,004 - £26,000

Get your valuation



Joined Up
User Experience

What is JUCE?

A **Joined Up Consumer Experience (JUCE)**, is a concept of how we could support the customer throughout the entire car buying process.

It's more than just bringing the different parts of our product - like used and leasing - into our core product.

It's about providing users with the information they need, when they need it, so they can make informed choices. It's about giving them an advantage they wouldn't get without carwow.

Who & Why?

JUCE will affect every single one of our customers (in a positive way!). Currently, the customer journey through the carwow site varies hugely depending on:

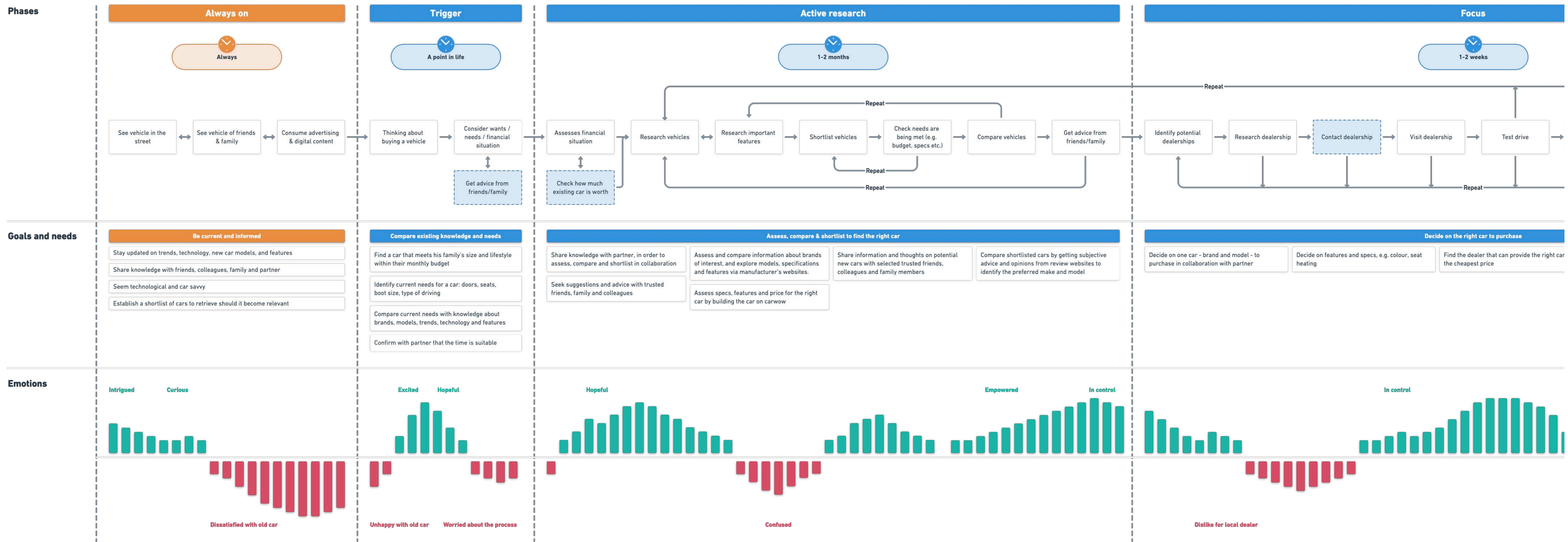
- The entry point to carwow
- Payment method (cash, finance, leasing)
- Whether the car is a ‘factory order’, ‘stock’, ‘nearly new’ or ‘used’

By unifying this process and removing discrimination based on the above factors, we hope that the journey will become clearer and more seamless for customers.

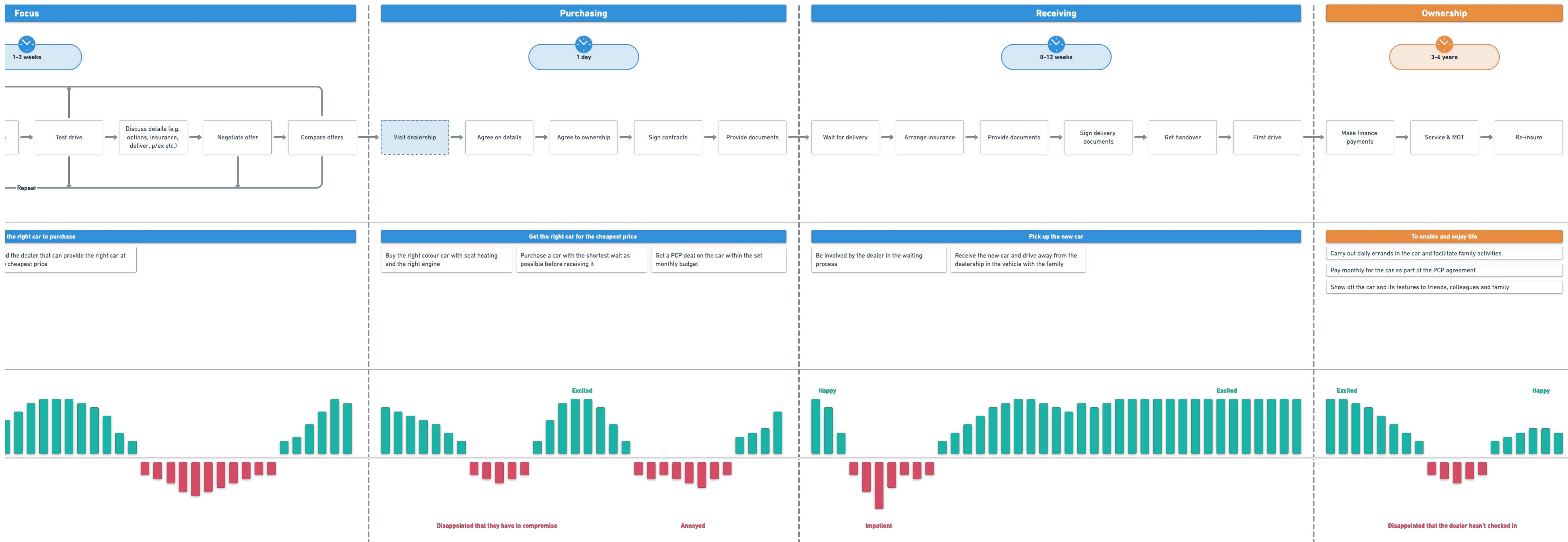
The customer journey maps

We started at the beginning, stripping things right back to the core of our business model. Looking at the generic car buying journey, with the assistance of multiple sources of research, we were able to compile a customer journey map.

The car buying journey



The car buying journey



JUCE

How might we statements

- | **How might we** send users down the right path?
- | **How might we** help a user select the right car?
- | **How might we** surface unconsidered, smarter options?
- | **How might we** help the user understand jargon and technical terms?
- | **How might we** educate users about buying options?
- | **How might we** help the user calculate the affordability of their purchase?

JUCE

Discovery phase

Throughout this section the JUCE teams individually, as well as collaboratively, came together to view and discuss the output of the past two week's discovery work.

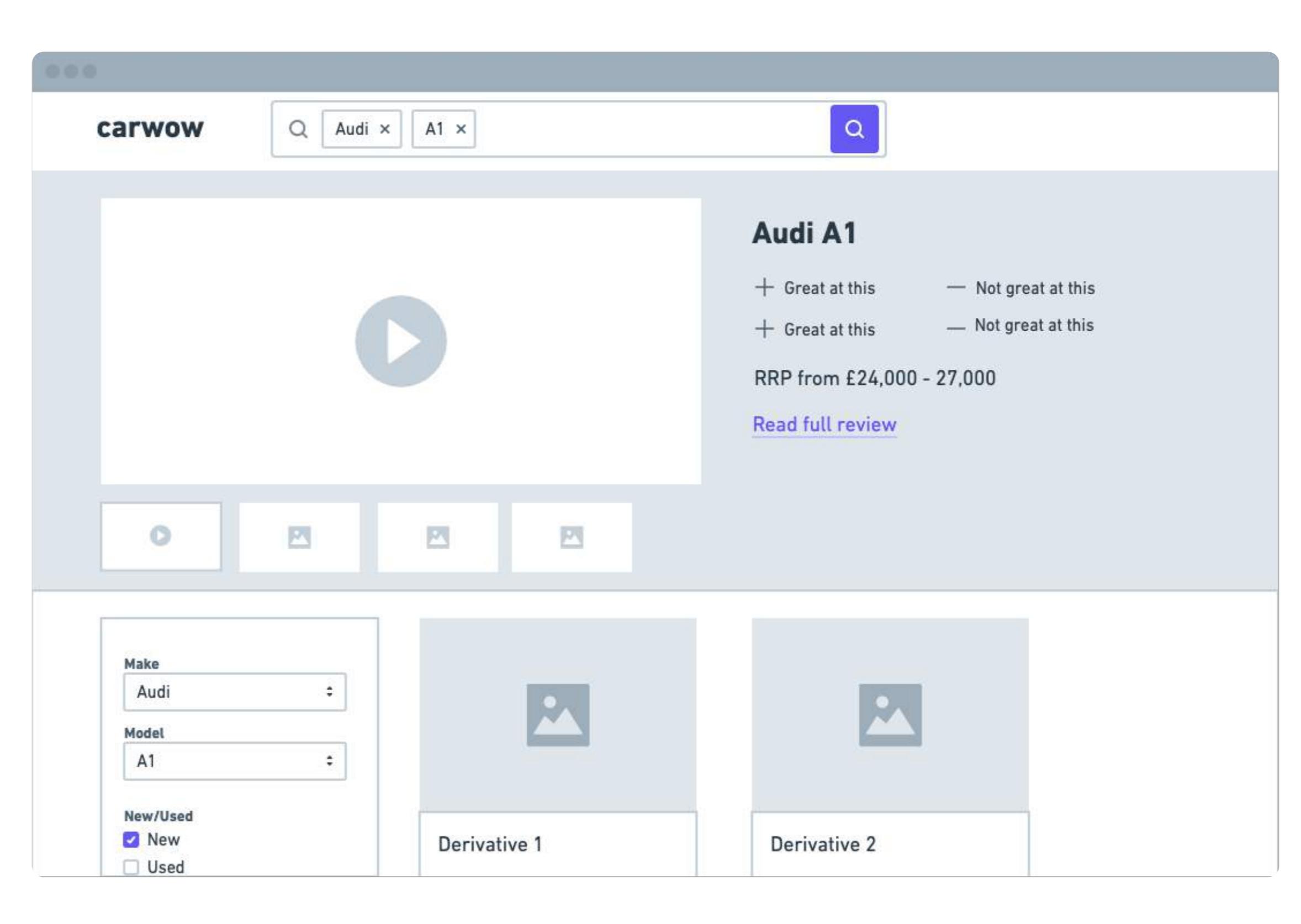
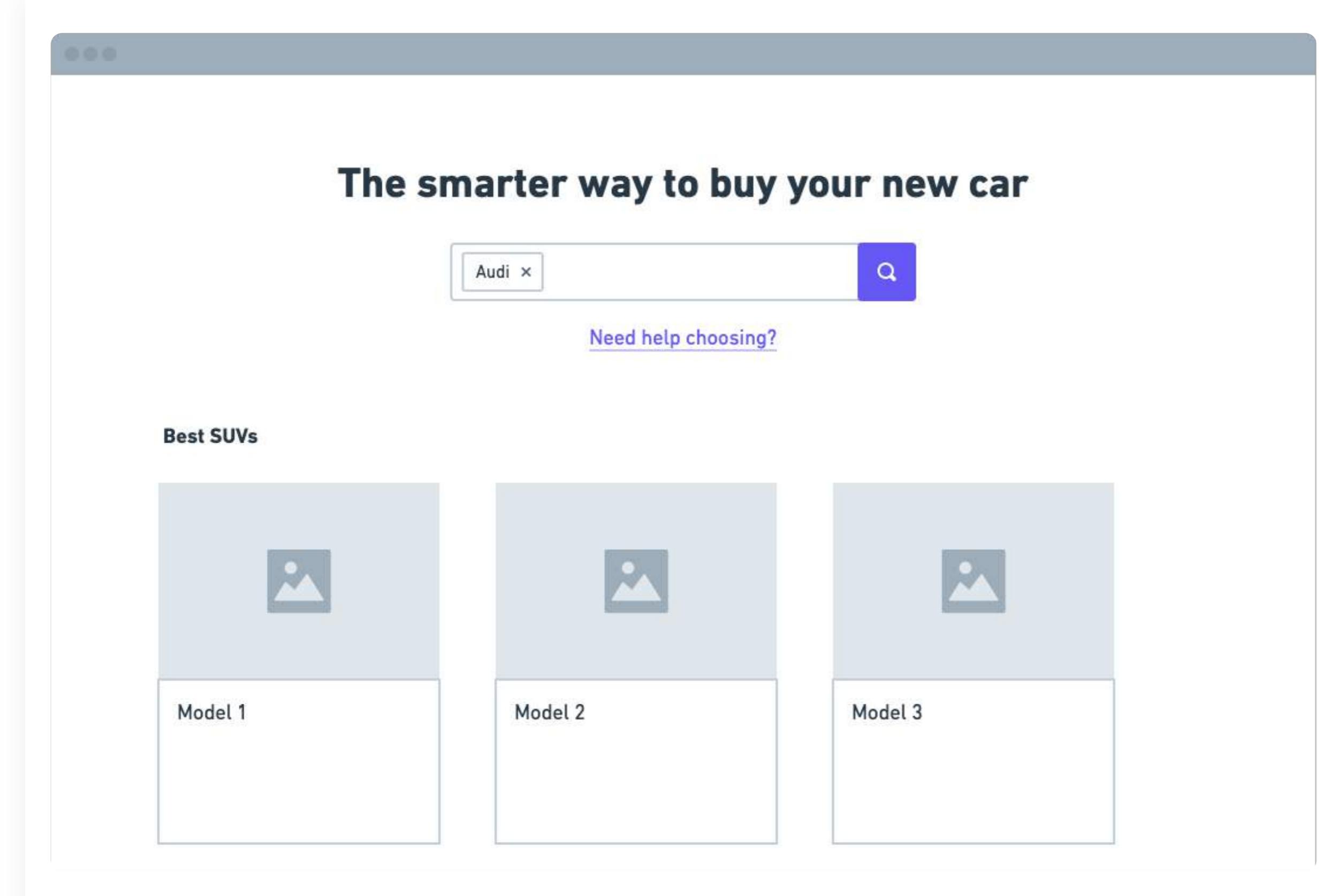
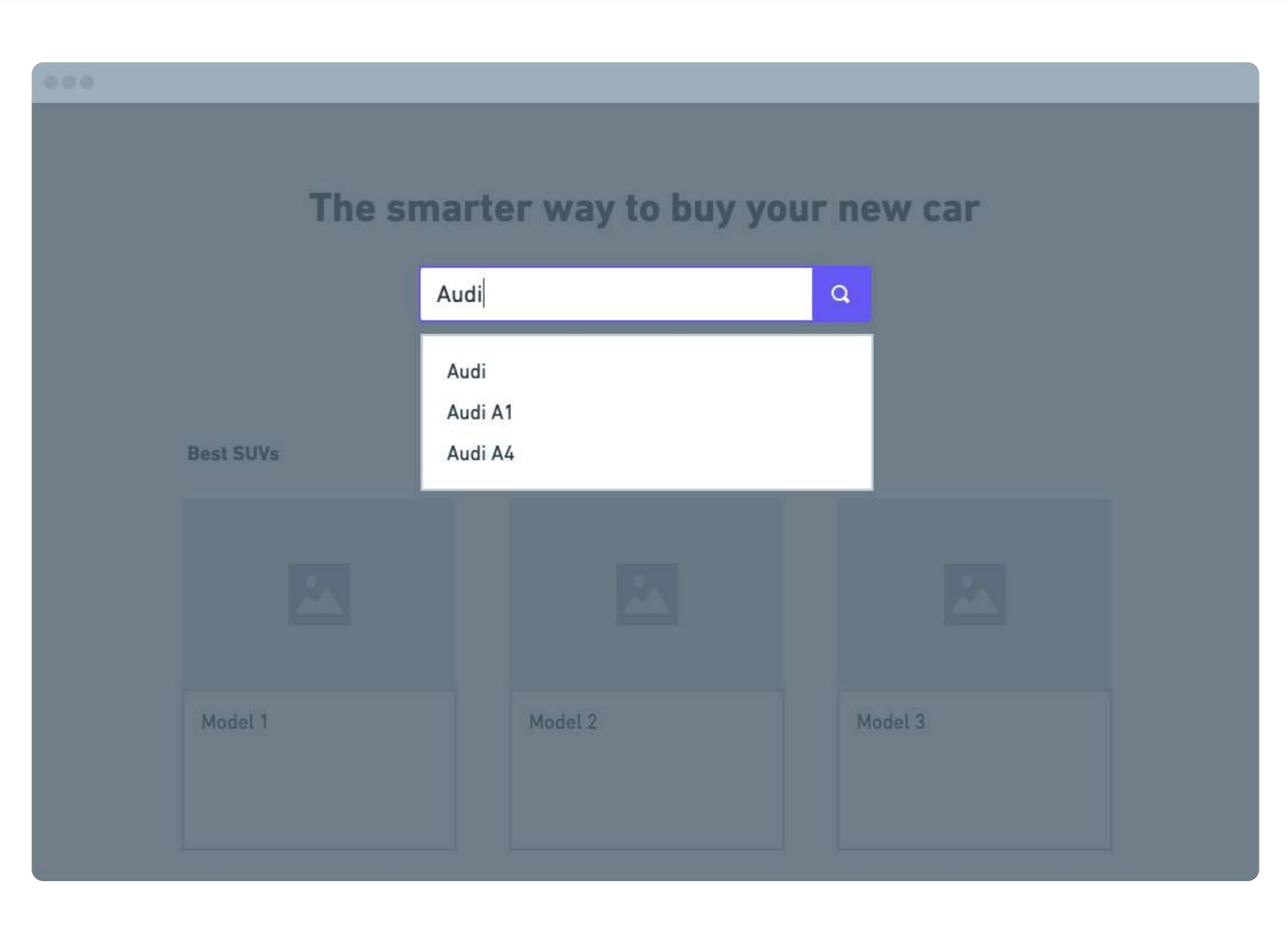
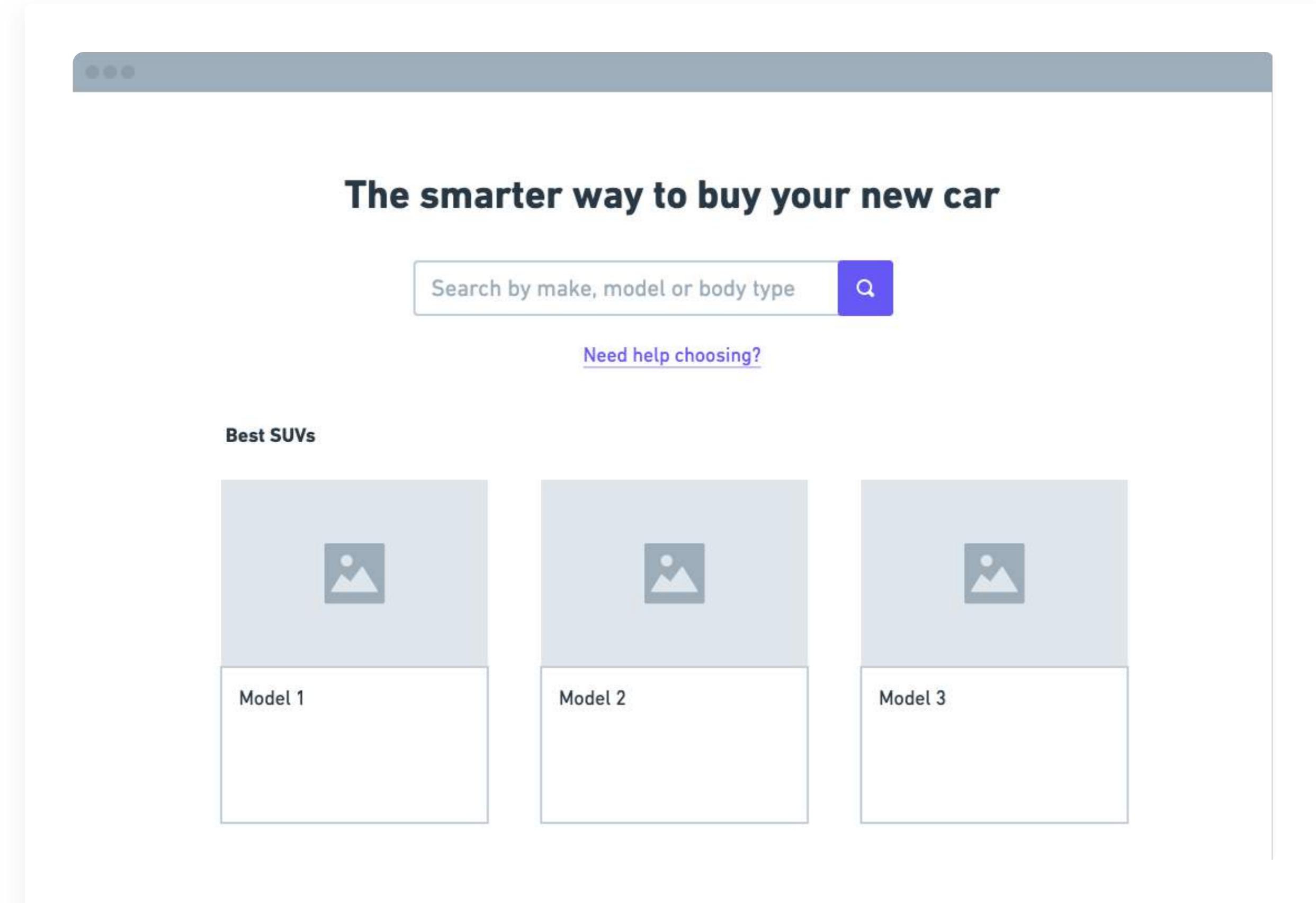
With the goal to build a shared understanding of the proposed flow options in order to take the next steps to build, test and iterate the journey that forms the backbone of JUCE.

During this phase, it was evident themes were emerging of areas where both user feedback and the study of our core journey flows had identified as needing improvement or indeed complete discovery.

JUCE

Universal search

As a part of joining up all of our propositions, one of the concepts we explored was creating a universal search, where the navigation would be reflected through the search, following you throughout the website.



Best most relevant ways to buy

Looking at our sales data, as well as listening to calls between customers and dealers, we saw that there was a pain point surrounding users looking for cars available immediately and being offered cars that had a wait time of 6-8 weeks.

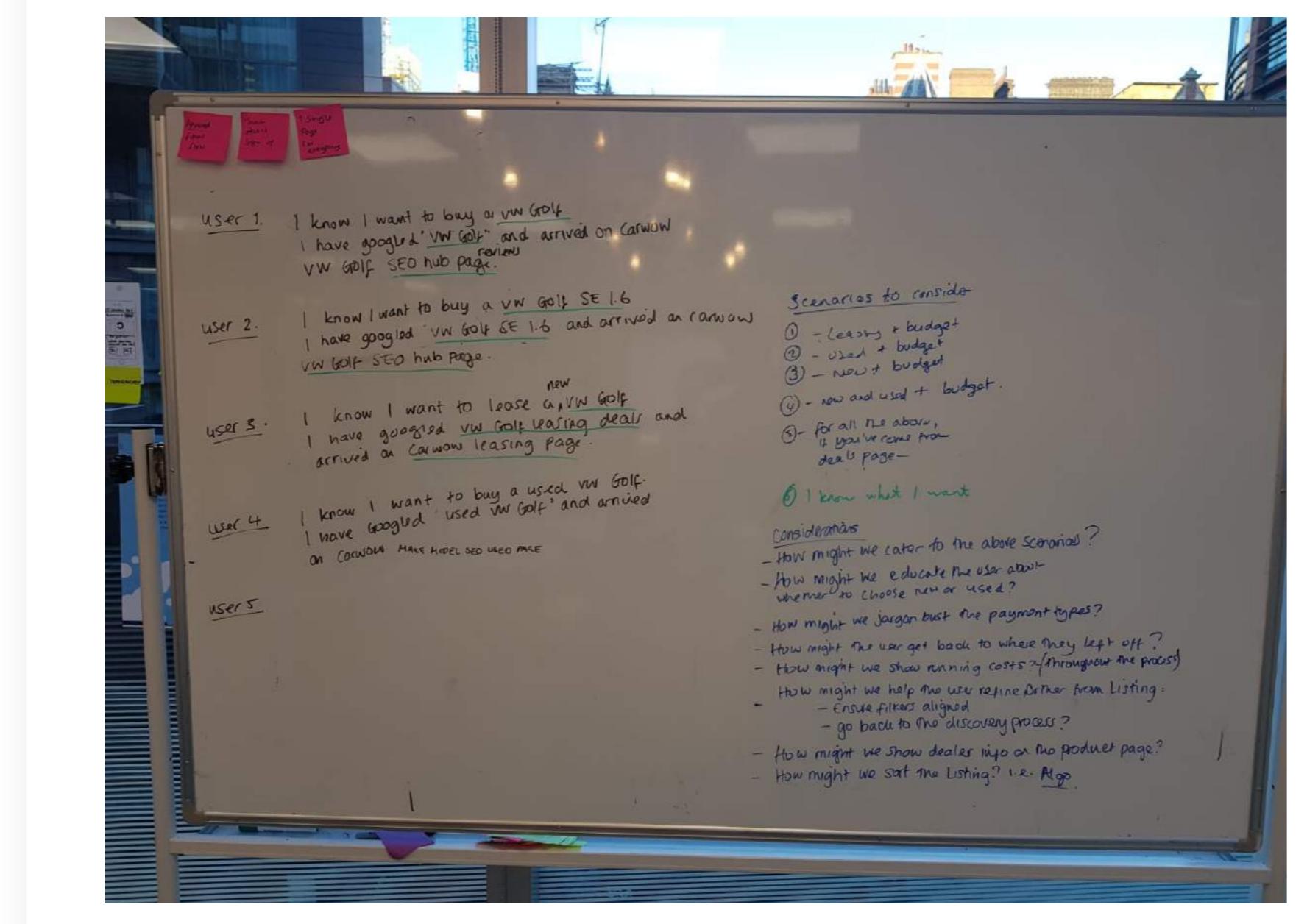
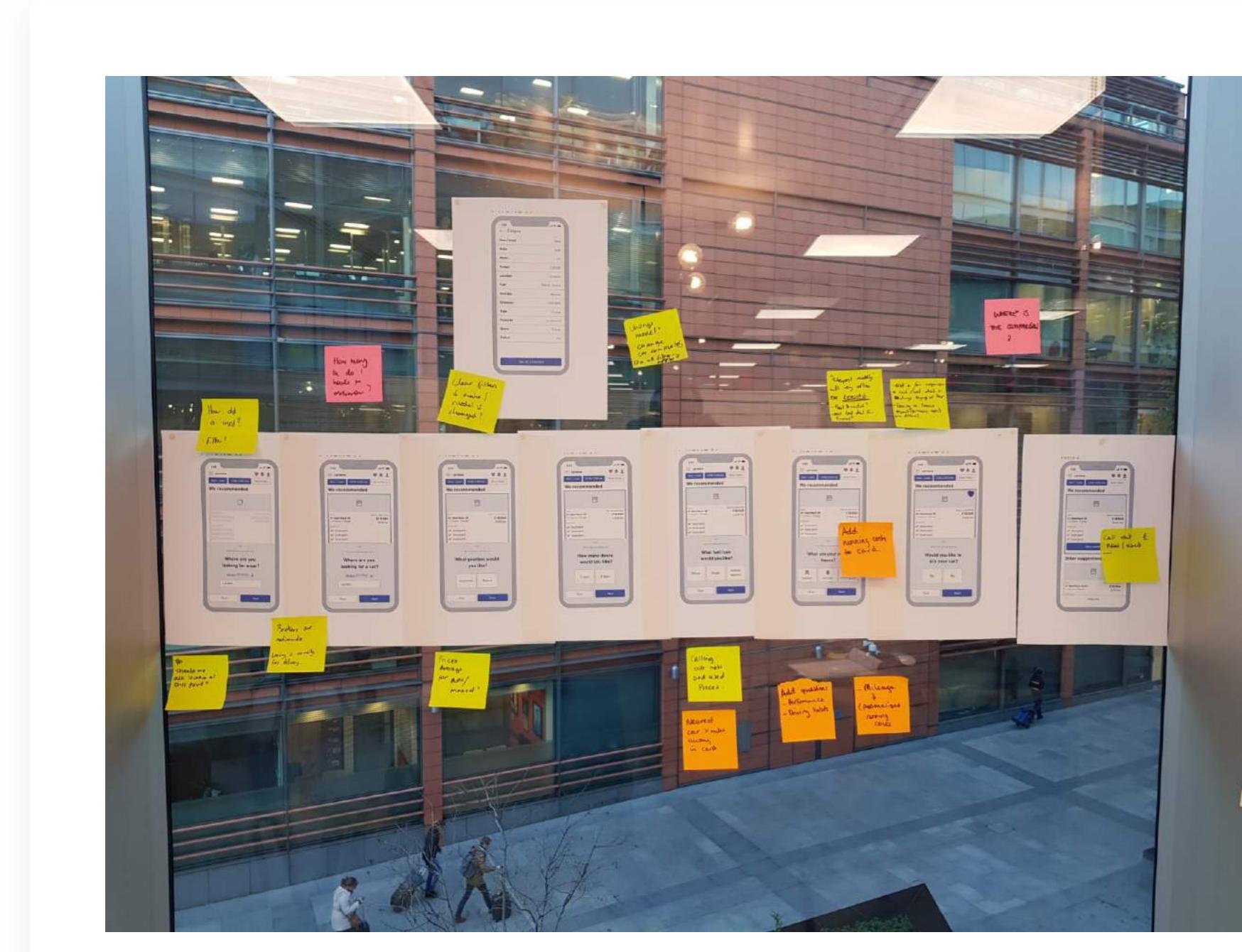
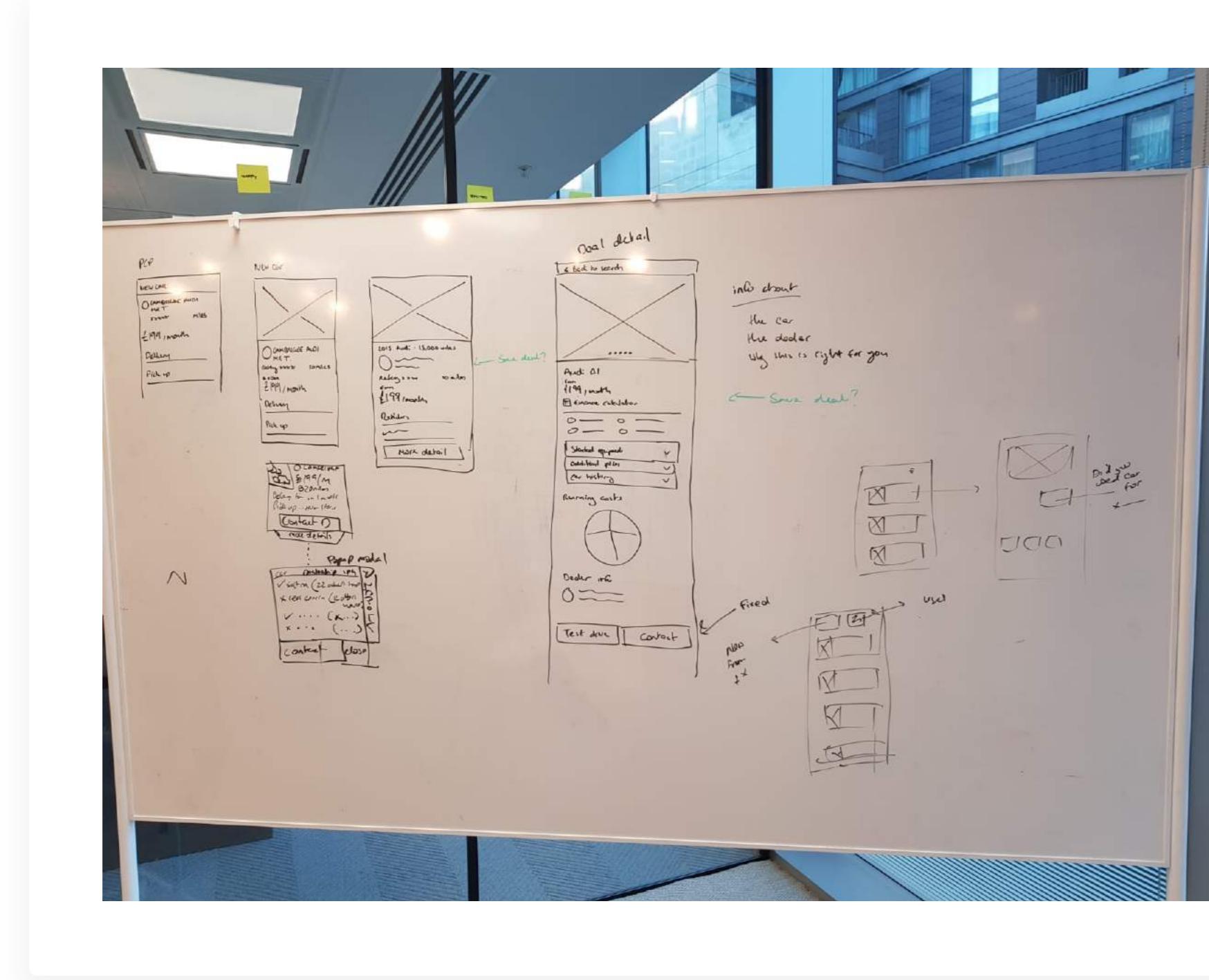


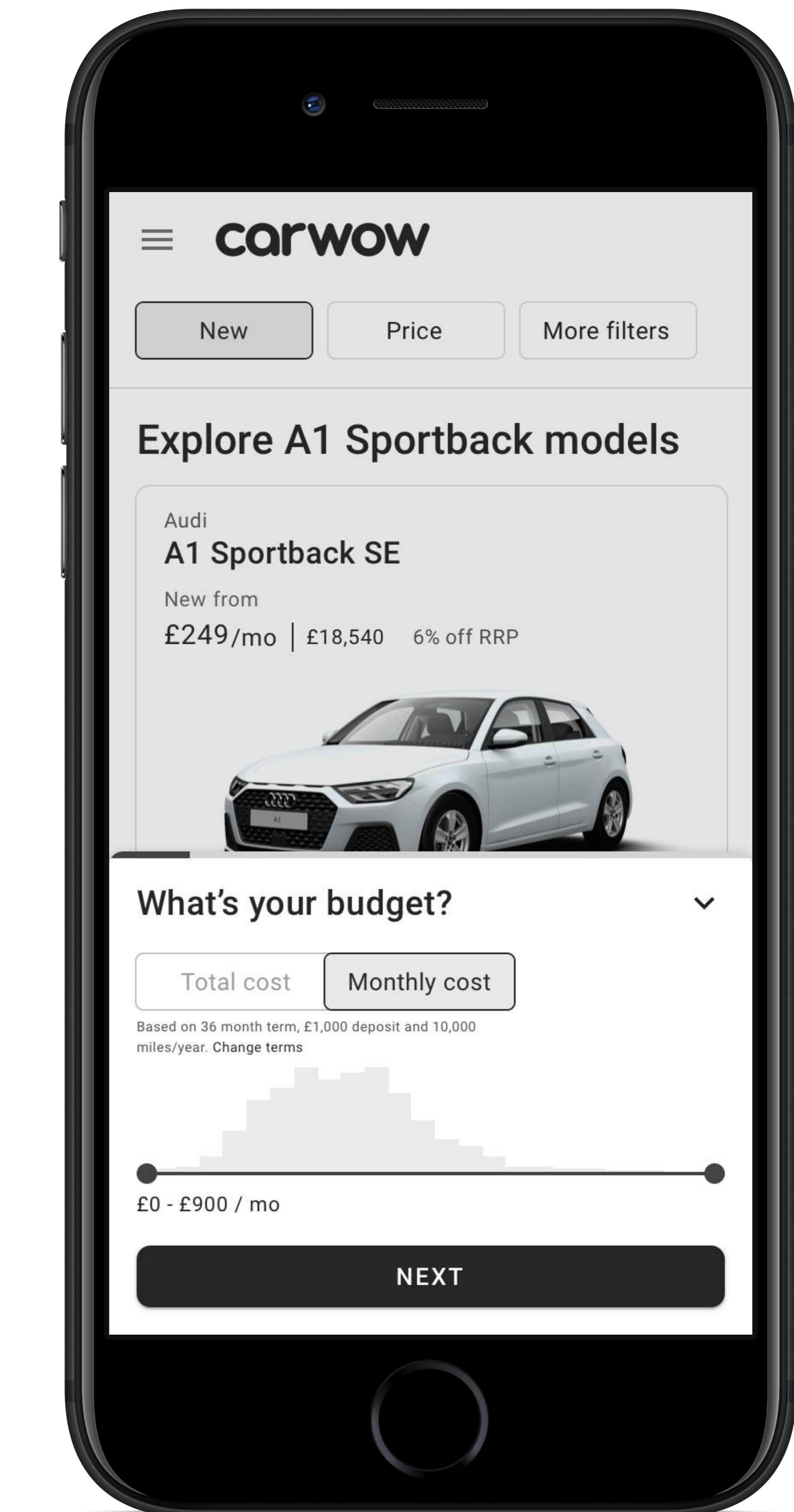
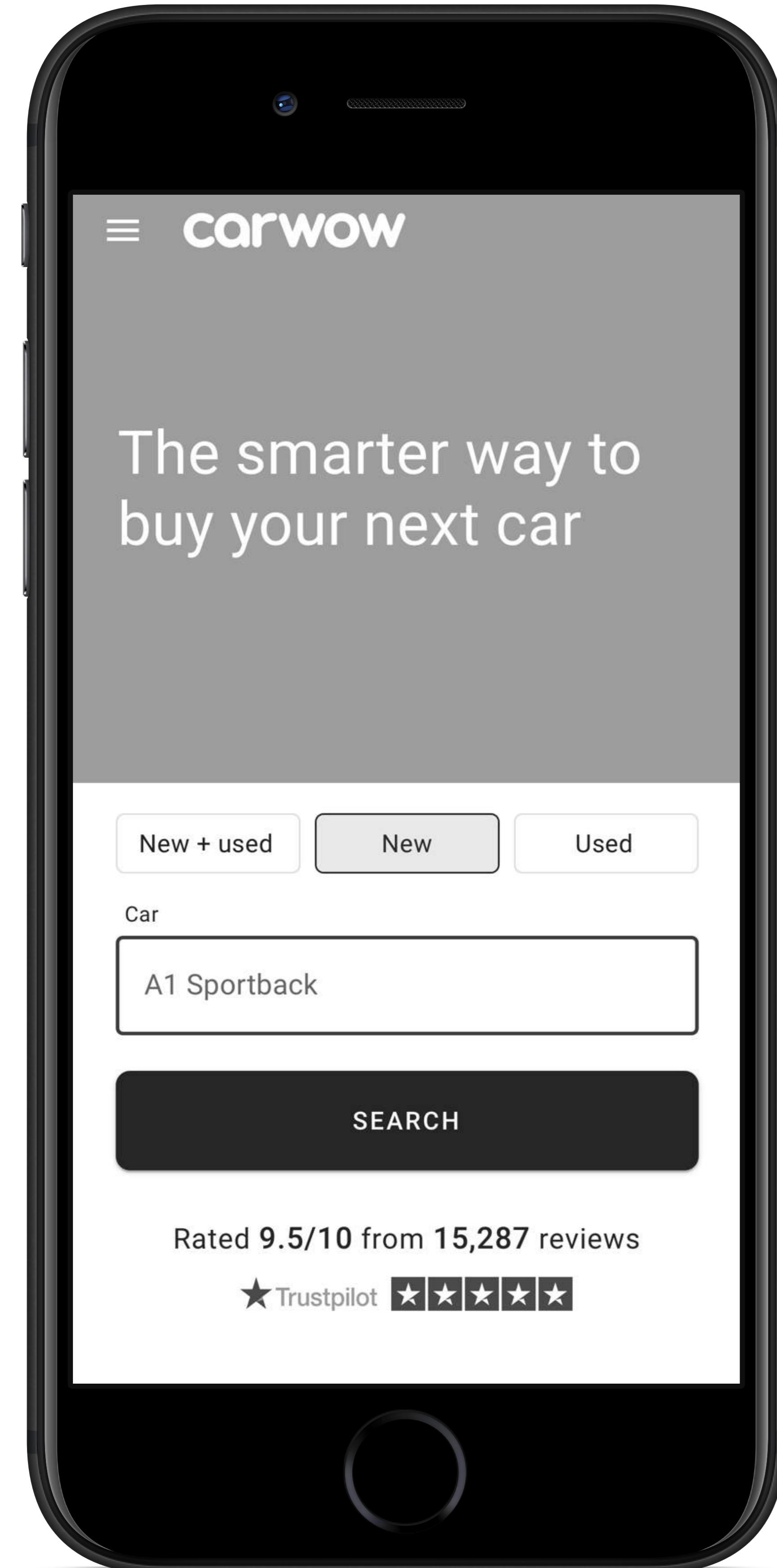
JUCE

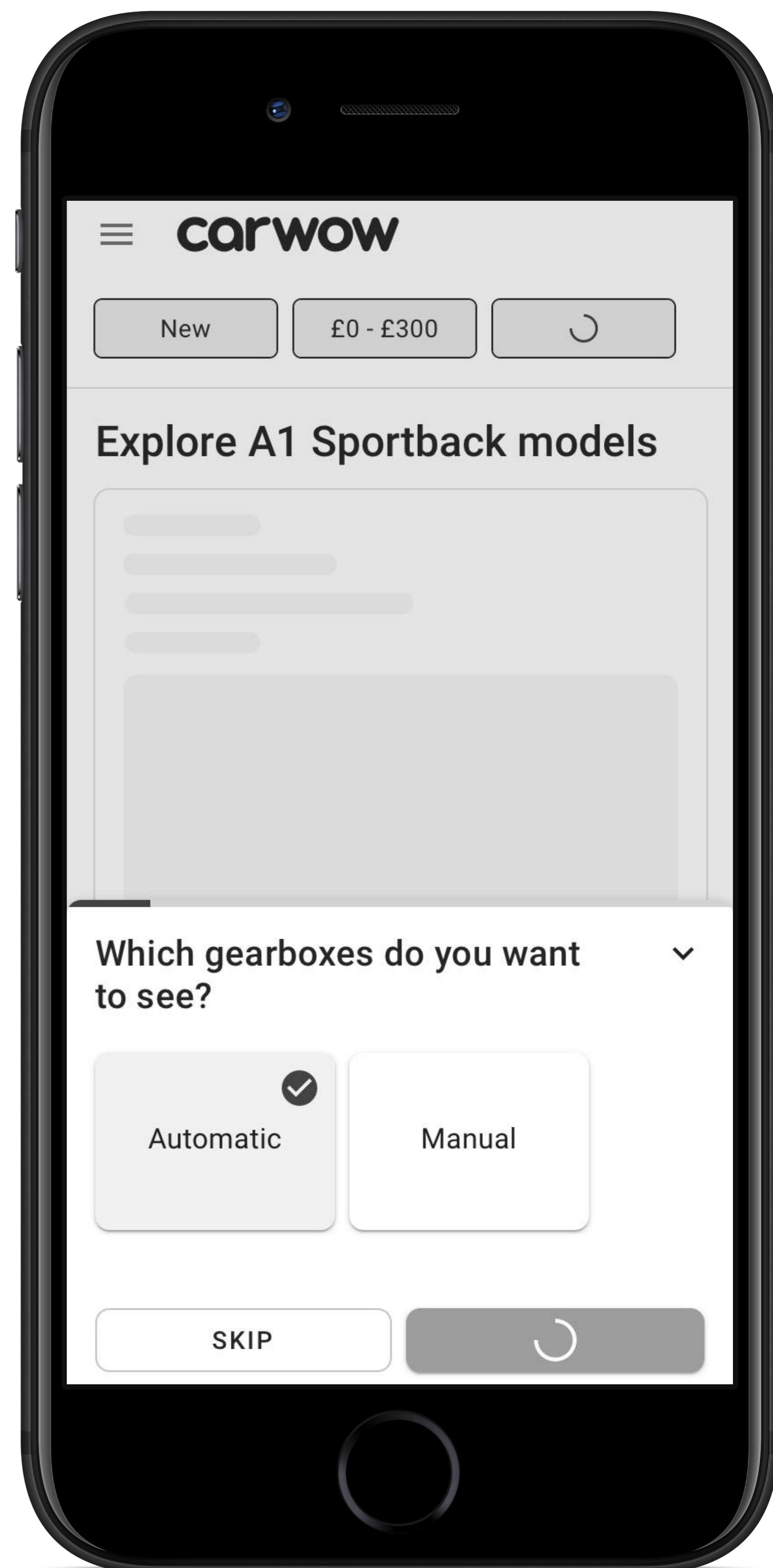
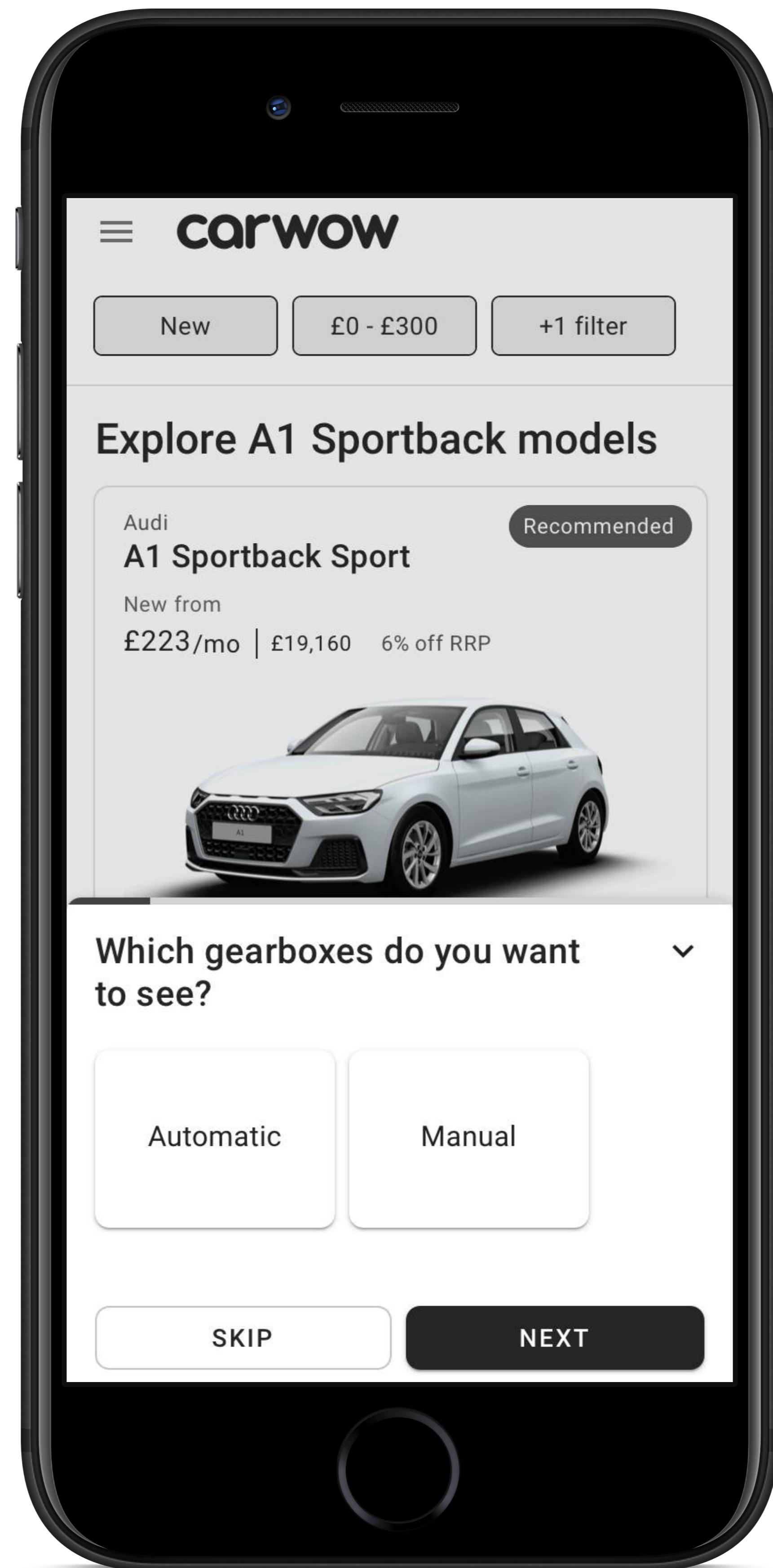
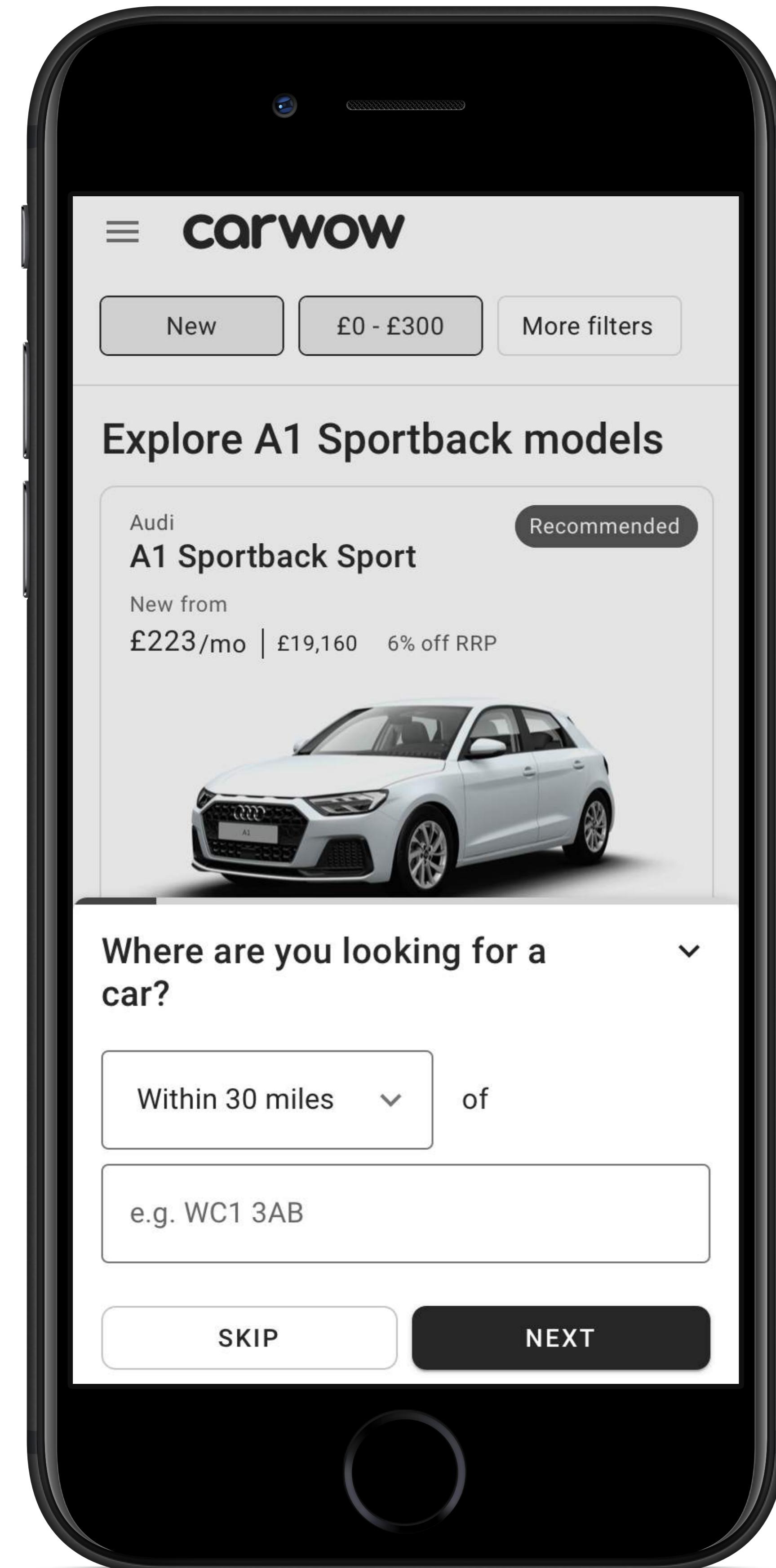
The design sprint

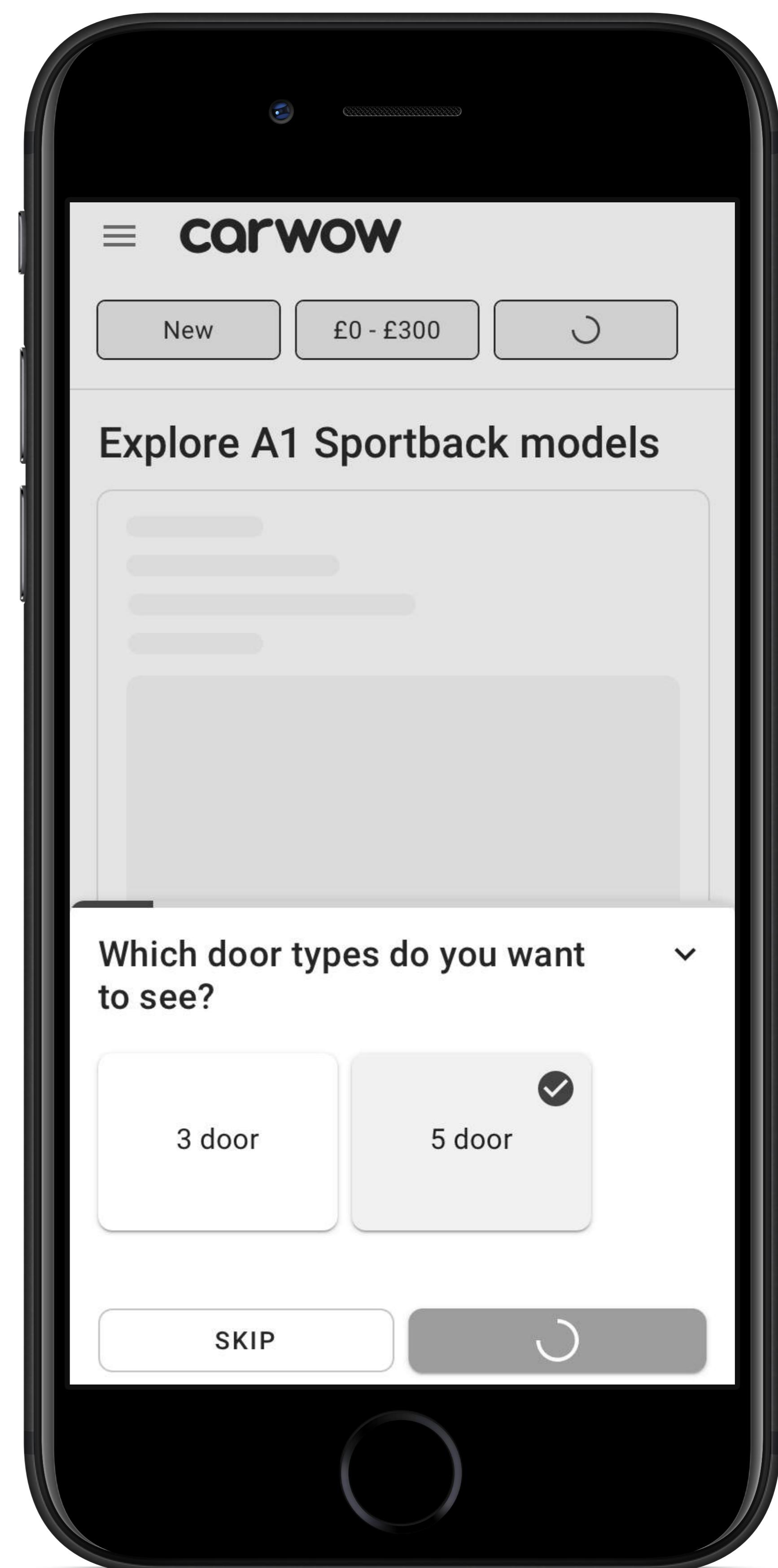
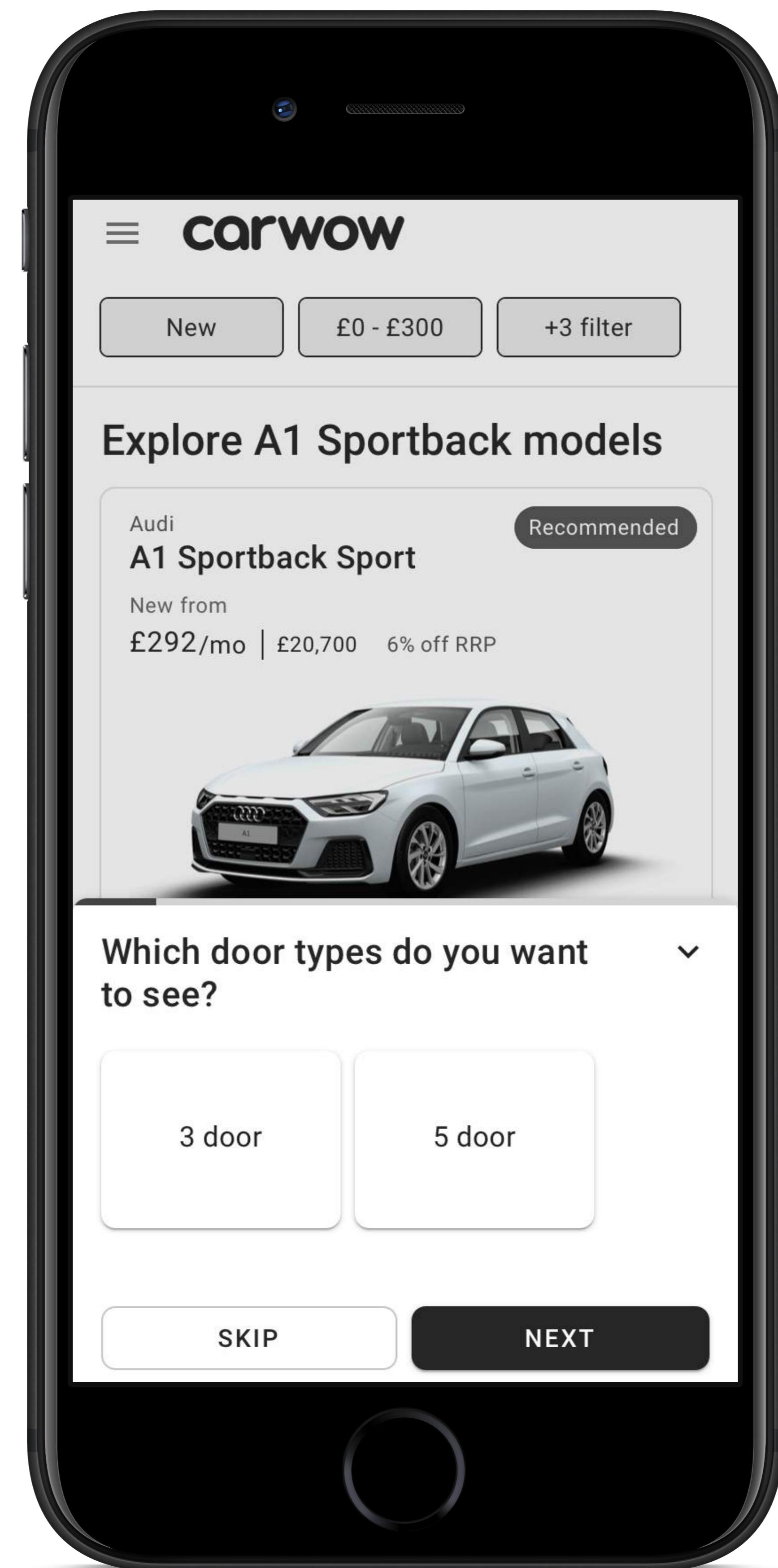
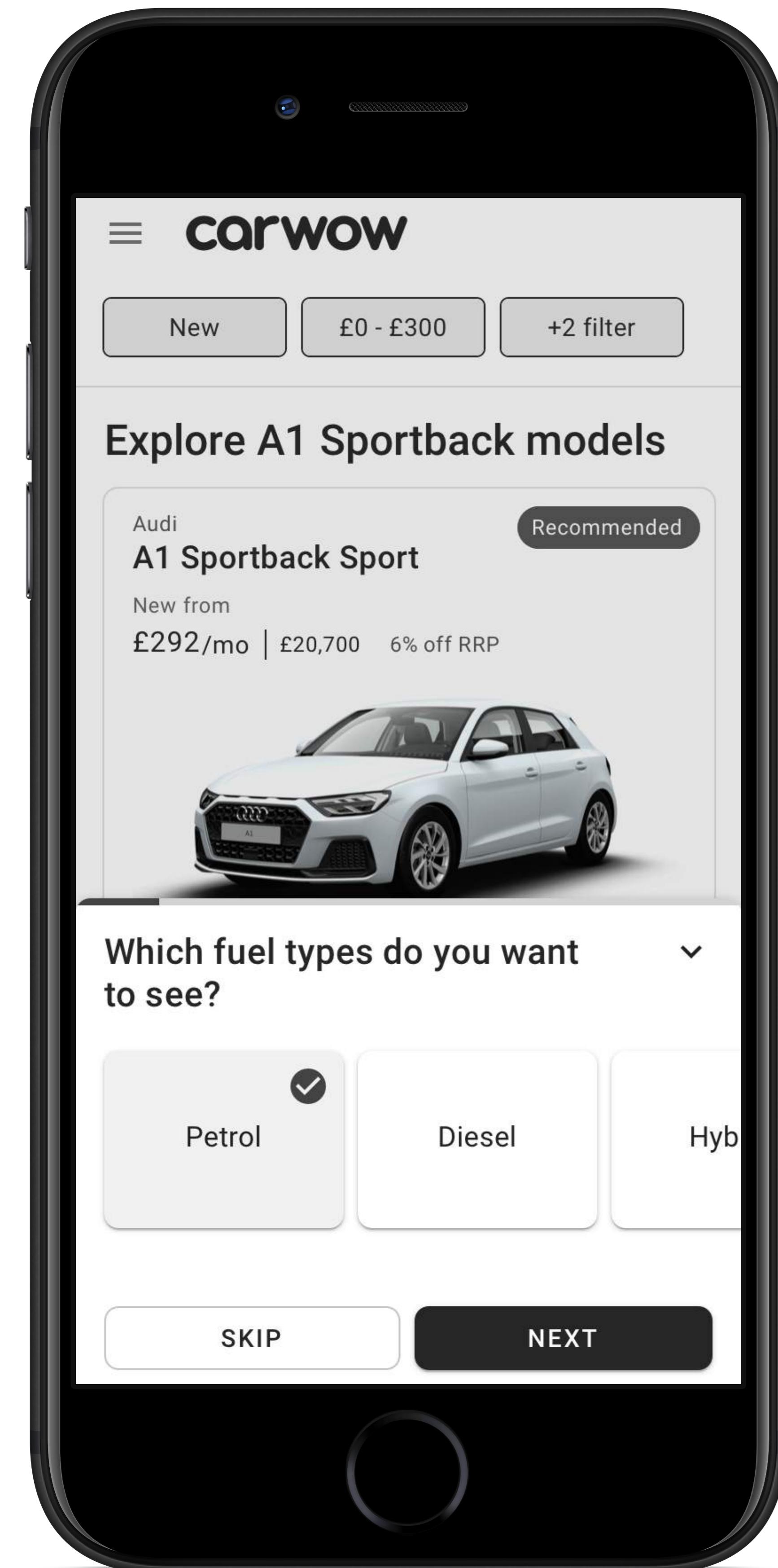
Having identified these key discovery areas, it was evident that not all could be tackled imminently (before Christmas 2018).

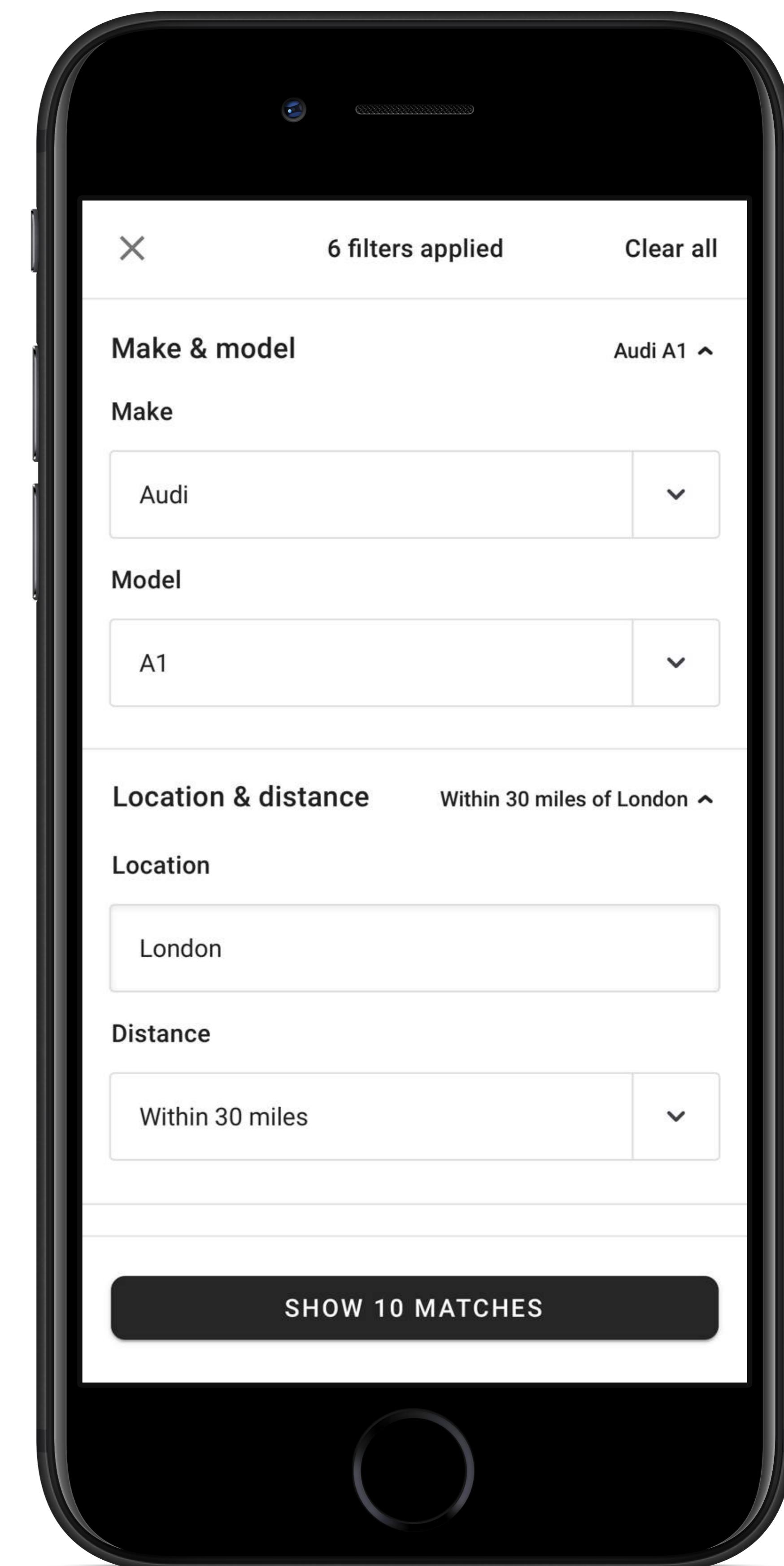
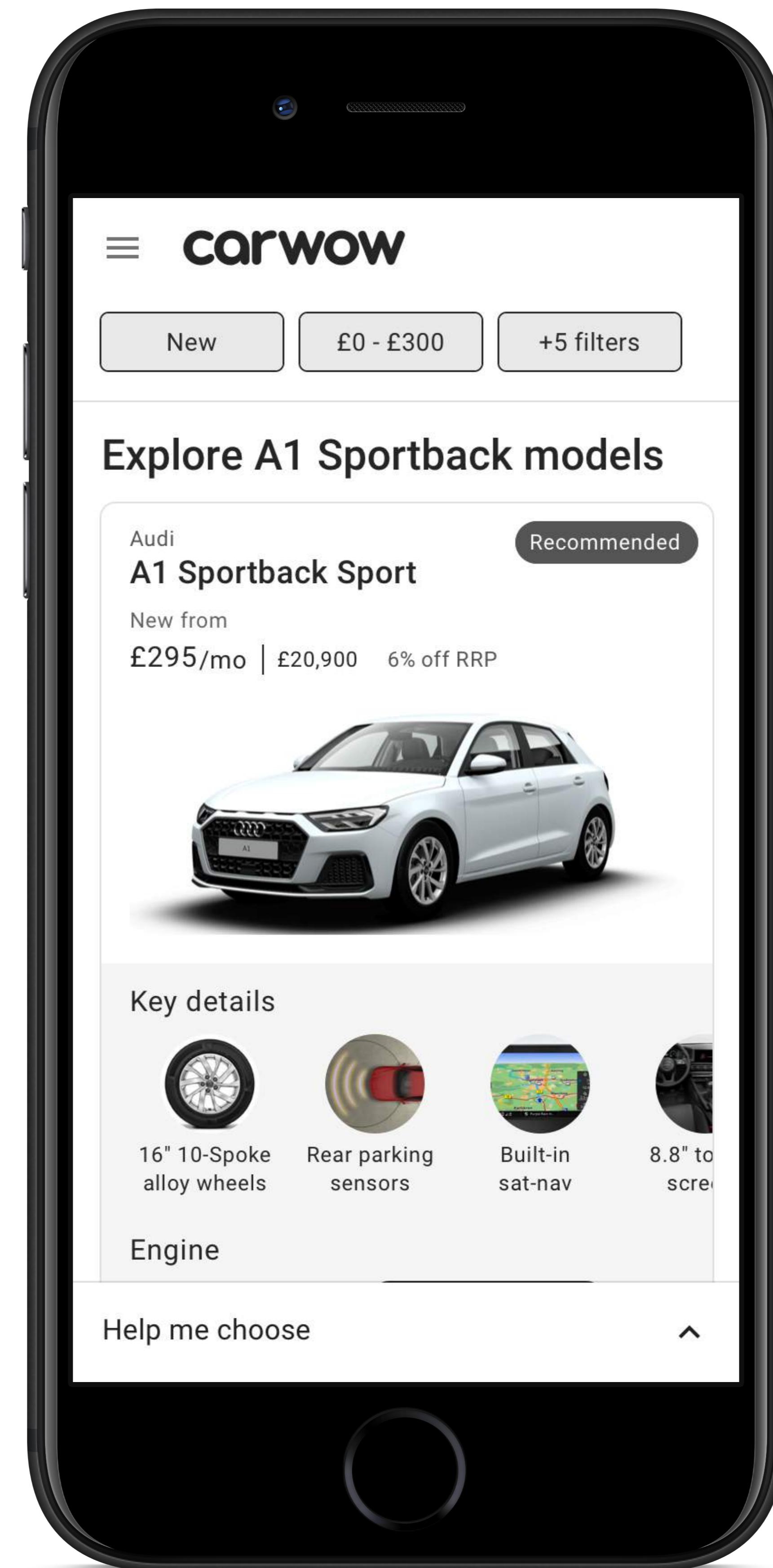
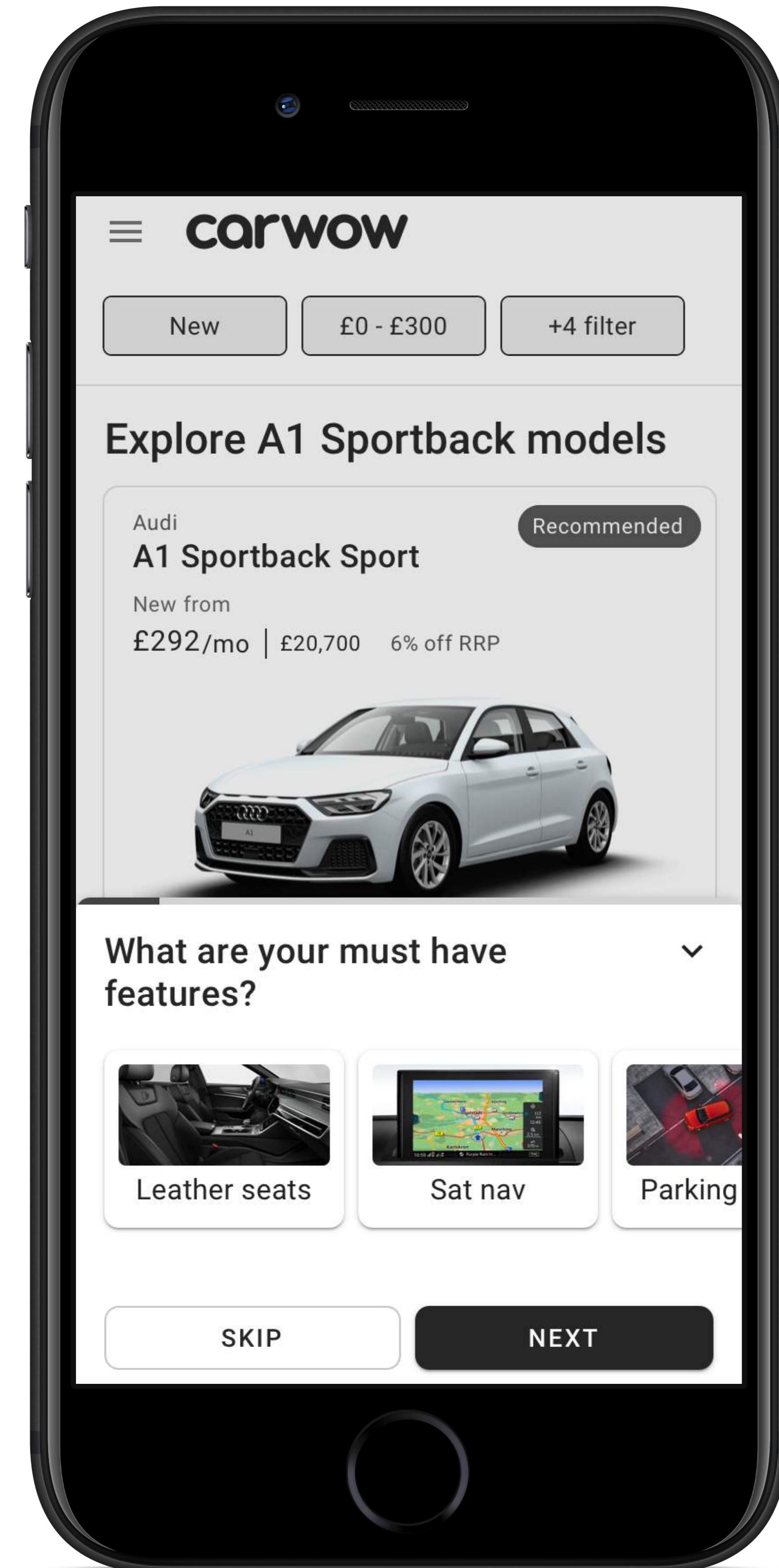
We would be focussing on **customers who had a make/model in mind** but needed help in firstly understanding the different derivates (trim and engine options) and then making a decision on which options would be best for them.











JUCE

The hypotheses

- Users will want to engage with the discovery tool and will understand how it could help them in their search.
- Users will understand what the price includes understand that it changes with their preferences.
- Users will realise why a car is being recommended to them after selecting preferences.

JUCE

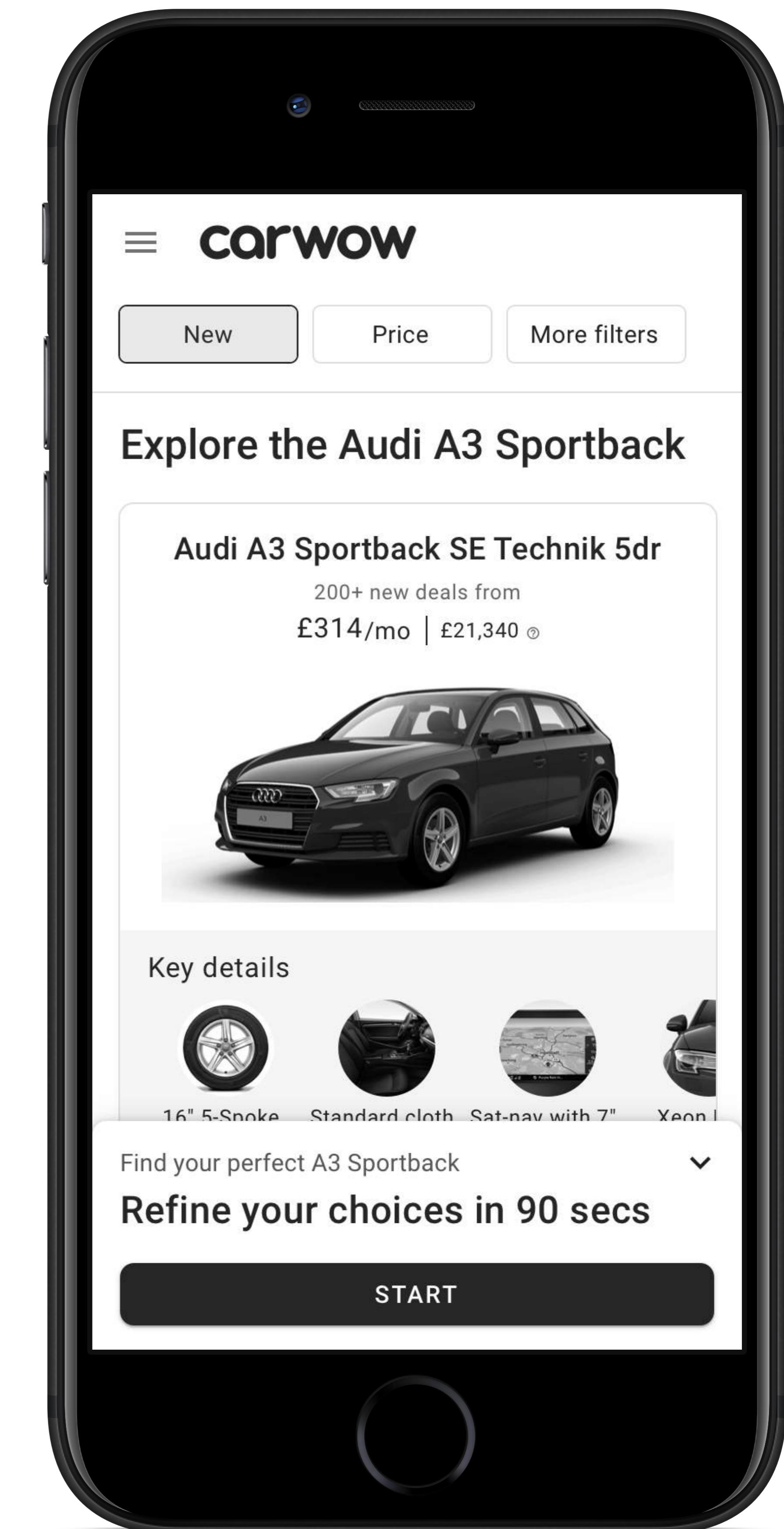
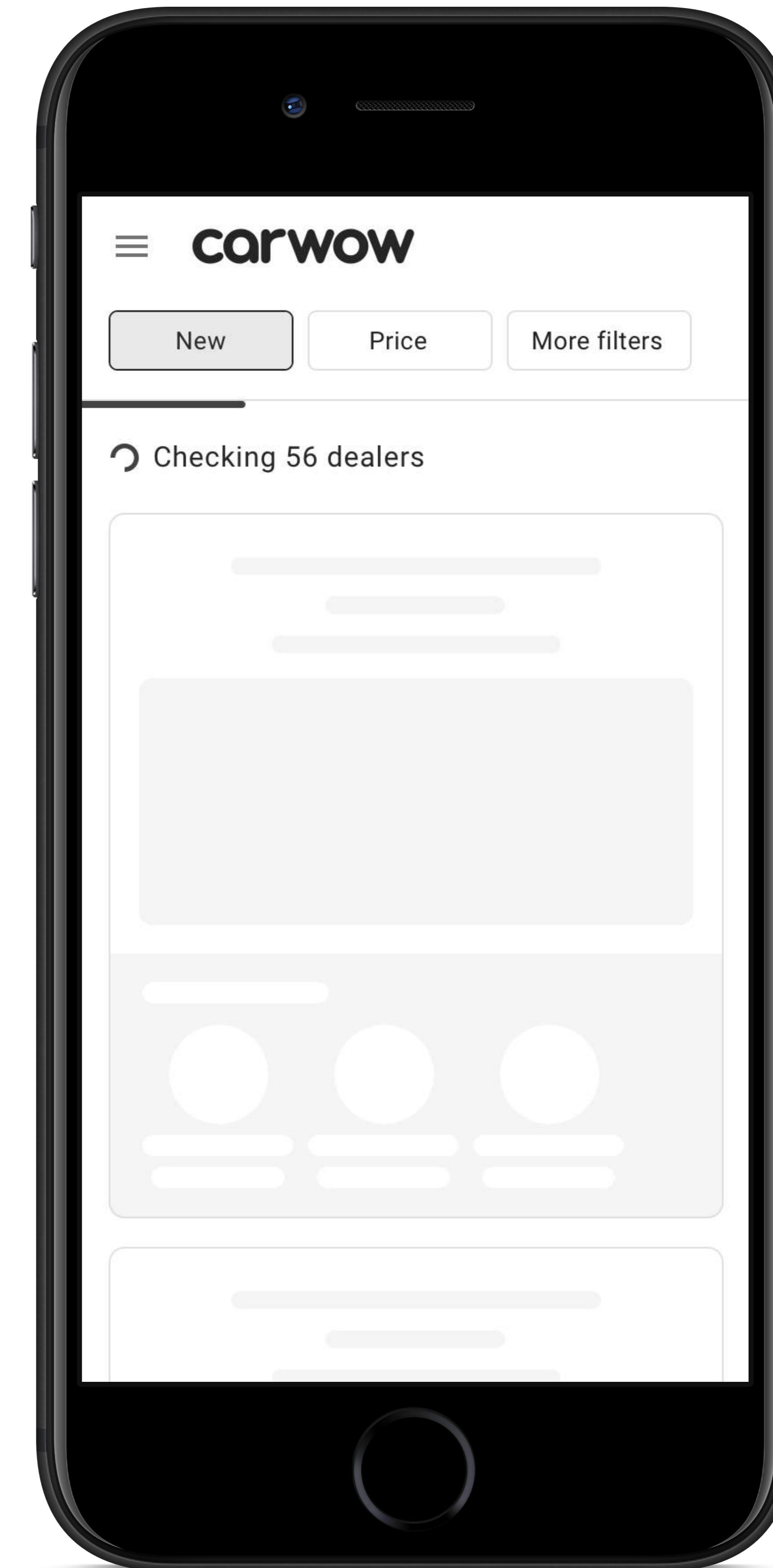
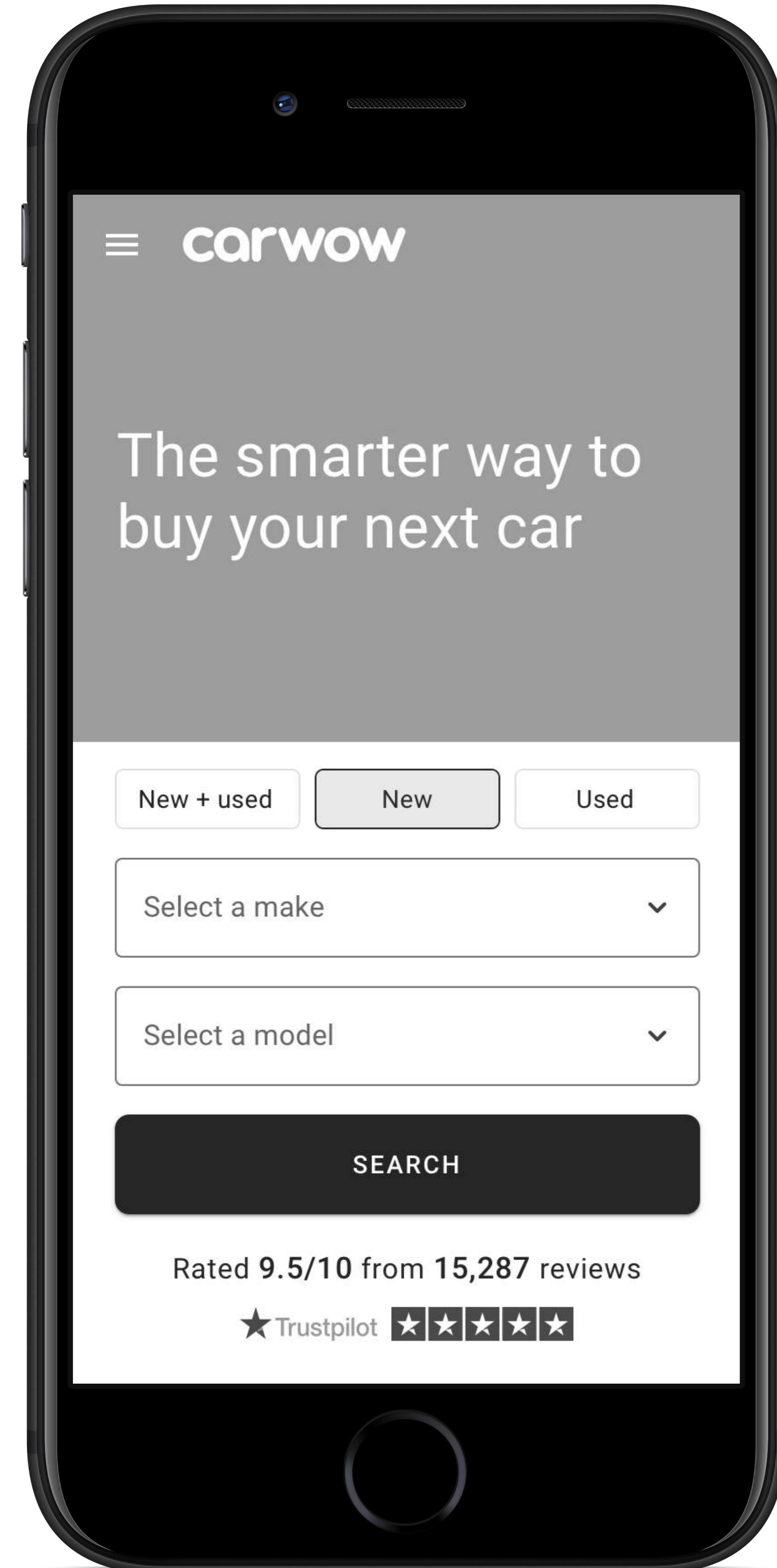
The hypotheses

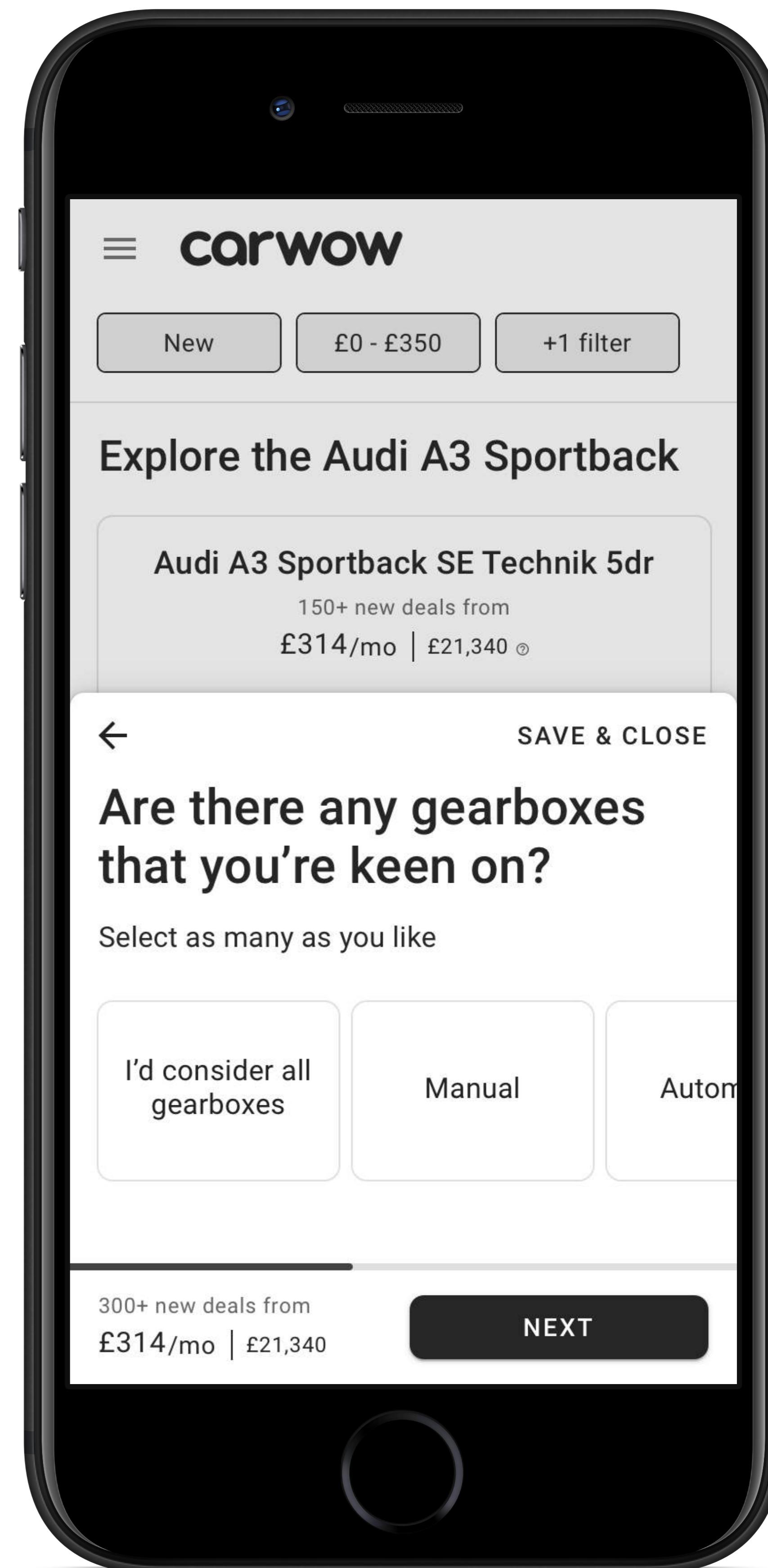
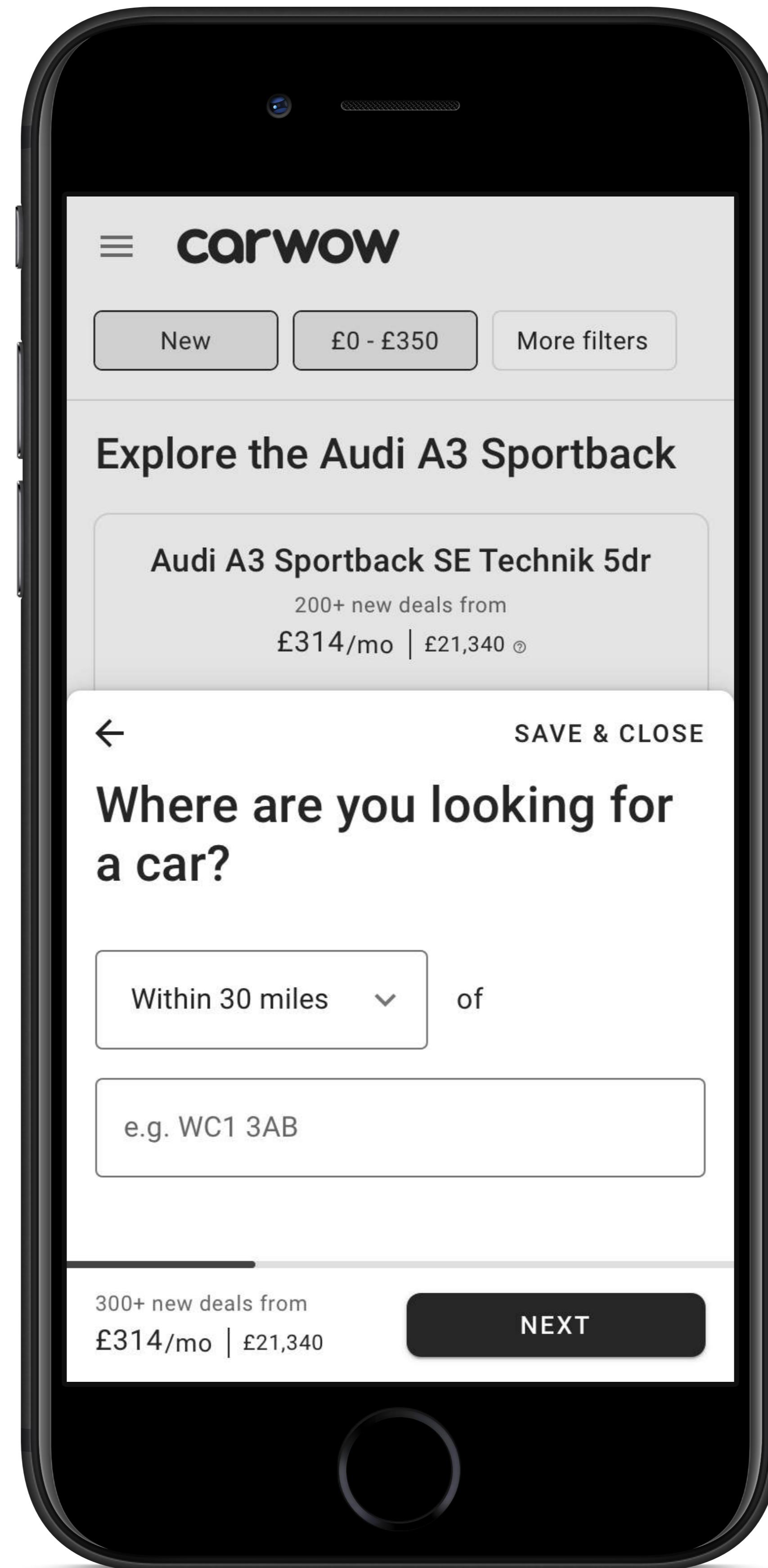
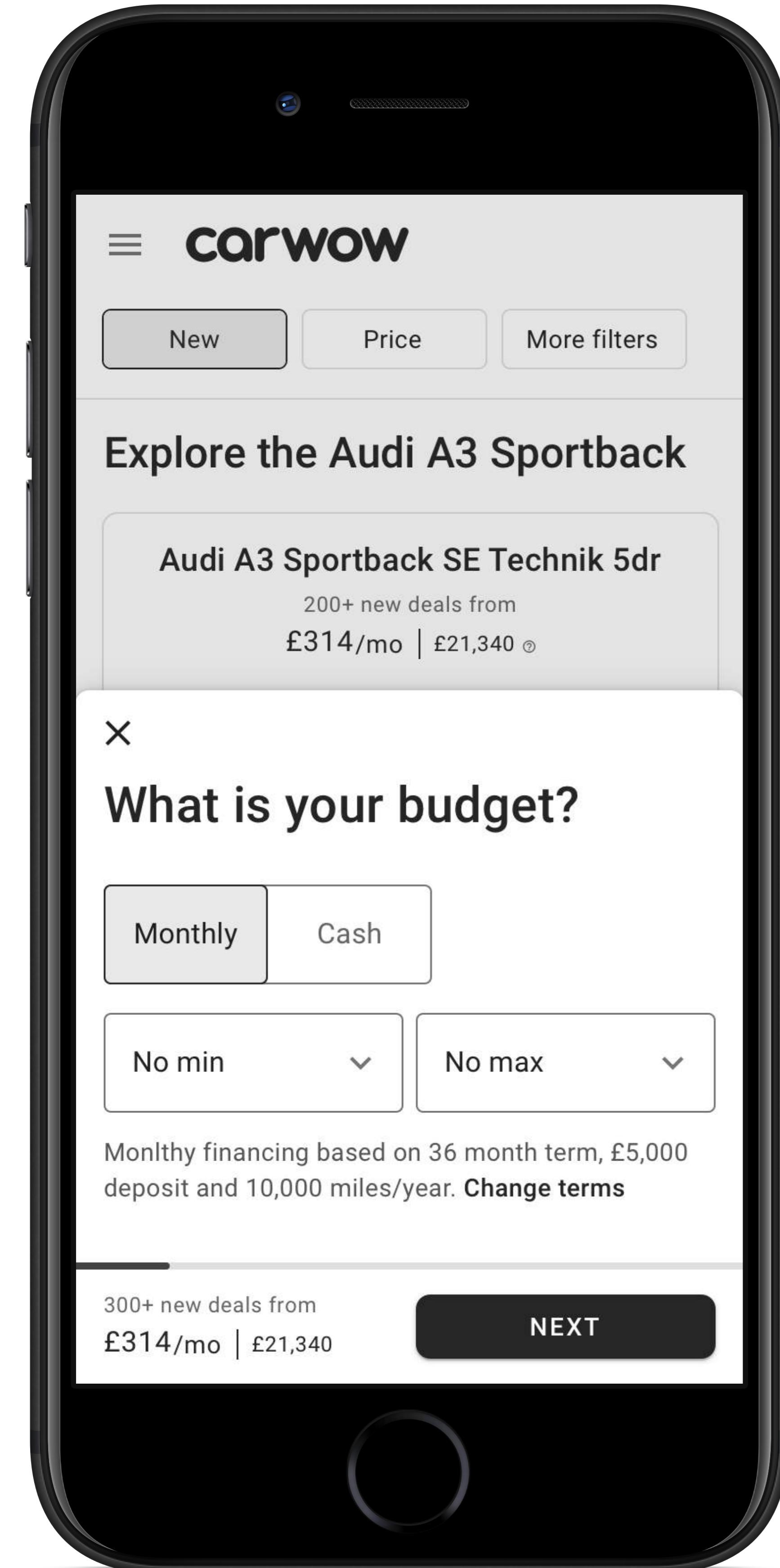
- Users will understand the more technical information on the card and how it might be relevant to them.
- Users will understand why they are being shown “similar cars” and like that they’re being shown this content.
- When clicking “see deals”, users will know that they’ll be taken to a listing with prices from different dealerships.

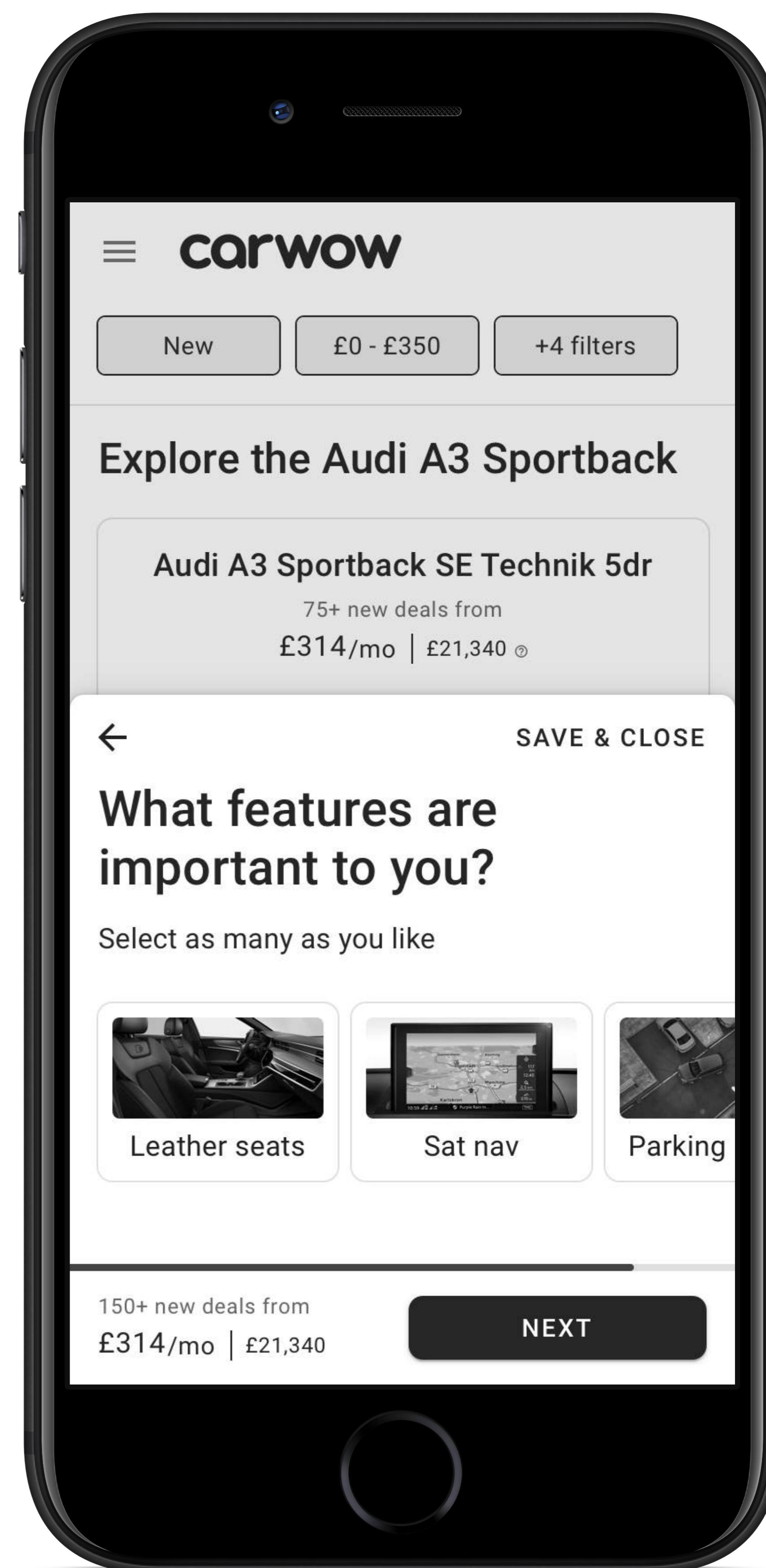
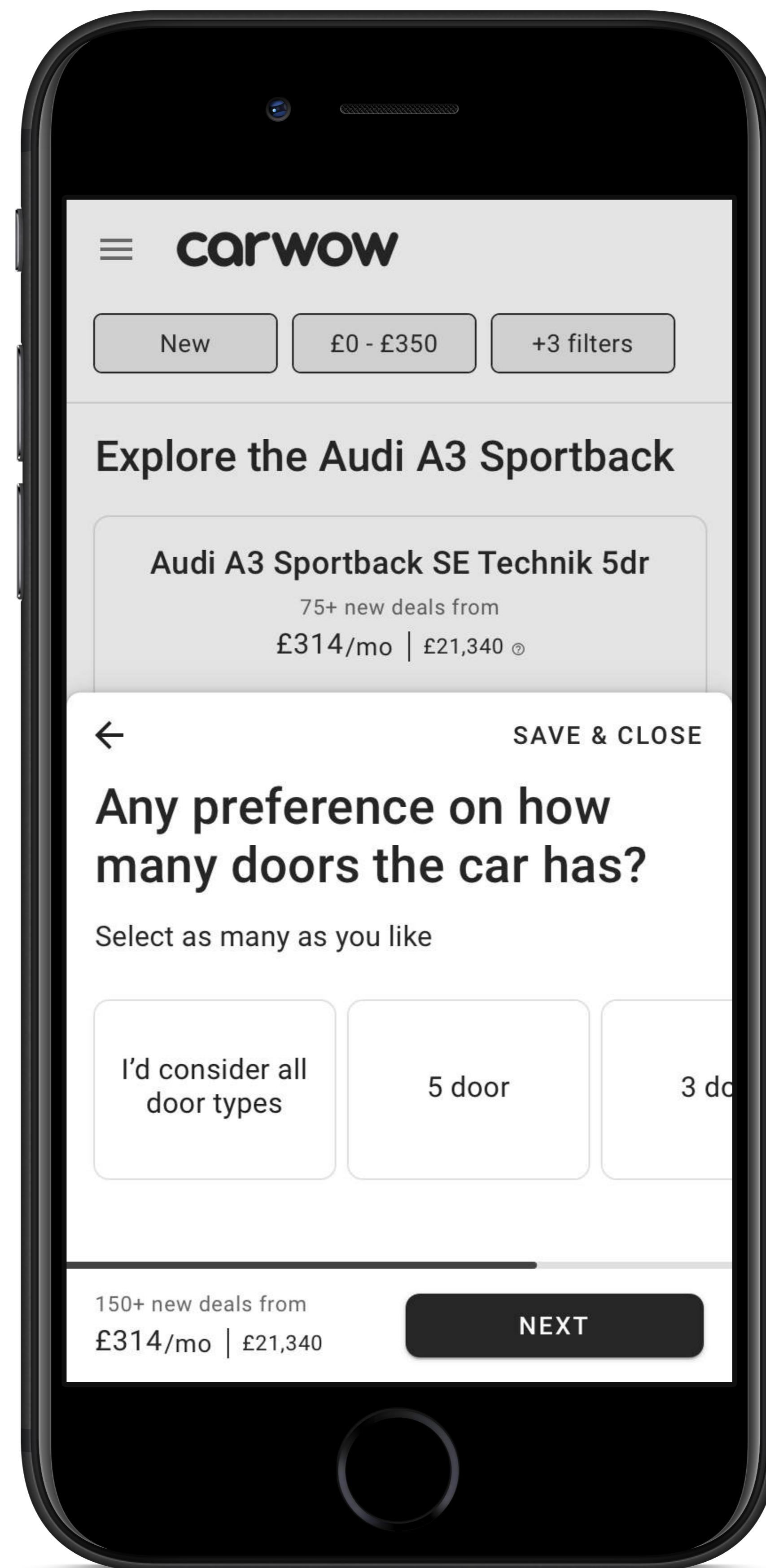
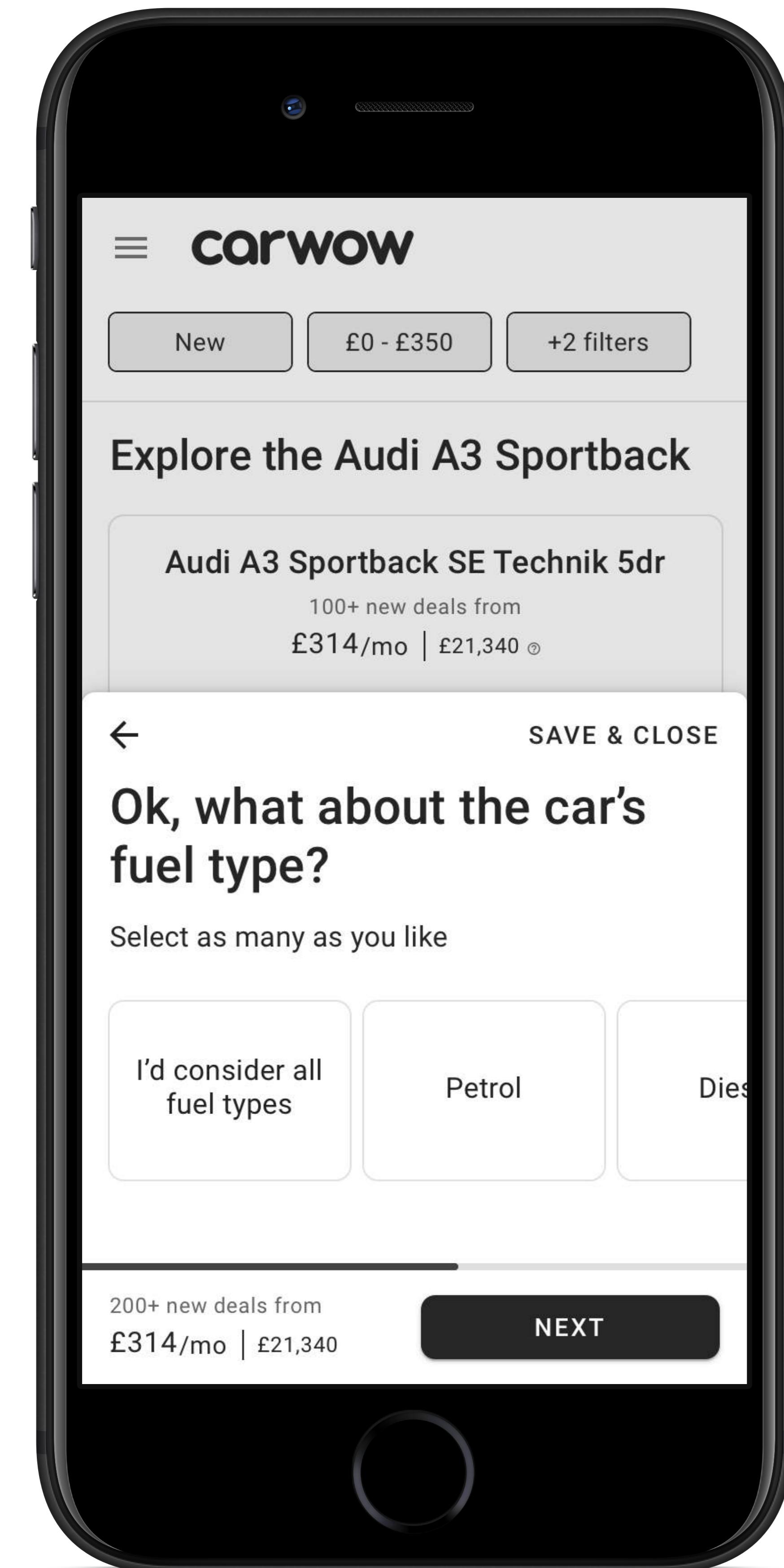
JUCE

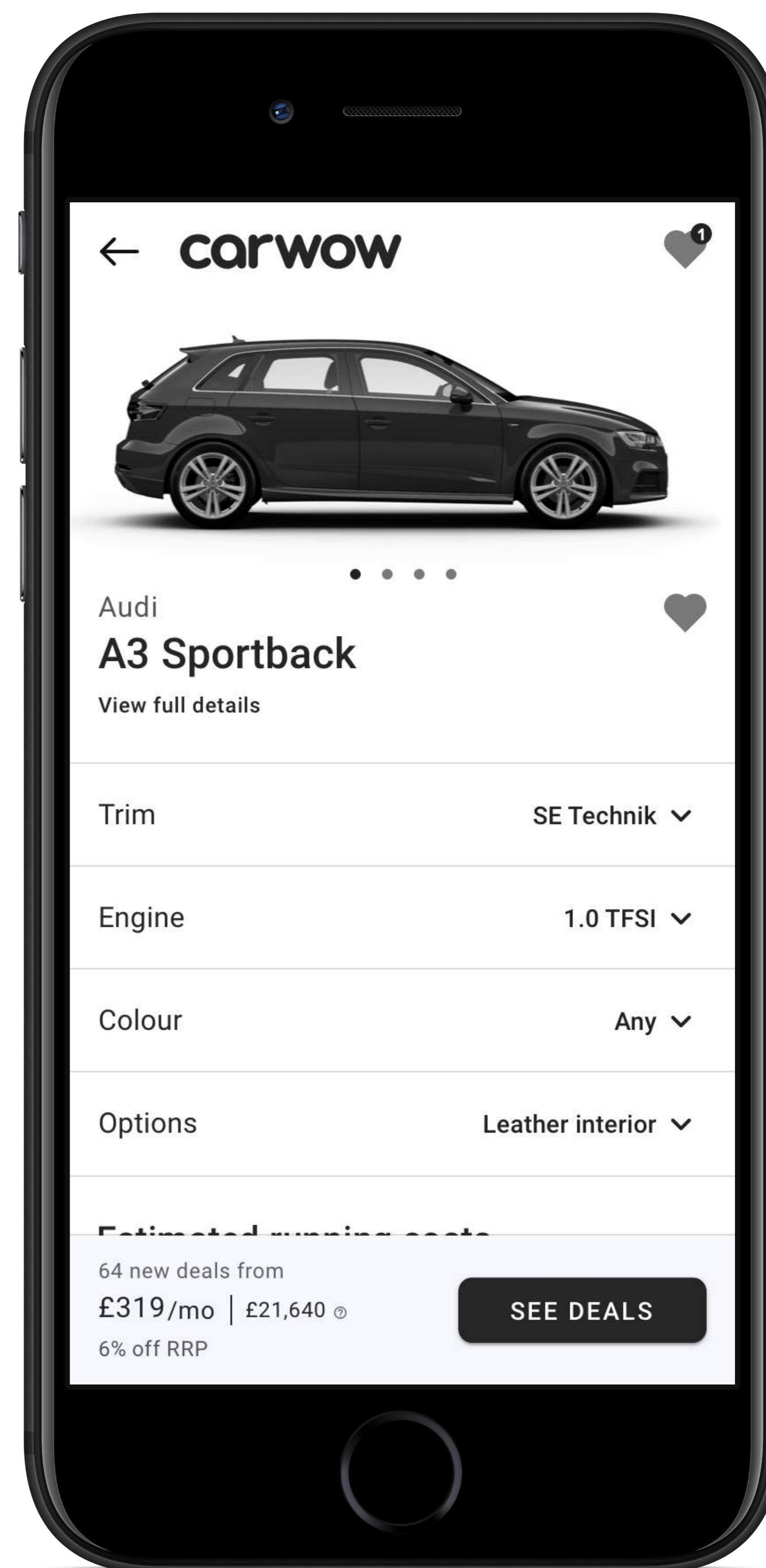
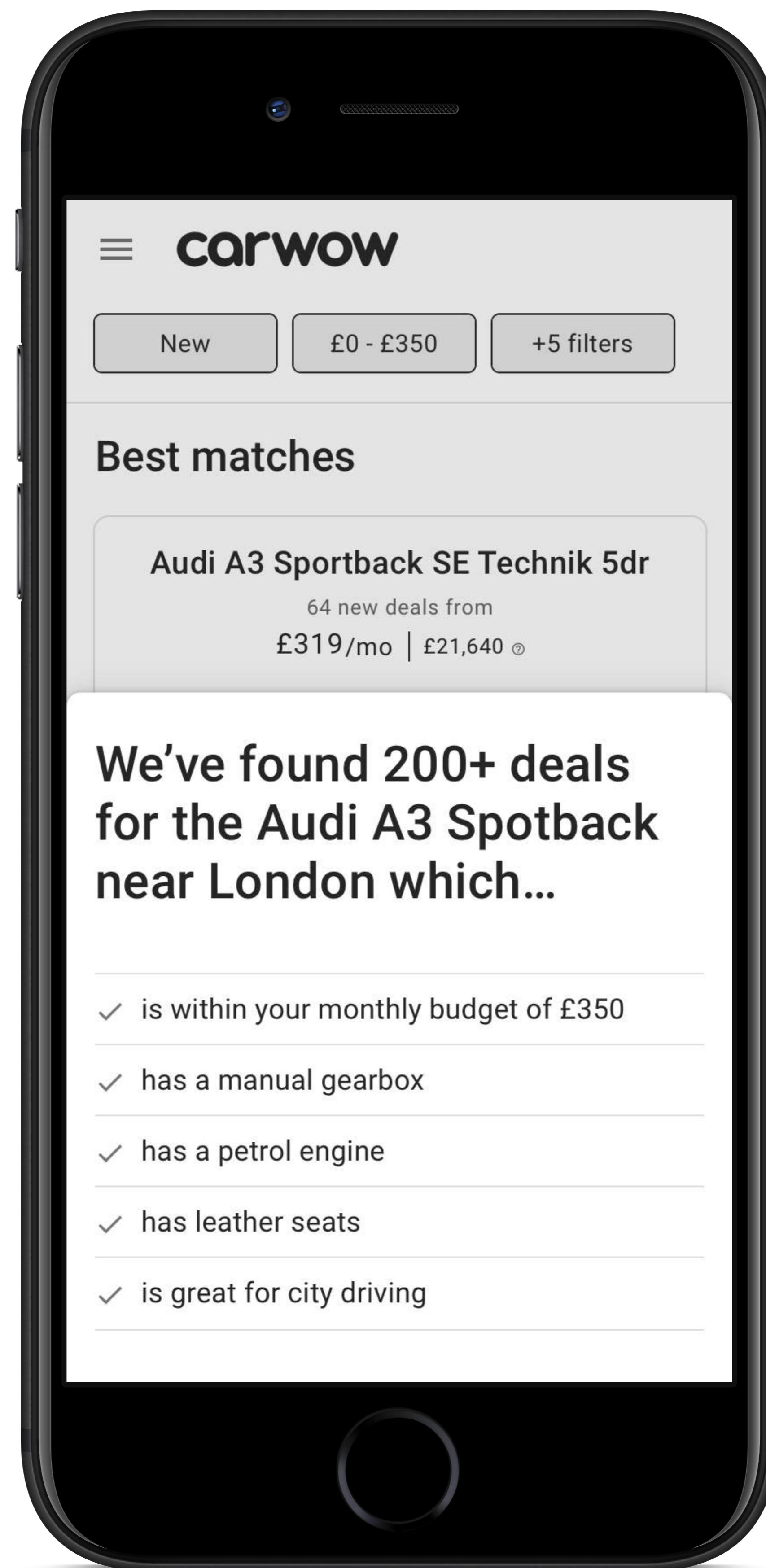
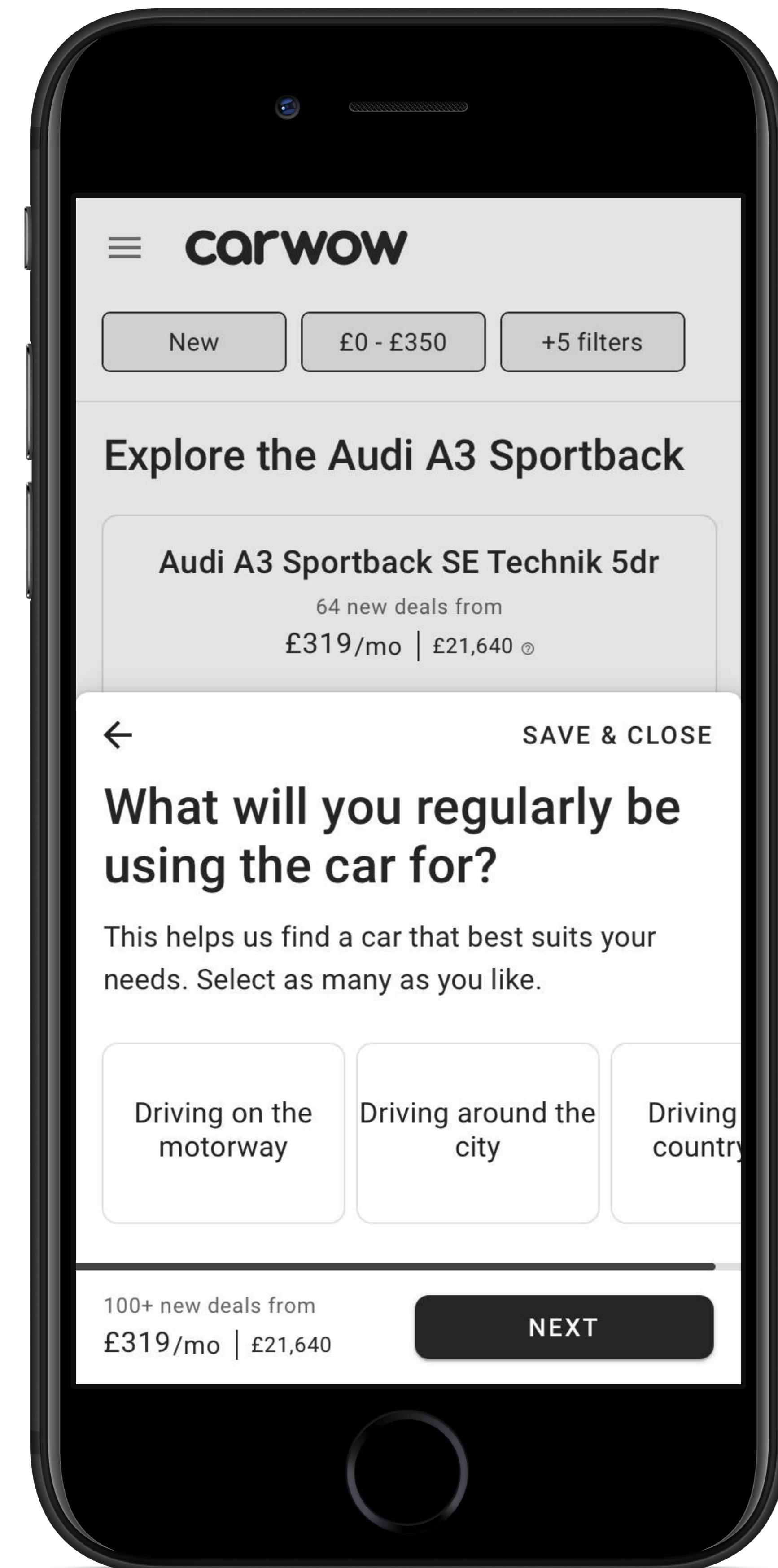
Design outcomes

- Provide users with more guidance at the beginning of the discovery tool.
- Make the discovery tool less intrusive.
- Feedback on how postcode is being used in results.
- Change ‘total cost’ to ‘cash’.
- Make it clearer that users can select multiple answers in the discovery tool.
- Include a sign-up page to start gathering feedback on this.



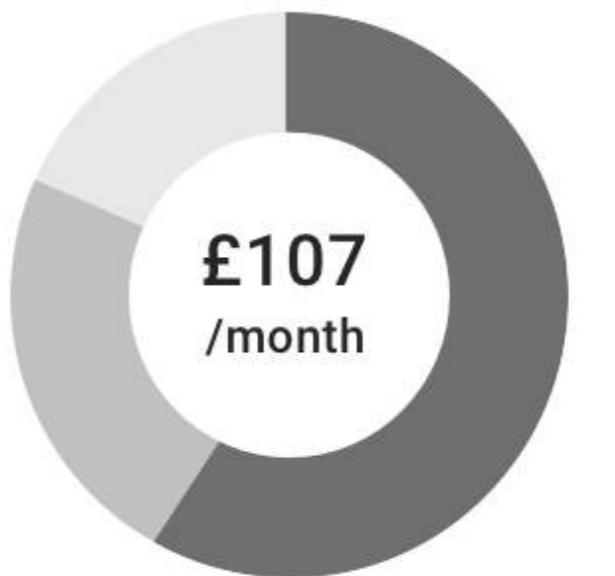






Estimated running costs

Based on an annual milage of
10,000 miles



£107 /month

- £76 - Fuel
- £17 - Servicing
- £15 - Road tax

Explore similar cars



BMW 1 Series
41 new deals from
£299/mo | £22,450 ⓘ
SEE DEALS



Volkswagen Golf
62 new deals from
£325/mo | £23,075 ⓘ

64 new deals from
£319/mo | £21,640 ⓘ
6% off RRP

Trim

SE Technik ▾



Key details



SE Technik
£319/mo | £21,640
6% off RRP

Sport
£327/mo | £22,495
6% off RRP

Engine

1.0 TFSI ▾

1.0 TFSI
Manual · Petrol

- Fuel efficiency 64.2 mpg
- Acceleration 0-62mph 9.9 sec
- Engine power 116 bhp

£319/mo
£21,640

1.5 TFSI
Manual · Petrol

- Fuel efficiency 64.2 mpg
- Acceleration 0-62mph 8.2 sec
- Engine power 150 bhp

£346/mo
£25,340

Colour

Any ^



Solid - Brilliant black
£0



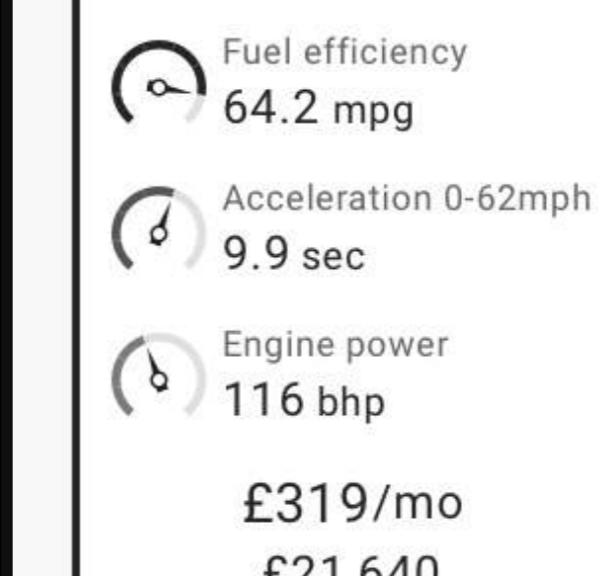
Metallic - So
£575

Options

Leather interior ▾

Estimated running costs

Based on an annual milage of
10,000 miles



£107 /month

- £76 - Fuel
- £17 - Servicing
- £15 - Road tax

X Interior



Leather interior

Although referred to as standard, there really is nothing ordinary or standard about this seat. Comfortable, stylish and available as standard in Delta cloth.

Seat functionality includes manual adjustment for seat height for the driver and passenger, forwards/backwards position, backrest angle, headrests and seat belt height.

X Create an account and view your **64 deals**

 Continue with Google

 Continue with Facebook

Signup with email

 Top-rated manufacturer-approved dealers

 No details shared, you're in complete control

 Free part-exchange valuation of your current car

JUCE

The prototype

<https://carwow.invisionapp.com/share/WAPI60TJZH8>

REFERENCES

What others say 😎

“Cai is an extremely reliable designer with excellent product vision. He’s able to make complex ideas simple and easy to use. Managing Cai for six months, he actively contributed to discussions about what we deliver, championing the user experience at every turn. I’d hire him again in a nano-second!”



Brent Palmer

Design lead – carwow, Zendesk, PayPal

REFERENCES

What others say 😎

“Cai joined as a very early designer at carwow and throughout his time delivered great work and worked well with everyone involved.”



James Hind

CEO & Co-Founder – carwow

REFERENCES

What others say 😎

“Cai joined carwow very early on and many of the UX and UI aspects of our product were his work. It’s a pleasure working with him and he’s a great team member. Cai complements his UX/UI skills with a good understanding of what’s possible with CSS and Javascript.”



David Santoro
CTO & Co-Founder – carwow