

ASSIGNMENT 3: LOW-FIDELITY PROTOTYPE

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Interface Improvement for Cars.com Mobile App

INTRODUCTION

Starting point of the design

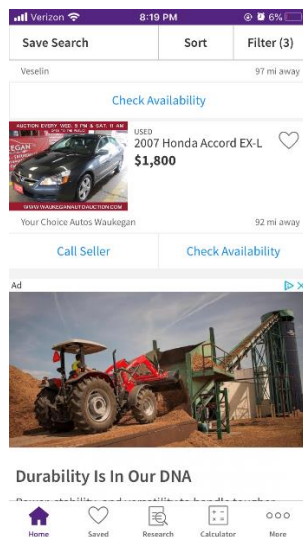
Our design is to make Cars.com mobile app more credible and convenient to use. The purpose of this app is to get the optimal car for its users. With recent updates, however, users cannot access to what they need in a straightforward manner. The flow of the app can be improved from many aspects such as the filter, 'Saved' button and advertisements position...

Current state-of-the-art

The traditional way for people to find their ideal cars requires them to go from store to store which take times and efforts. Currently, with the help of search engines like "Cars.com", we can search for detailed information and locate the available car easily. The platform had created a brand-new business model of the car market.

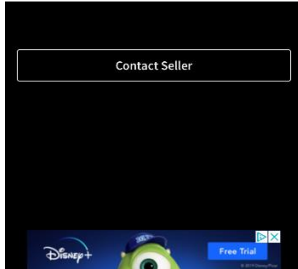
Potential problems

- When selecting multiple items in a specific filter category, the condition is always 'OR'. If the user wants all the features(AND), the search process will take more times
- The car photo is relatively small(about 1/3 of the screen). This may confuse the users since they cannot see the details of the car clearly
- The 'Compare' function does not show enough details about the cars(photos on the top are always unavailable)
- Users may miss click the advertisements in the search tab since those ads take up many spaces and are placed in the middle of searches
- The only way to save/delete the car from the 'Saved' tab is through the heart-like button. Users without experiences may be confused by the symbol, a text prompt might be better here
- Users have to register an account to use the 'Save' function, but it is not notified until the user click the heart-like button.

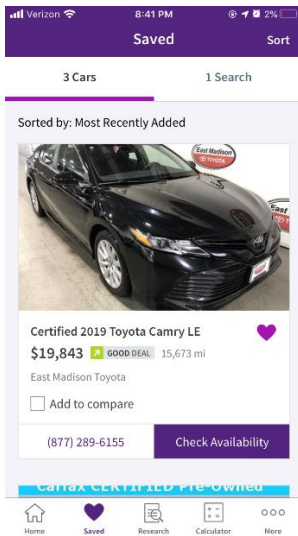


The advertisements place in the middle of search.

INTRODUCTION



The car photo is only 1/3 of the screen (can't magnify)



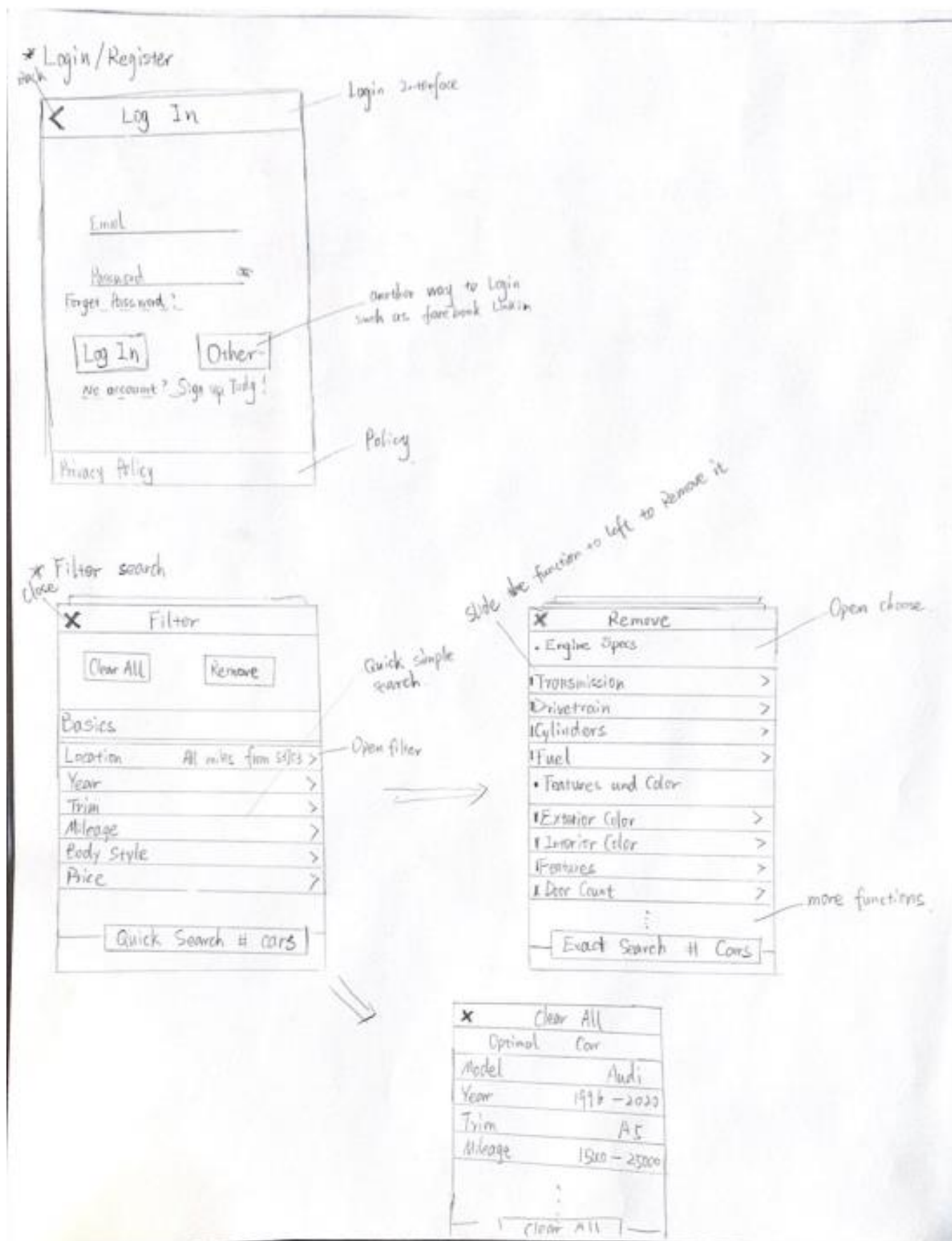
'Saved' tab doesn't tell how to delete/modify saved cars

Design opportunities

- Allow users to select the conditions(i.e. AND/OR) when picking multiple features
- Optimize the 'Compare' interface to provide detailed information
- Move the advertisements to a more user-friendly place.
- Clarify the 'Save'(heart-like) button a little more
- Prompt account registration for users who use the app for the first time
- Optimize the photos of car in the information tab

PAPER PROTOTYPE IDEATION

First Sketch(2 scan pages)



PAPER PROTOTYPE IDEATION

* Compare Model

Saved		Sort
11 cars	1 Search	
Sorted by: Most Recently Added		
photos cars		
41079 mi		
University kia		
check Availability		
Add to Compare		
Home	Saved	Research
Compare	Results	More


Compare

Done		2012 Alfa Romeo Base	
Price	...	Price	...
Mileage	...	Mileage	...
Exterior Color	...	Exterior Color	...

Compare information
Photo
Price
...

PAPER PROTOTYPE IDEATION

Second Sketch(1 scan page)




Cars.com

☒ Enter Email

☐ Enter Password

Log In

Sign Up



Phone	photo	ph-77
Price	33000	2000
Miles	400	300
	Remove	Remove

Compare

Filter

Key word

Condition: New

Location: <50mi

Model: Camry

Year: 2019

Body Type: Sedan

Price: <1000

Clear Search



Advanced

Only show Available car

Scroll down bar

2 Cars | Searcher

Sort by: Most Recent Added

 \$33000 400 miles Audi A6 600-314-4174 Add to cart	 \$2000 300 miles BMW 712 600-975-8474 Add to cart
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Swap Edit

Home Saved Search Filter More

Advanced Search

Color: Any	Transmission: Any
Cylinders: Any	Fuel:
Feature:	Drive Train:
Engine Type:	Wheels:

Apply Search

Home

DESIGN DISCUSSION

Our first version of sketches focuses on the filter and compare function of the mobile app. It redesigns the filter by adding the “Clear all” and “Remove” button. One of the issues of Cars.com app is that once users confirm the filter, they can never modify it unless quit the search. As a result, one of the group members add those controls to allow users edit the filter. Besides, our previous participant struggled with finding the “Add to compare” button. Therefore, we change the design and make the button more obvious. The second version of sketches has a better “login” interface. It replace the “quick access through Facebook” link to a small icon. It also modify the filter tab in a different approach. Our group member tries to use drop-down boxes so that users may get quicker access to the search.

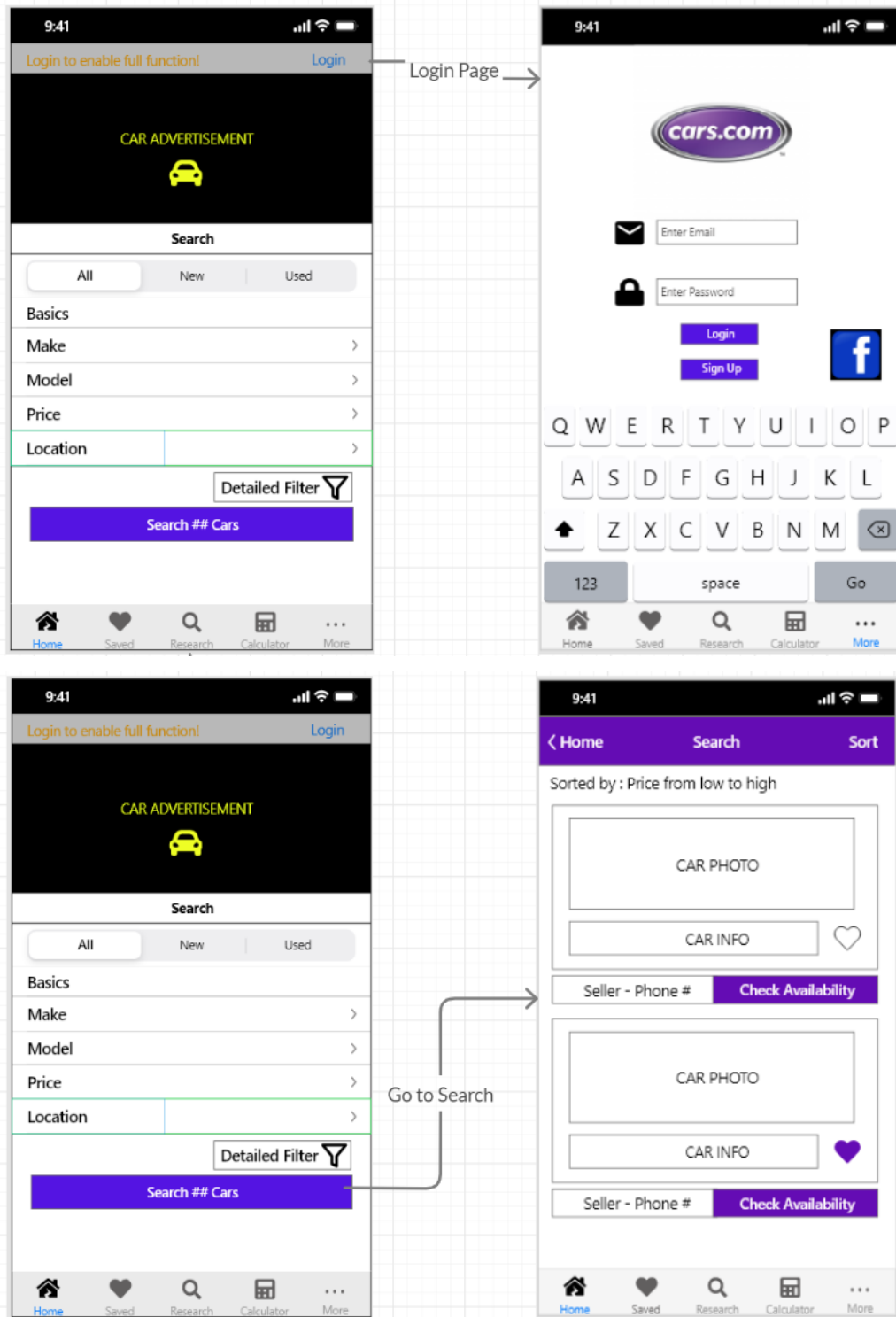
After our discussion, we select the first sketch as our main design. We believe the drop-down boxes may not be a good choice because the mobile devices have small screens, so users might mis-click with so many control buttons. We also adopt the compare model from the first sketch, which seems clean and easy to use. However, we want to use the login interface from the second sketch since it is relatively unique and succinct compare to the original version.

From our second assignment, we’ve learned that the mobile app had many potential problems which confuse our users. We get inspiration from our users and try to make changes based on the issues they’ve encountered when performing the tasks. In our design, we modify the ‘Saved’ tab a little bit to solve the problem of “compare” function. We are going to make the button easy to see and optimize the interface in our prototype. We also revise the filter tab since our participants acknowledged us about its issue. Since the original app doesn’t allow users to see the car photos when comparing cars(although it reserved a spot for the images), we remove the blank space and add a clickable camera button which leads to the car photo page. Some further improvements such as the “Saved” tab delete function and login prompt will appear in the prototype below.

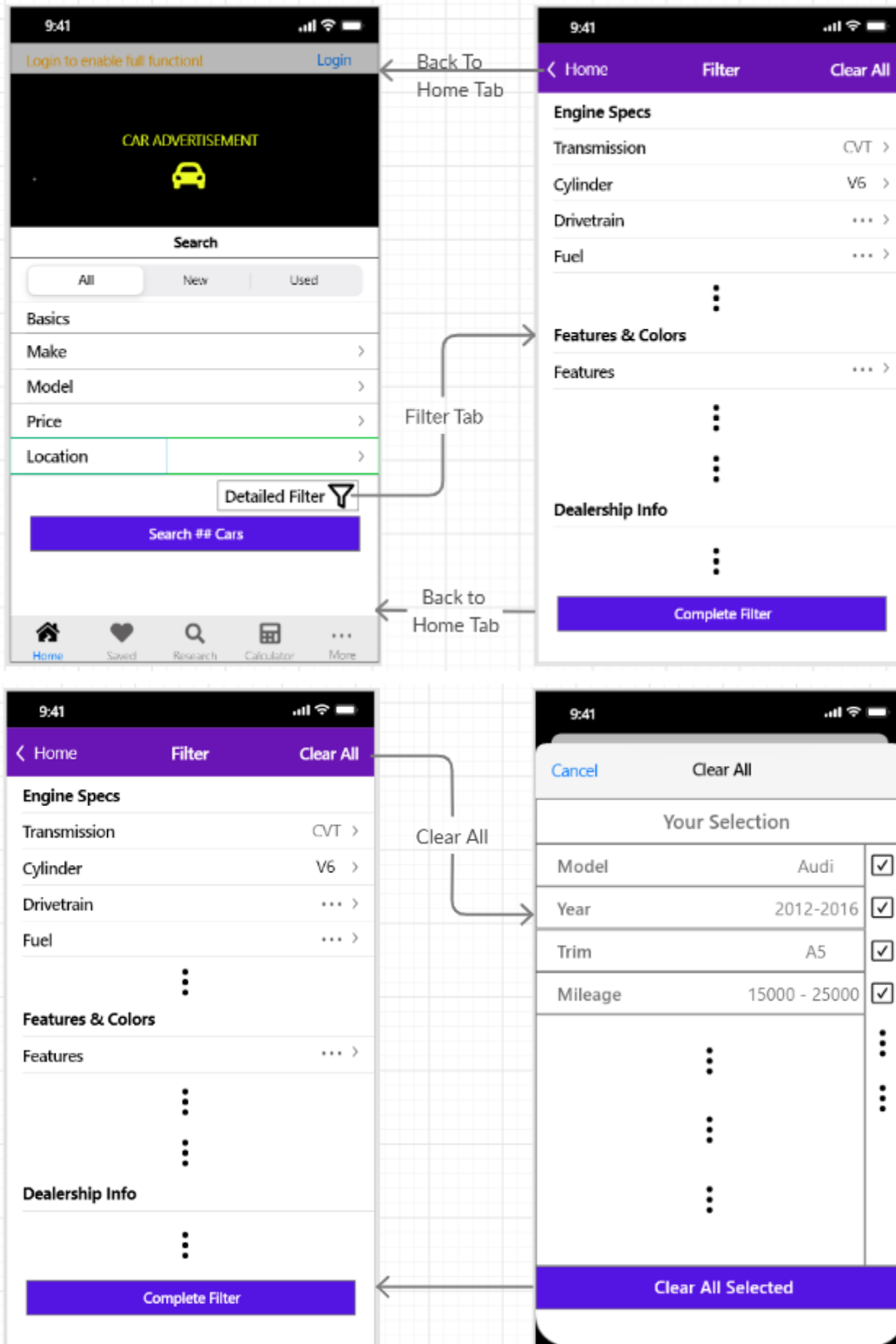
USER ASSUMPTIONS

Our users are anyone who is interested in purchasing a car or selling their car. It is likely they have few or no experience on doing such task. Our user interface design is simple and able to use without any prior experience. Users such as elder or anyone with bad eyesight should be something we need to consider. Creating an enlarge version might be beneficial. But in this project, we focus on the majority, which we will make the design easy to catch up .at the same time, include all necessary information for both the buyer and the seller.

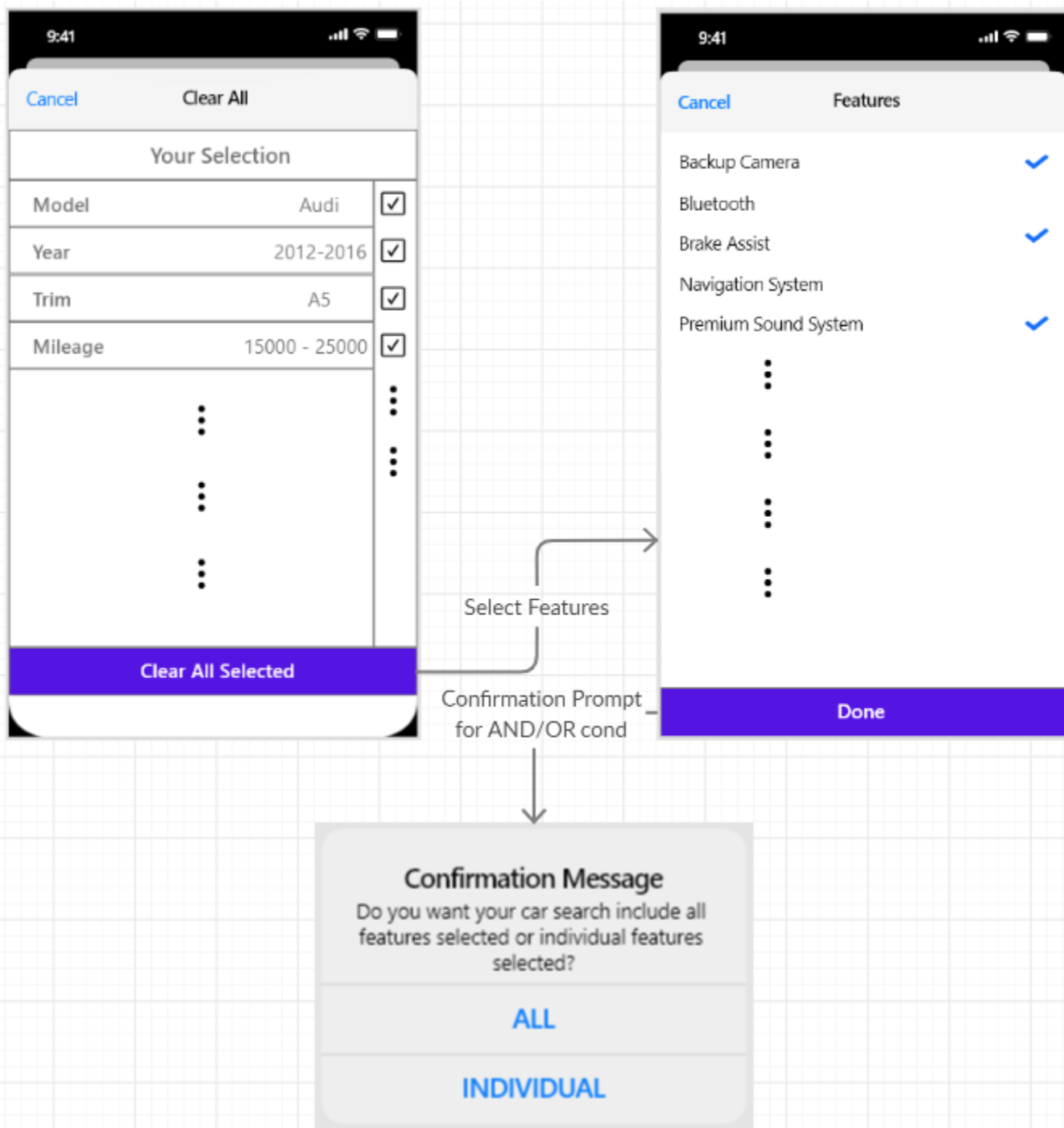
FINAL PAPER PROTOTYPE



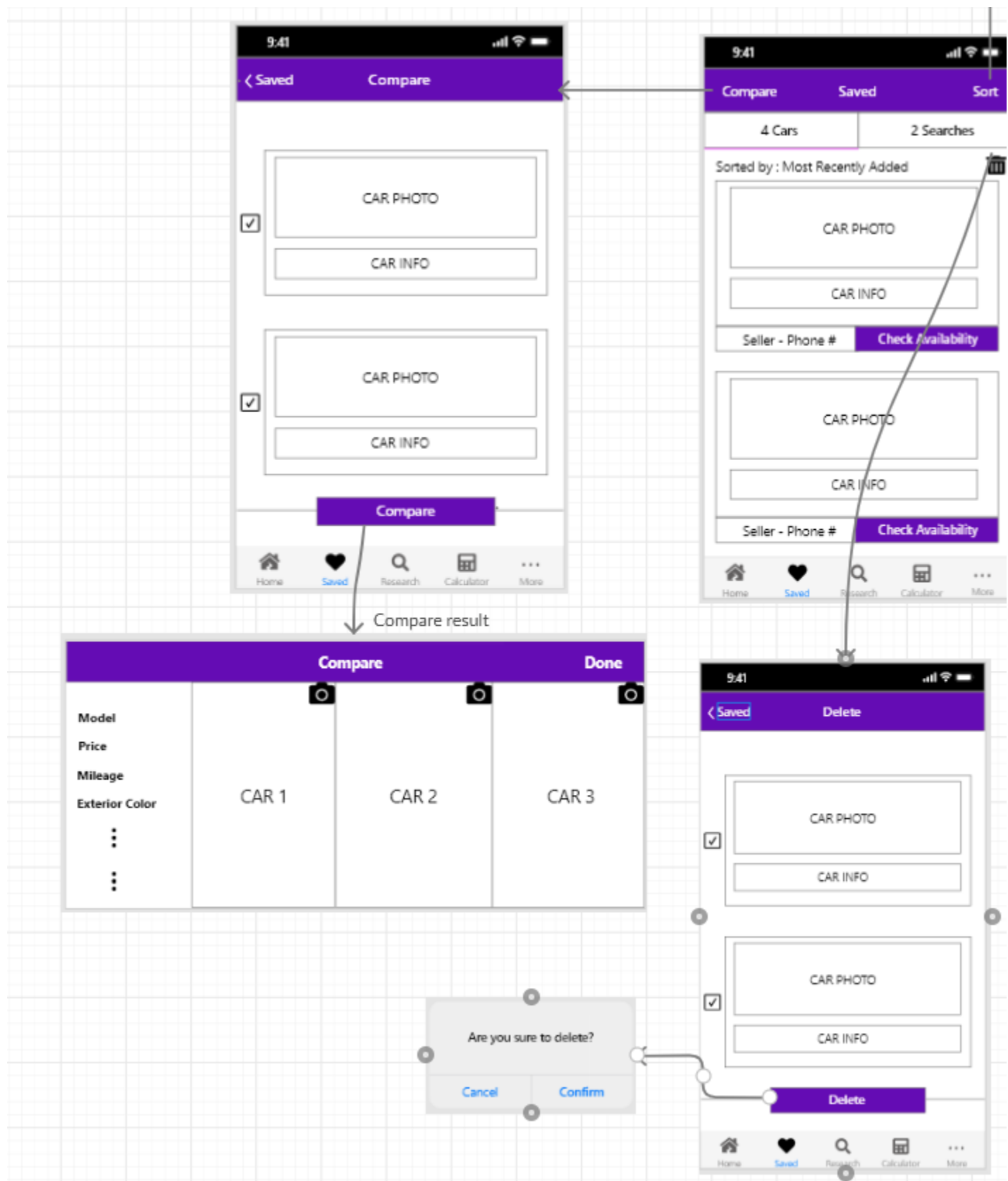
FINAL PAPER PROTOTYPE

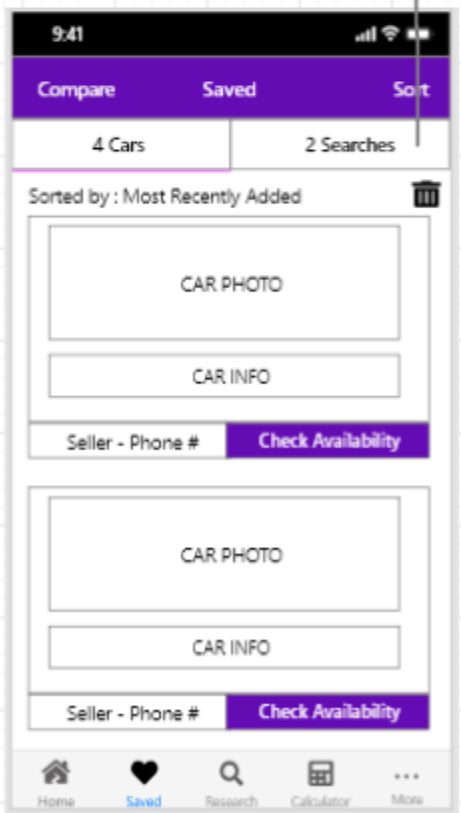
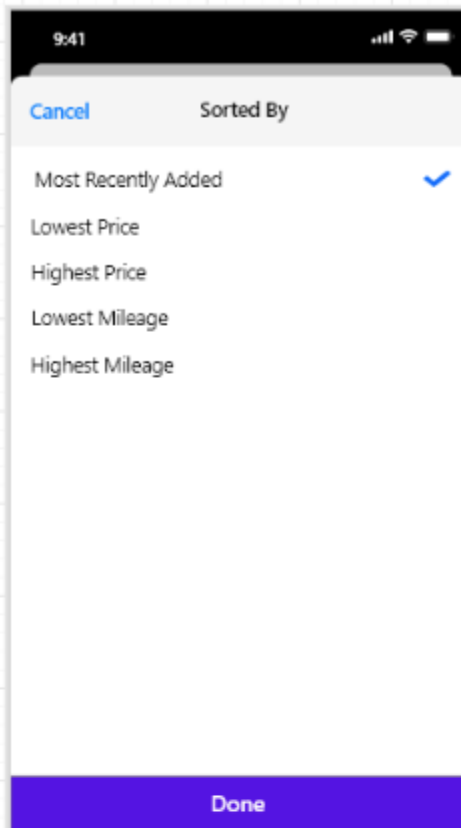


FINAL PAPER PROTOTYPE



FINAL PAPER PROTOTYPE





USER EVALUATION INSTRUCTIONS

User End Description:

- 1st Task:** The user needs to find the two cars specified below and add both cars to the “Saved” tab.
- 2nd Task:** The user is then required to compare and pick the one that he/she likes the most under “Saved” tab(The user should check the photos of the car if available).
- 3rd Task:** The user should remove all the cars that he/she just saved from the “Saved” tab

Car Info:

First car: Toyota Camry

Second Car: Honda Accord

- Requisites:** 1) 2018/2019 model 2) 100 miles from the location(ZIP Code 53715)
- 3) Black exterior color 4) Keyless start **AND** Moonroof feature
- 5) mileage under 20,000 miles
- 6) cheapest of all

Detailed Operation List:

First task steps:

- Starting with open the app
- Sign up/login the account through “More” tab or click the “login” button at the bottom of “home” tab
Note: The account doesn’t require email verification, so any email is OK
- Start searching the Toyota Camry in the Home tab
 - Use the filter function to get the requisites
Note: For features, make sure to choose the correct condition in the dialog box
 - Click the ‘Search ## cars’ button
 - Click the ‘Sort’ button and sort by ‘Lowest Price’
 - Find the first car in the search list that fulfills the requirements and click the Heart-like button next to it
- Start searching the Honda Accord in the Home tab (Same operations as first car)
- Go to the Saved tab

Second & third task steps:

- Click the ‘Compare’ button at the left right corner
- After entering the compare tab, select both cars and click ‘compare’
- Check and decide which car is the favorite
- Click the small “Trash can” on the up-right corner and delete both cars from the ‘Saved’ tab
- Complete the tasks, exit the app