

# Jiffy Lube Website Redesign

Mansi Kosamkar

[mansi.kosamkar@marylandsmit.umd.edu](mailto:mansi.kosamkar@marylandsmit.umd.edu)

## Objective

Redesign the frontend of <https://www.jiffylube.com/> with an aim to improve user experience and conversion rates.

Alleviate the anxiety that routine vehicle maintenance can bring - That is the mission of Jiffy Lube and this project aims to do exactly that.

## Personas

### Adam - Regular Driver



### Demographics

- Age: 42
- Profession: Full-time working professional
- Location: Denver, CO

- Marital Status: Married and has kids

## Background

Adam has been working at his job for the past 10 years and uses his car everyday to get there. He also has to drop his kids to school in the morning and occasionally goes on roadtrips with his family. He knows he has to service his vehicle frequently in order to be able do this successfully. However, he usually does not have the time to wait too long at the service centers. He has a lot on his plate and therefore proper time utilization is very important to him.

## Goals

- Traveling reliably to and from work
- Actively participating in things that are important to him
- Managing time efficiently

## Pain Points

- Long wait times at the service center
- Long wait times after requesting quote on website

## Andre - New Driver



### Demographics

- Age: 24
- Profession: Consultant
- Location: Maryland
- Marital Status: Single

### Background

Andre has recently started working as a consultant and has to travel in his car for work to various sites very frequently. He is also new to driving and everything related to it including understanding how to maintain his car. He needs frequent help with understanding what is wrong with his vehicle and what he should do about it. He would also prefer getting some preliminary information about the issue and understanding it better, before driving up to the service center.

### Goals

- Learning about the Jiffy Lube, the different services, their prices, etc
- Understanding how to maintain his vehicles
- Understanding when to go for maintenance checks

### Pain Points

- Finding himself with car troubles in the middle of work trips

## Brooke - Non Profit Worker



### Demographics

- Age: 30
- Profession: Non profit worker
- Location: Rhode Island
- Marital Status: Single

### Background

Brooke surveys and provides professional training to young people whose families do not have all the things they need. Her vehicle is something that she cannot live without. A lot of the time, it takes her more than an hour and a half, one way, after picking up some of the kids. She also keeps looking for new opportunities to volunteer.

### Goals

- Being able to rely on car to drive throughout the day everyday to reach disadvantaged members of the community and provide them with resources
- Having a reliable vehicle service plan

### Pain Points

- Usually does not have time/forgets to think about the health of the vehicle
- Might not have enough financial resources to afford a service plan

## Cruz - Fleet Owner



### Demographics

- Age: 38
- Profession: Fleet Owner
- Location: California
- Marital Status: Married

### Background

Cruz has been a fleet owner for 6 years. He runs a large and growing company with over 500 trucks, 1200 trailers, 600 drivers. He uses a fleet management system which allows him to understand driving behaviour, route planning and more.

### Goals

- Reliably transporting people/goods while sticking to arrival/departure times
- Making sure that all the vehicles are in order

### Pain Points

- His vehicles suffer from a lot of wear and tear, but he needs to keep it in service for as long as possible
- Renters can sometimes be careless with the vehicles
- Reducing fleet costs is a constant, never-ending struggle for him
- Vehicle downtime can be really costly

## Dina - Potential Franchise Owner



### Demographics

- Age: 47
- Profession: Business Owner
- Location: New Jersey
- Marital Status: Single

### Background

Dina left her job to become a franchise owner and is constantly looking for profitable opportunities to invest in good brands.

### Goals

- Investing in a good franchise after making her evaluations
- Understanding how the business works

### Pain Points

- Not enough information is available to make a decision

### Resources :

<https://www.marketwatch.com/story/women-tell-moneyish-why-owning-a-franchise-is-a-great-way-to-become-a-business-owner-2018-04-20>

## Eliot - Service center Seller



### Demographics

- Age: 55
- Profession: Business Owner
- Location: Chicago
- Marital Status: Married

### Background

Eliot has been a proud business owner of his vehicle service center for the past 20 years. He now wants to sell his service center and retire to spend time traveling with his wife.

### Goals

- Getting more information and details about the business and the process

### Pain Points

- He is worried about selling his business to the wrong people

# Epics

1. As a regular driver, I should be able to book appointments online so that I don't have to experience long wait times at the service center.

## **Acceptance criteria**

1. Given that the user wants to book an appointment, he should be able to select the services he wants.
  2. The user should be able to select the location based on those services
  3. The user should be able to select dates available for those locations and also the times available for those dates.
- 
2. As a driver, I want to be able to chat online before calling or visiting the center as it would help alleviate some of the anxiety that comes with vehicle maintenance

## **Acceptance criteria**

1. Given that the user wants to chat online, then he should be able to chat with a bot.
  2. Given the bot cannot answer the user's question or the user wants to talk to a human, when an operator is available, then he can talk to an operator.
- 
3. As a driver, I want to learn more about services and maintenance issues and how to solve them.

## **Acceptance criteria**

1. Given that the user goes to the services page, he is able to search for videos or text that can help him.
- 
4. As a service center seller, I want to have preliminary communication with the company so that the selling process is better and accelerated.

## **Acceptance criteria**

1. Given that the user wants to sell his service center, he has to fill an application to send preliminary information to Jiffy Lube
- 
5. As a new driver, I want to have a better onboarding experience on the Jiffy Lube website.

## **Acceptance criteria**

1. The user is able to create a vehicle profile using 3 options that are presented at the beginning, options being use license plate number, VIN and create vehicle.
2. Once the user makes his profile, the recommendations that he gets can be added to appointments.

## Additional Workflows/Epics:

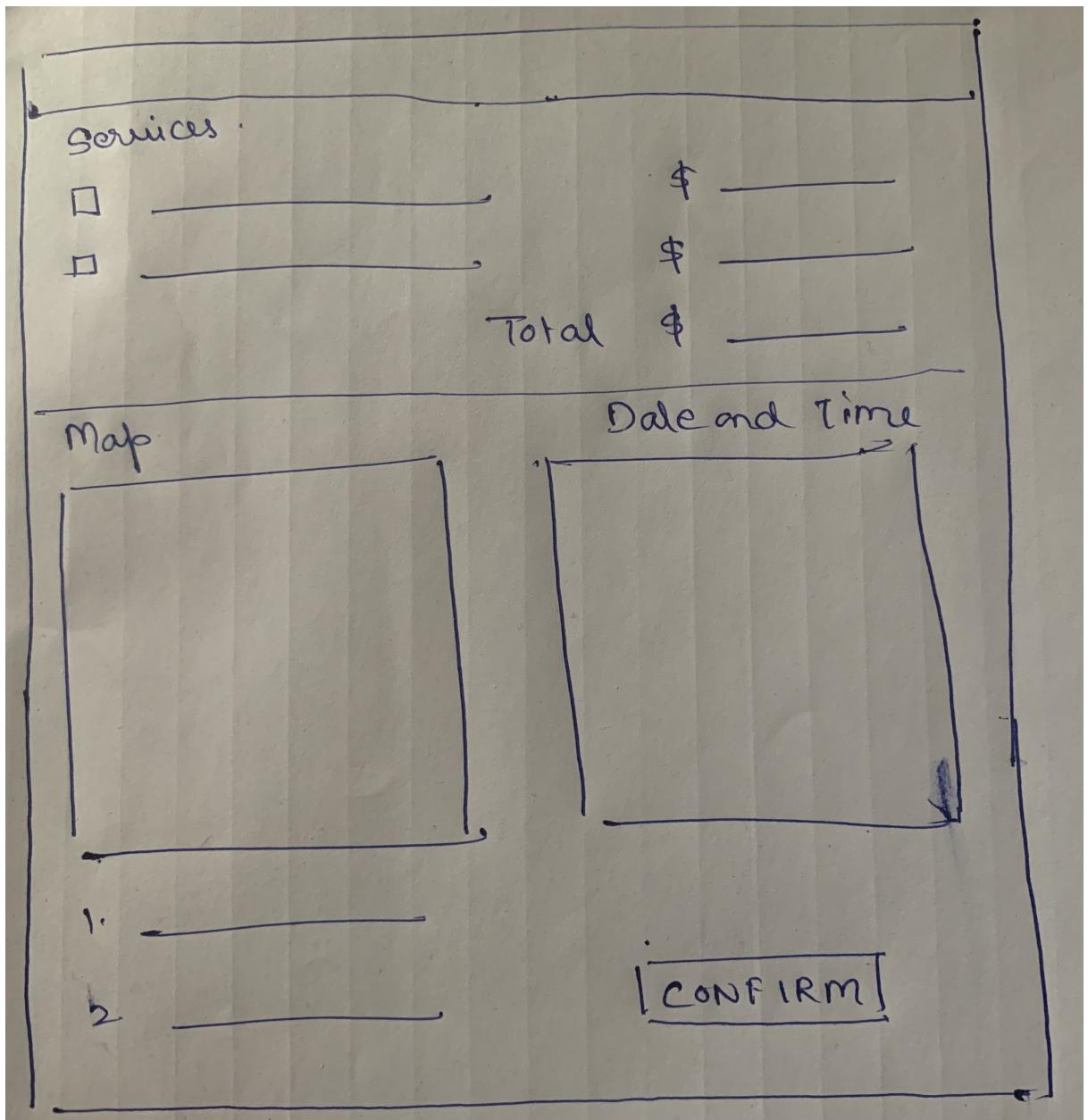
6. Sending an email notification for users who choose to get notified when their vehicle would need maintenance checks/any other service either manufacturer recommended or repairs.
7. As a non-profit worker, I want to have a seamless experience while registering for the 'Do-More' program.

8. Allowing fleet owners/managers to keep track of all vehicles
9. Allowing fleet owners/managers to view integrated data from fleet management system as well as well

# User Stories

1. Linked to [Epic1: As a regular driver, I should be able to book appointments online so that I don't have to experience long wait times at the service center.](#)
  - 1.1. As a regular driver, I want to be able to select the services I want to avail.  
**Acceptance criteria**
    1. Given that the user wants to book an appointment for some services, then he should be able to view the different services available and their quotes.
    2. Given that the user can view the different services and can see the quote of each service, when he selects the services, then he should get a total quote for all the services.
    3. Given that the user is unsure about what services to get, when no services are selected, then he can still book an appointment.
  - 1.2. As a regular driver, I want to choose my preferred location for the maintenance/service appointment so that the location is convenient for me.  
**Acceptance criteria**
    1. Given that the user has selected all the services and has a quote, when he wants to finalize a service center, then he should be able to enter a preferred location and get a list of centers near the location offering that service as well as view the locations on a map.
    2. Given that the user hasn't selected a service, then he should still be able to enter a preferred location and get a list of centers near the location as well as view the locations on a map.
    3. Given that the user has entered a location(city/zip code/area), when he finds a location that is suitable for him, then he should be able to select the location and get details about it.
  - 1.3. As a regular driver, I want to choose a date and time that is convenient for me  
**Acceptance criteria**
    1. Given that the user is done with the services section and selected a location, then the calendar view isn't greyed out anymore and the user should be able to select a date.
    2. Given that the user has selected a date, the available times for that date should appear and the user should be able to select the appointment
    3. Given that the user has selected the date, when the user hits confirm, he should go to the next page with all the appointment details that he just selected.

## Wireframe



2. Linked to [Epic2: As a driver, I want to be able to chat online before calling or visiting the center as it would help alleviate some of the anxiety that comes with vehicle maintenance](#)

- 2.1. As a driver, I want to be able to get answers to some general questions so that I don't have to go through the whole FAQs page on my own.

**Acceptance criteria**

1. Given that the user has clicked the chat icon, then he should get a welcome message by the bot.
2. Given that the user asks a question, when the bot knows the answer, then the bot should answer the question within 4-8 seconds.
3. Given that the user asks a question, when the bot does not know the answer, then the bot should immediately turn over to a human operator.
4. Given that the user is chatting with the bot, then the user should feel like he is talking to a human and not get frustrated.

- 2.2. As a driver, I want to be able to ask specific questions, regarding my vehicle and its needs.

**Acceptance criteria**

1. Given that the user asks the bot to chat with an operator, then he should be put in a queue to chat with the next available operator.
2. Given that the user wants to attach a file, when the user selects the attach button, then he should be able to browse and attach the needed file.

3. Linked to [Epic3: As a driver, I want to learn more about services and maintenance issues and how to solve them.](#)

- 3.1. As a driver, I want to be able to search for problems that I am having or different service types so that I can gain preliminary information before booking an appointment

**Acceptance criteria**

1. Given that the user has clicked the 'services' link on the main page, when the user is directed to this page and presented with a list of services and issues, then he should be able to search for the particular issue or service that he is looking to buy.
2. Given that the user has entered his search query, then he is presented with a list of text as well as videos that meet his needs and he should be able to click on that particular piece of helpful text or video.
3. Given that the user is directed to that particular piece of helpful text or video, where he is reading/watching tips, then he should be able to see a button that allows him to 'add service to appointment'.

4. Linked to [Epic4: As a service center seller, I want to have preliminary communication with the company so that the selling process is better and accelerated.](#)

- 4.1. As a service center seller, I want to input information about my business so that Jiffy Lube can have background information about my business and the meeting is more productive.

**Acceptance criteria**

1. Given that the user has clicked the 'sell your service center' link, then he is directed to the acquisitions page and can view information about the brand and benefits of selling.
  2. Given that the user has reviewed the information, when he clicks on the 'application' button, then he can input basic information about his business.
  3. Given that the user has filled in the information, then he can 'submit' the form.
5. Linked to [Epic5: As a new driver, I want to have a better onboarding experience on the Jiffy Lube website.](#)

- 5.1. As a driver, I want to have all three options of entering my license plate number, VIN or creating a vehicle, when I create my profile.

**Acceptance criteria**

1. Given that the user has clicked 'create profile', when he selects the option to enter license plate number, then he should be able to find his vehicle in the database.
2. Given that the user has clicked 'create profile', when he selects the option to enter VIN then he should be able to find his vehicle in the database.
3. Given that the user has clicked 'create profile', when he selects the option to 'create vehicle', then he should be able to enter details of his vehicle.

- 5.2. As a driver, I want to be able to add the recommendations I get to appointments.

**Acceptance criteria**

1. Given that the user has entered the details of his vehicle, and the history, when he hits save, his profile should be saved, then he should get recommendations of services which he can add to appointments.
2. Given that the user is done adding all the services, when he hits next, then he should be taken to the appointments page.

# Tasks

1. Linked to User Story 1.1
  - 1.1. Add a list of services and their quotes.
  - 1.2. Track selected services and get an estimated total of quotes.
  - 1.3. If no service is selected, do not display an estimated total of quotes.
2. Linked to User Story 1.2
  - 2.1. Allow users to enter location.
  - 2.2. Show list of locations of nearby centers that offer selected services.
  - 2.3. Show pins on a map for nearby centers that offer selected services as well.
3. Linked to User Story 1.3
  - 3.1. Show the calendar view greyed out unless the user has selected the location.
  - 3.2. Show calendar view with unavailable dates greyed out for the selected location
  - 3.3. Show available times for the selected date.
  - 3.4. If location, time and date are entered, activate the confirm button.
  - 3.5. If confirmed, direct to the next page with confirmed appointment details.
4. Linked to User Story 2.1
  - 4.1. Install the bot
  - 4.2. Configure the bot to answer questions.
  - 4.3. Feed FAQs to the bot as a knowledge base.
  - 4.4. Place the bot on all pages.

## Other recommendations

1. The design elements of the Volunteers Program page can be made consistent with the rest of the website.
2. Text boxes that are too large in some places, for example - the coupons section on the main page which affects readability. On a large screen, text should not fill all the horizontal real estate. It could mean a higher bounce rate or content that gets missed.
3. The number of extra clicks to reach the login page can be reduced.
4. UX can be improved by validating fields in real time (Right now, it only validates fields when it is not in focus).
5. Design can be made more consistent (font,navigation bar)