Jose's Digital Garage

Mokutmfon Okon

Project overview

The product:

Jose's digital garage is a tool used to connect users with automobile manufacturers cutting out middlemen(mechanics and car salesmen). We also function as digital car outlet for car lease, or purchase of high-quality parts and vehicles. As part of an initiative to give back to the community we offer free car checkups and car health tips. Our primary target are car owners who are looking to cut down maintenance cost while still ensuring quality, also prospective car owners who are looking to learn more about the cars.

Project duration:

May 2022 - July 2022

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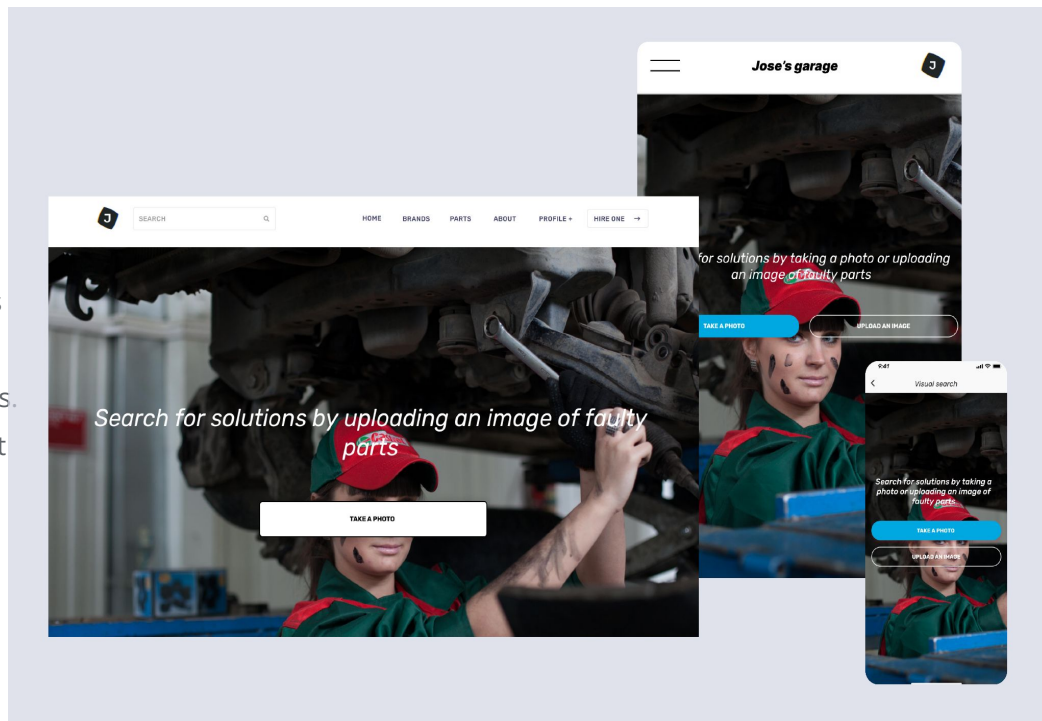
Project overview

The problem:

In developing countries car owners often find it difficult to cover cost for effective maintenance coupled with the possibility of replacement of worn out parts with ingenuine parts. This product aims to solve this problem.

The goal:

Design an app and responsive website to provide free car maintenance and affordable repair cost for car owners.

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Project overview

My role:

UX designer leading the app and responsive website from concept to high fidelity prototype.

Responsibilities:

Paper and digital wireframing, low and high fidelity prototyping, iterating on designs, accounting for accessible designs, coordinating and executing information architecture, making designs responsive, conducting usability studies on both high and low fidelity designs.

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Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

Google

User research: summary

After conducting preliminary studies about the problem statement, I developed interview questions, and conducted interview questions. I realised that it was also essential to incorporate a way to buy original car parts from specified brands as participants expected a way to get quality products at the click of a button. Most interview participants reported having a good feeling about this project and making sure to emphasize on keeping the product accessible as most like users will be adults who are advanced in age.

Persona 1: **Mercy Mohammed**

Problem statement:

Mercy Mohammed is a active middle aged who needs fast, affordable and secure access to good car servicing personnels because her car breaks down more often than not.

Mercy Mohammed

Age: 65
Education: Some college
Hometown: Abuja, Houston
Family: Married
Occupation: Ambassador

"Take up life by it's reigns and take control "

Goals
- Fast and affordable and secure access to good car servicing personnels
- Better workspace

Frustrations
- Limited access to genuine car accessories
- Exorbitant pricing for vehicle maintenance

Mercy is a high performing ambassador. She travels frequently because of her career. Having the need to move around a lot by road makes her car break down easily. She needs a way to manage her vehicle to ensure it works at its maximum performance

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Persona 2: **Name**

Problem statement:

Uchenna is an ambitious young man who needs a way to easily buy and maintain a car without having to to visit an automobile shop because this will help him cut cost and time to focus more on his work..

Uchenna Brown

Age: 25
Education: Bsc. Medicine
Hometown: Enugu , Nigeria
Family: single
Occupation: Resident doctor, Aspiring surgeon

"Small things do matter"

Goals
- Respond to urgent calls at the hospital as soon as possible
- Better workspace
- Streamline work schedule by cutting time spent outside work

Frustrations
- Limited access to public transportation especially late at night
- Poor service at workshops

Uchenna is a hard working young medical personnel currently working as a resident doctor with an end goal of becoming a surgeon. Having to work at least 70 hours a week to reach this goal is no small feat thus he looks for ways to save time and resources to focus more on his career. Looking to get and maintain a new car without having to visit an automobile shop is top of his list, as having this will aid his movement to respond to urgent calls at the hospital

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Competitive audit

An audit on products of a few direct and indirect competitors' provided gaps and opportunities to address with our responsive websites especially.

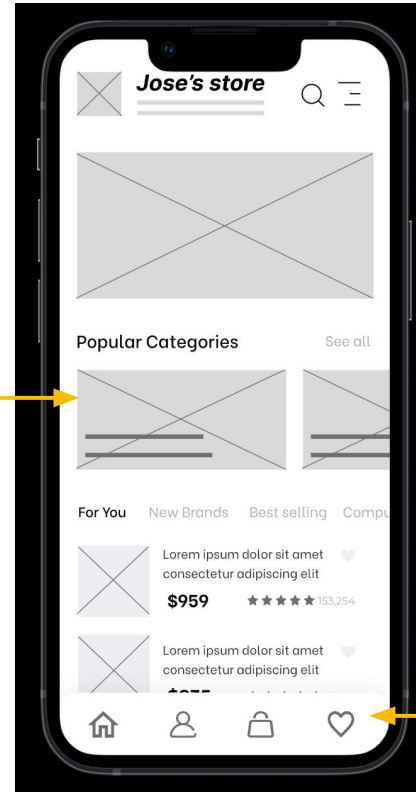| UX _(rated: needs work, okay, good, or outstanding)_						
Interaction				**Visual design**	**Content**	
Features	**Accessibility**	**User flow**	**Navigation**	**Brand identity**	**Tone**	**Descriptiveness**
Okay + One click payment -	Good + website is SEO friendly	Needs work + order process takes longer to load	Okay + All available buttons work easily	Good + Clear pictures presented	Formal	Okay + formal and to the point
Okay + Group order -	Needs Work + Only English available	Okay + Payment Process is easy	Okay + All elements available are easy to click	Good + Clear brand identity	Formal	Okay + Focused on the website theme
Okay + Order filter	Needswork + Not relevant	Okay + payment process is easy	Okay + Accessibility option available	Good + Impressive font	Family oriented and friendly	Okay + not so detailed

Google

Ideation

I did a quick ideation exercise to come up with ideas on how to address the gaps identified after carrying out my competitive audit. I focus on accessibility of personnels and car health.

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

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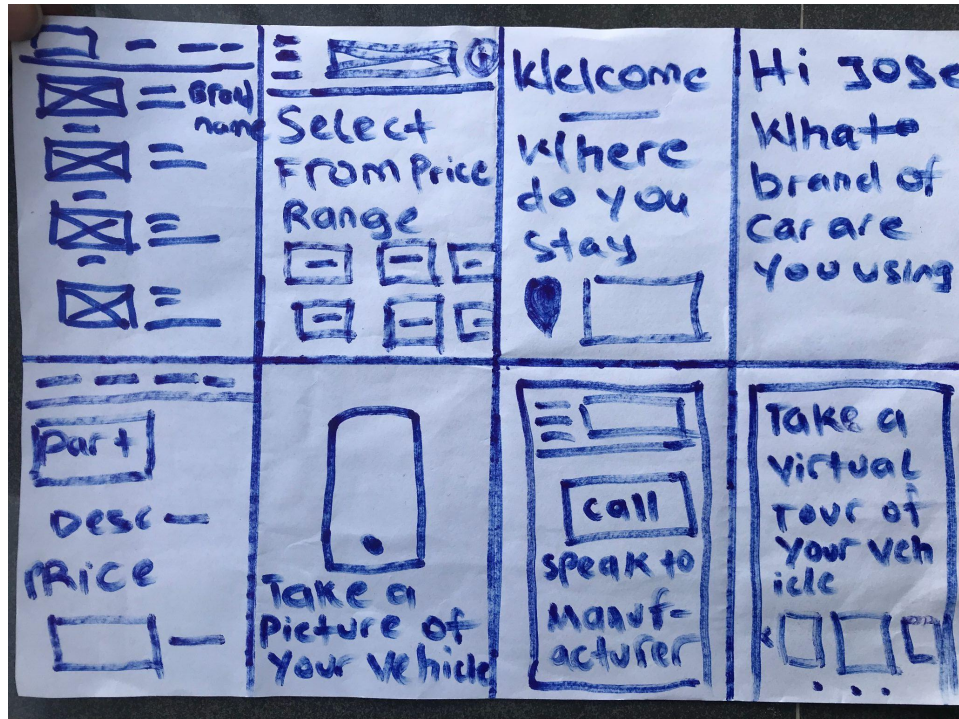
Digital wireframes

After Ideating and drafting some paper wireframes for the digital car outlet. These designs focused on delivering personalized experience for each user.

Image carousel of popular articles which expands on click

Easy access to app features with a clearly visible global navigation.

Jose's store

Popular Categories   See all

For You   New Brands   Best selling   Compu

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$959   ★★★★★ 153,254

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Low-fidelity prototype

Preparing for usability testing I created a low fidelity prototype which connects a user flow for finding and ordering a car part
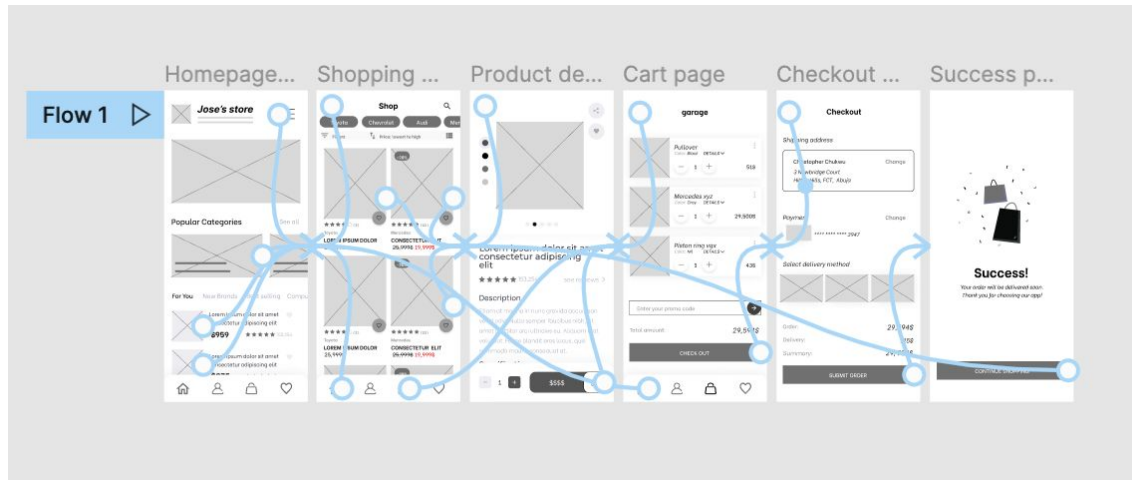
View Jose's garage low fidelity prototype

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Usability study: parameters

Study type:

Unmoderated usability study

Location:

Nigeria, remote

Participants:

5 participants

Length:

30 minutes

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Usability study: findings

The main findings uncovered by the usability study

1

Add items

Participant found it impossible to add multiple items to cart

2

Car health tips

Found it difficult navigating through to find better articles

3

Pricing

Clear indication on pricing of product is needed

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Refining
the design

- Mockups

- High-fidelity prototype

- Accessibility

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Mockups

Based on insight from
usability studies I made
design changes to the high
fidelity prototype by
reorganizing the bottom
navigation bar and making
changes to each icon as
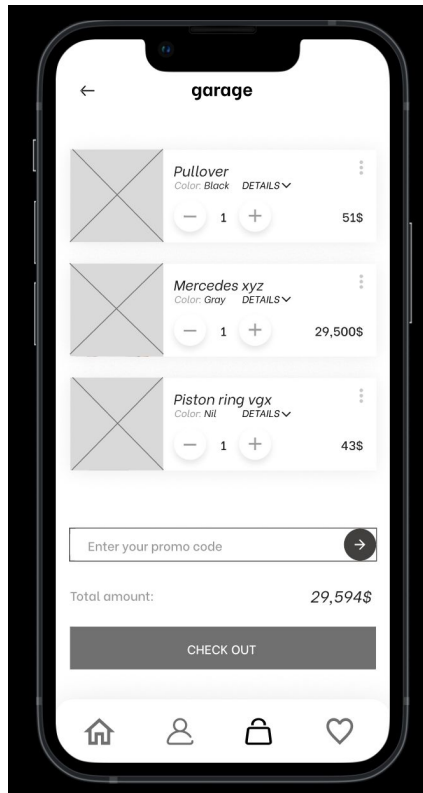each screen changes.
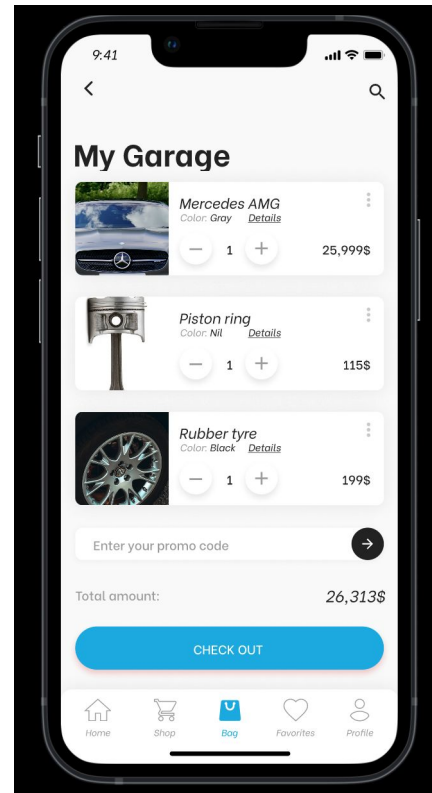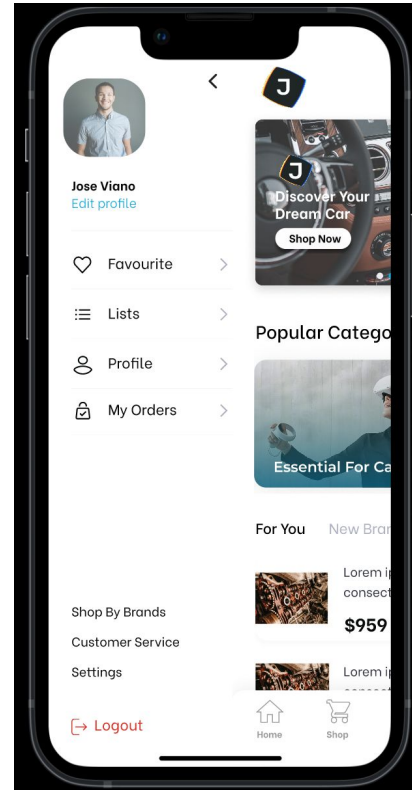
Before usability study
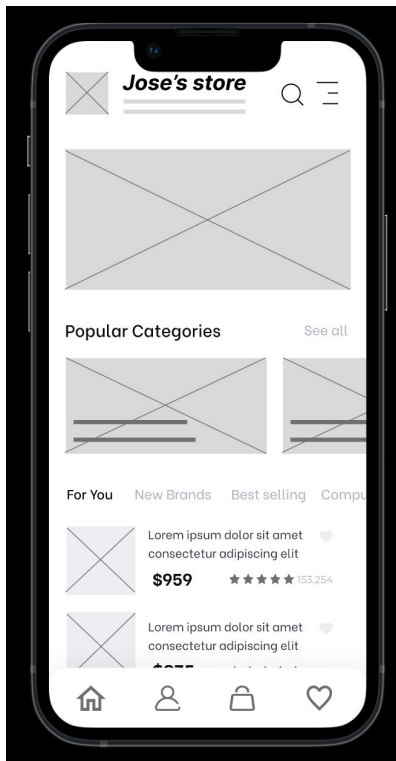
After usability study

Google
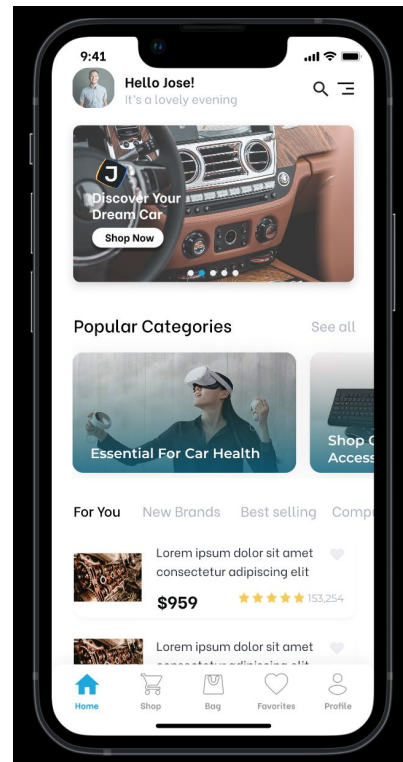
Mockups

Based on insights from usability studies conducted earlier I applied design changes like providing a clear option to add multiple orders and also an option to clearly check out details of product.
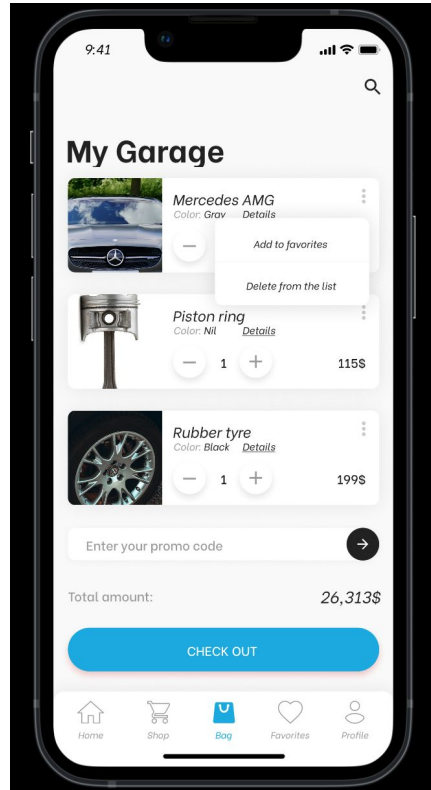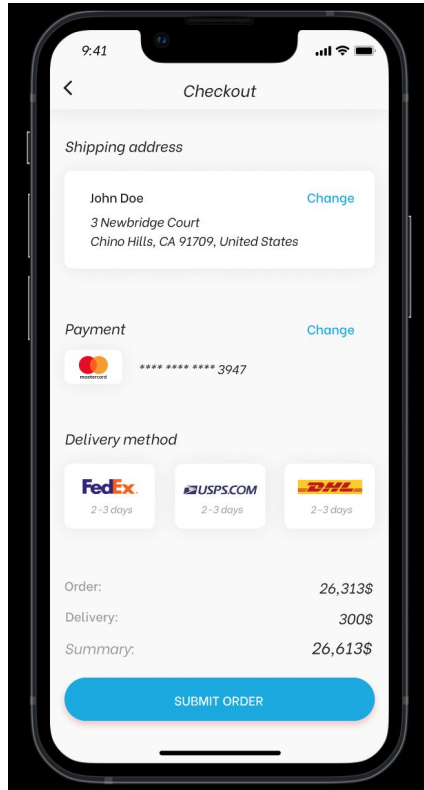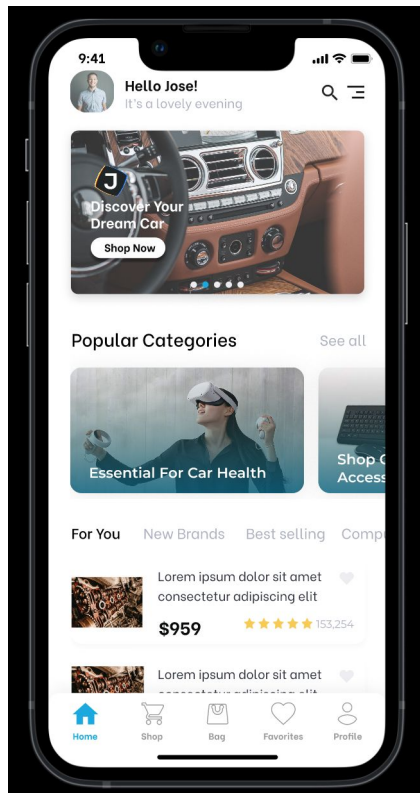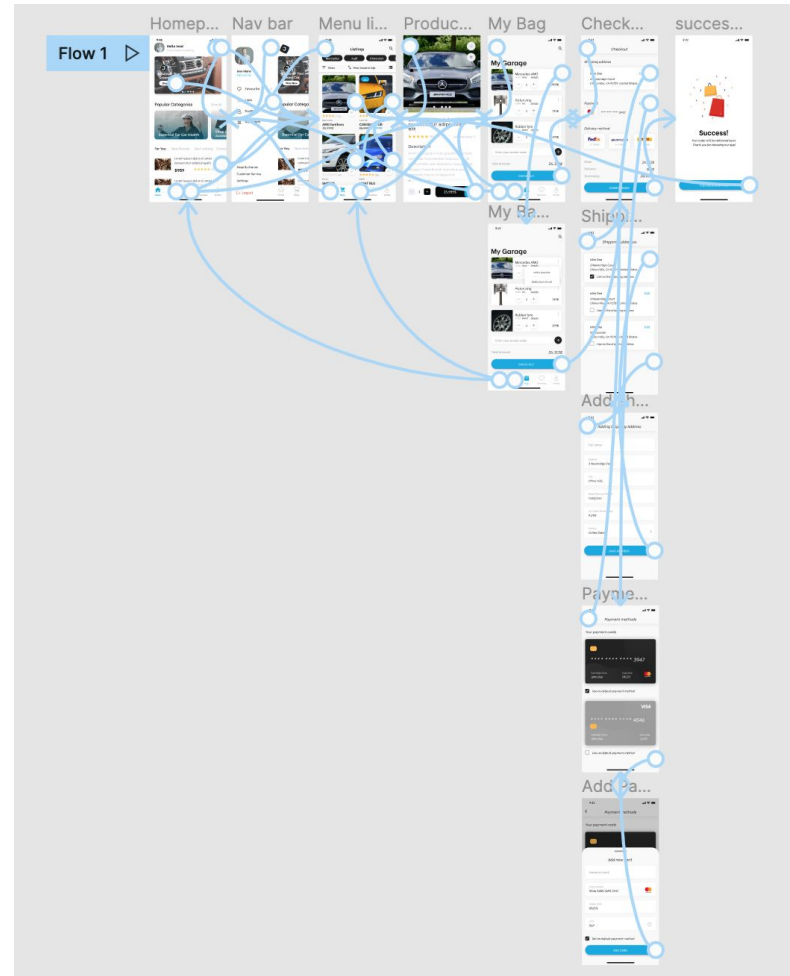
Google

Mockups

High-fidelity prototype

The high fidelity prototype follows the same user flow as the low fidelity prototype, includes design changes carried out after doing a usability study and additional pages.
View Jose's digital outlet high fidelity prototype.

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Accessibility considerations

1

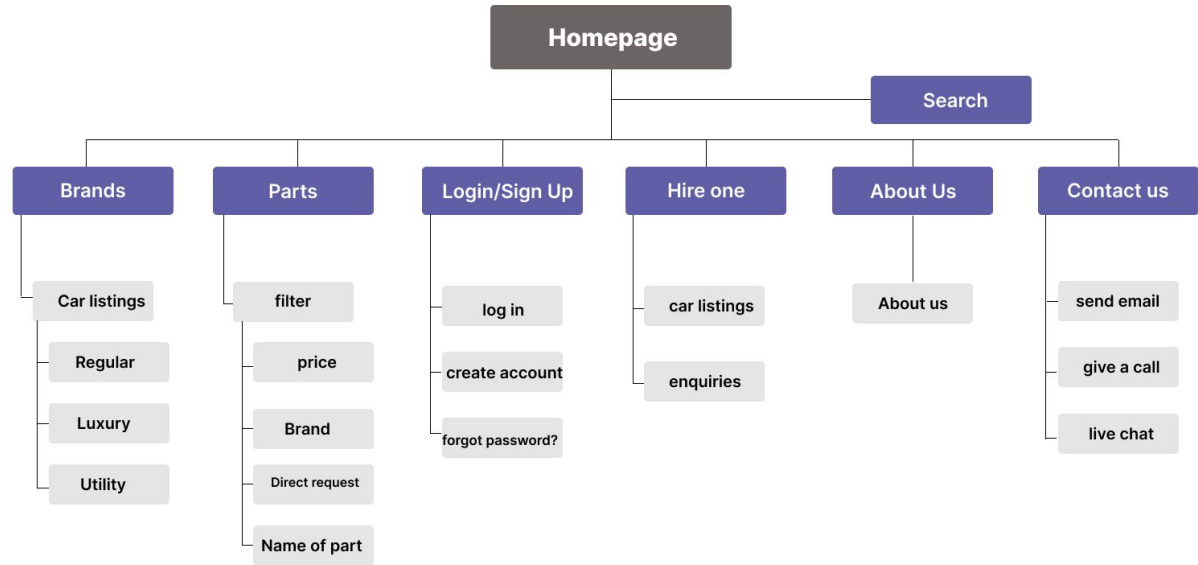Hierarchies in typography to ensure readability and testing color contrasts on webAIM

2

Clear labels for interactive elements

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Responsive Design

- Information architecture
- Responsive design

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Sitemap

After finishing up designs for the app, I set forth to make designs for a responsive website, using this site map I organized my designs, laying out each screen according to the guidance provided by the site map, making sure it fits the desired information architecture.

Homepage

Search

Brands	**Parts**	**Login/Sign Up**	**Hire one**	**About Us**	**Contact us**
Car listings	filter	log in	car listings	About us	send email
Regular	price	create account	enquiries		give a call
Luxury	Brand	forgot password?			live chat
Utility	Direct request				
	Name of part				

Google

Responsive designs

Beside this text are the designs for a variation of screen sizes (desktop, tablet and mobile). I optimized the designs to fit specific user needs of each device and screen size.

View high fidelity prototype of the desktop version
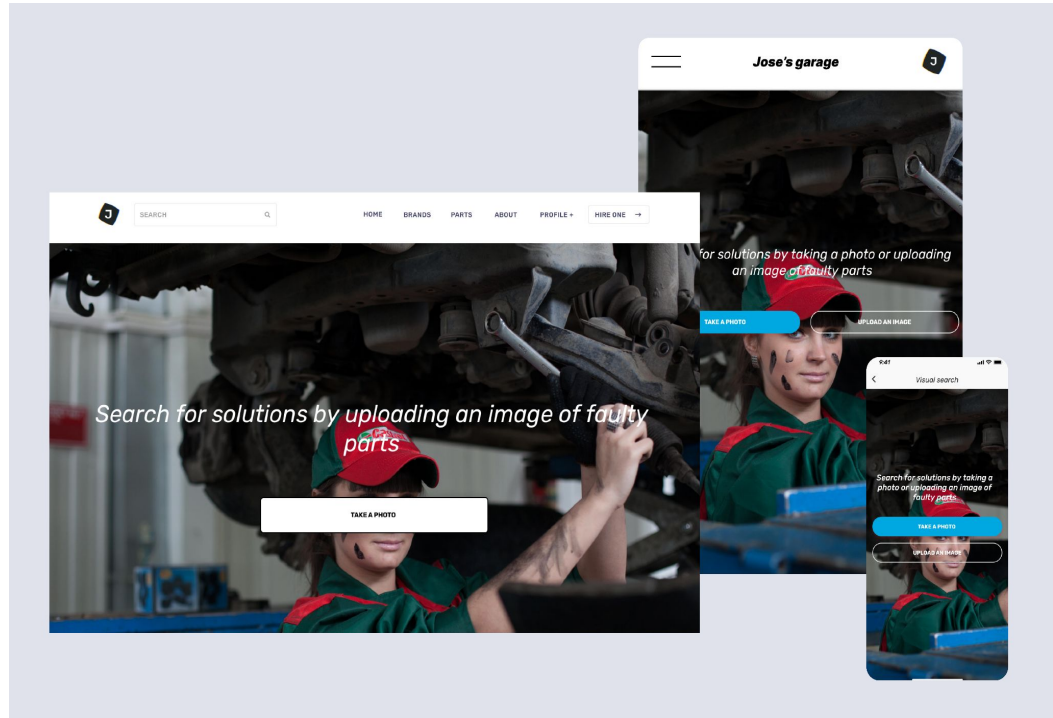
Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

Users and test participants seemed to be happy and positive about this project and they were eager to know how far this project could go. One user said "I hope you wouldn't abandon this idea any time soon"

What I learned:

Trying to solve this problem while also incorporating business goals seems as if it wouldn't be feasible but with a steady mind and determination I pushed through.

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Next steps

1

Conduct a usability study on final designs while also accessing the user interest on certain features such as free car checkups

2

Add more resources on car health and more tip on better car maintenance

3

Round off the designs by adding more page making the project to it's best form as test participants complained of not accessing all features available.

Google

Let's connect!

Thankyou for reviewing my work
You my like to see more or you may like to get in touch
My contact information is provided below
Let's connect

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