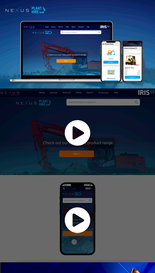
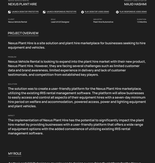


PLANT HIRE FROM NEXUS VEHICLE RENTAL



ABOUT US

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PROJECT OVERVIEW

Nexus Vehicle Rental is a niche solution and plant hire marketplace for businesses seeking to hire equipment and vehicles.

Nexus Vehicle Rental is looking to expand into the plant hire market with their new product, IRIS. The company's goal is to provide a user-friendly platform that offers customer-centric solutions and clear awareness, limited paperwork delivery and lack of customer testimonials, and competition from established key players.

The solution was to create a user friendly platform for the Nexus Plant Hire website, ensuring seamless integration with existing systems. The platform would incorporate key features such as online quotes and form of payment, intuitive equipment search with a power-day minimum hire period on leaflets and accommodation, pinnacle access, power and lighting equipment and plant vehicles.

The implementation of Nexus Plant Hire this has the potential to significantly impact the plant hire market by providing businesses with a solution that prioritizes customer satisfaction, offers a wide range of equipment options, and leverages the latest conveniences of utilizing existing MRI rental management software.

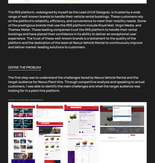
MY ROLE

As the Lead UX/UI designer, my role was to design a user-friendly platform for the Nexus Plant Hire website that would meet the needs of the target audience and overcome the challenges faced by Nexus Vehicle Rental.

WHAT I DID

- Conducted competitive analysis and spoke with customers to gather feedback and insights.
- Collaborated with stakeholders to ensure the platform aligned with the company's business goals.
- Created low-fidelity wireframes and conducted usability testing to refine the design.
- Developed high-fidelity prototypes and conducted user testing to validate and refine designs.
- Implemented the design and delivered a user-friendly and efficient product.
- Ensured the platform was accessible and user-friendly, addressing customer feedback and expectations while providing a competitive advantage in the market.

BUSINESS BACKGROUND



Nexus Vehicle Rental is the UK's leading rent-driven business mobility provider, enabling businesses to access commercial vehicles and equipment. With over 30 years of expertise, Nexus Vehicle Rental offers a wide range of equipment options for users. Nexus Vehicle Rental has over 20 years of business continuity support to over 800 corporates and public sector organisations. The company's goal is to provide customer-centric solutions, offering tailored fleet solutions, leveraging MRI rental management platform.

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