PRODUCT DESIGNER
NEXUS GO

PROJECT MANAGER
MALIKI HASHIM

Nexus Vehicle Rental

Lead UI/UX Designer

Flight Ticket Reservations

2.5 Months

PROJECT OVERVIEW

Nexus Go, an innovative Mobility as a Service (MaaS) app that provides B2B customers with a comprehensive suite of services, including car rental, taxi services, and flight reservations, all accessible through a user-friendly interface. Our market research identified "Nexus Car" as an ideal customer to manage and book their rental vehicles, train journeys, and taxi services all in one place. The app features an Itinerary function, journey planner and a favourite addresses feature to make the booking process quick and easy. Additionally, the app incorporates a "Nexus Pass" loyalty program, rewarding users with points for their purchases, which can be redeemed for various unique preferences. Overall, the Nexus Go app aims to provide the ultimate travel solution for convenience and ease for customers.

Business travel can be a stressful and time-consuming task. It involves finding and booking flights, accommodations, transportation, such as rental vehicles, trains, and taxis, and managing them efficiently. The lack of a one-stop solution for all door-to-door travel needs can result in a disjointed and time-consuming experience for business travellers. The inspiration for the existing Nexus Car (Rail Ticket) and Nexus Go Taxi (Taxi hire) projects that were developed by the team, was to address this challenge and provide a solution. The market research revealed a strong need for a comprehensive solution that would allow B2B customers to manage and book all their journeys through one platform. There were very few all-in-one solutions in the market, making it a promising opportunity for innovation and growth.

Problem

The solution was to develop an innovative Mobility as a Service (MaaS) app, Nexus Go, that provides B2B customers with a one-stop solution for all their door-to-door travel needs. The app would integrate Nexus Car, Nexus Taxi, and Nexus Rail services into a single platform, making it easier for all their journeys to be managed. Nexus Go would also offer customers, of fewer preferences, including heating, price efficient, and accessible options, allowing customers to personalise their journeys. The app's Itinerary feature would help customers track the multiple travel options in a single journey, while the Favourite Addresses feature allows customers to store their preferred destinations for quick and easy booking.

Goal

Nexus Go has the potential to revolutionise the business travel industry by providing a convenient and comprehensive solution for managing and booking journeys. It also allows customers to save time and money by streamlining the process and offering a wide range of environmentally friendly travel options. The ultimate goal is to create a user-friendly app that is realised, as the app is currently in development, but early feedback from a focus group has been positive.

MY ROLE

As the Lead UI/UX Designer for Nexus Vehicle Rental, I was responsible for leading this project from ideation to implementation. This involved merging the previous Nexus Car and Nexus Go Taxi projects into a single platform, ensuring a cohesive user experience that met the needs of both customer groups and aligned with the overall vision for the Nexus Go app.

- Worked with a team of developers to ensure the app was designed with the technical capabilities in mind.
- Created prototypes and prototypes to test the usability and functionality of the app
- Conducted user testing sessions to gather feedback and make improvements to the design
- Worked with the team to ensure the app was connected to the necessary APIs to ensure seamless integration with the existing Nexus Car and Nexus Taxi services
- Collaborated with the product manager and other stakeholders to define the project scope and ensure that the app was designed with a strong focus on user experience and that it met the business goals and requirements
- Led a cross-functional design team, including a design manager, ensuring that the design was cohesive and consistent throughout the app
- Worked closely with the product manager and the development team to ensure that the app was signed off and ready for release

BUSINESS BACKGROUND

Nexus Vehicle Rental is the UK's leading tech-driven business mobility provider, enabling companies to manage their vehicle fleets and employee mobility. NVR's customer base includes major vehicle rental supply and management services to our users. Nexus Vehicle Rental have over 50 years of experience supplying vehicles to over 800 corporate and public sector customers. Nexus Vehicle Rental have built a reputation of delivering efficiencies backed by their award-winning B2B rental management platform.

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