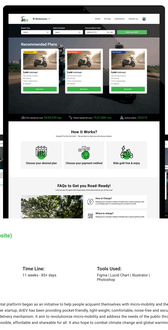
UX/UI Case Study



Let's driEV(Website)

Electric vehicle rental company

Overview

Role:
Product Design (UI/UX)

Time Line:
11 weeks - 85+ days

Tools Used:
Figma | Figma Jam | Illustrator | Photoshop

Description

Let's driEV, an electric scooter rental platform began as an initiative to help people acquaint themselves with micro-mobility and the benefits of EV. Being Odisha's first electric scooter rental provider startup, driEV has been providing pocket friendly, light weight, comfortable, noise-free and secured rides to its customers through its easy book and quick delivery mechanism. It aim to revolutionize micro-mobility and address the needs of the public through sustainable, green and future-proof models that are accessible, affordable and shareable for all. It also hope to combat climate change and global warming and preserve our resources for tomorrow.

Problem

Before current Let's driEV, the only platform available for taking bookings was WhatsApp. Although we had a website, it wasn't equipped to handle bookings. As a result, users often faced challenges navigating through the various rental plans, understanding their benefits, and terms. This lack of clarity frequently led to confusion, lower booking rates, and high drop-off rates.

Solutions

To address the challenges, I collaborated with the marketing team to understand user needs and analyzed booking data while working with the CRM team during live WhatsApp bookings. This helped me improve the booking experience by creating intuitive flows and visuals to better showcase plans and benefits. I then introduced a booking section on the website, mirroring the simplicity of WhatsApp while adding enhanced functionality. To streamline the process, I integrated a user-friendly payment interface, enabling seamless booking and payment. These efforts improved clarity, reduced drop-offs, and enhanced the overall user experience across platforms.

Project Goals

- Create a consistent and intuitive interface for all rental options.
- Simplify the plan selection process.
- Streamline the payment onboarding process.
- Provide plan recommendations based on user behavior.
- Maintain a seamless experience across all platforms.
- Enhance user satisfaction and loyalty.
- Integrate Payment Interface for smooth checkout.

The Process

Empathize → Define → Ideate → Prototype → Test

01 / Empathize - Exploring the user needs and marketing requirement.

Overview

- Research Approach
- Customer Interviews
- Marketing required

Research Approach

To better understand what pain points and unmet needs for those who requires vehicle for their daily needs/monthly commute, I decided to dive right into customer feedback.

The goals for my research process was the following:

- Explore and identify pattern of how customers booked vehicle for their daily needs.
- Identify pain points during booking process
- Understand issues to raise tickets on active bookings.
- Understand the top points for a longer customer retention.

Customer Interviews

I gathered feedback from users on various campuses and in the corporate sector who used our product over the past month. In addition to understanding how they booked rental vehicles, I also explored their overall experience with the booking and renting process. This included the steps they followed to choose a rental plan, the frustrations they encountered, and the factors they considered in their decision-making. The following is a summary of their experiences.

Higher upfront cost of purchasing an EV

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Pricing Segmentation

The customer had just joined a new company and moved to Bhubaneswar, needing an affordable vehicle of their own. However, they found it challenging to navigate the pricing and offerings, as these were not clearly differentiated. Clearer communication of the options and benefits would have made it much easier for the customer to make an informed decision and select the right plan for their needs.

02 / Define - Establishing the User's Needs and Problems

Overview

- Persona Development
- Problem Statements

Persona Development

I identified a critical behavioral pattern: while customers are enthusiastic about trying newly launched EVs, their long-term retention hinges on a deeper understanding of the value proposition. This includes:

- The cost-effectiveness of EVs under a rental plan.
- The environmental impact and sustainability benefits.
- The operational differences and potential advantages of EVs over ICE vehicles.

Neha K
Age: 27+
Occupation: Marketing Co-Ordinator
Location: Bhubaneswar
Education: Graduate

Personality

Extrovert	●——	Introvert
Sensory	●——	Intuitive
Thinker	●——	Feeler
Judger	●——	Perceiver

Goals

- She seeks an EV solution that reduces long-term expenses, offering savings on fuel and maintenance. A simple pricing model, flexible warranty, and affordable service options ensure a hassle-free ownership experience with no unexpected costs.
- The EV should be well-suited for daily urban travel, equipped with advanced features such as smartphone connectivity and navigation to enhance convenience and functionality.
- A low environmental impact EV aligns with her commitment to sustainability efforts, allowing her to contribute positively to the environment while enjoying a modern and efficient driving experience.

Frustration

- Difficulty in finding an electric scooter when needed, especially during peak hours or in high-demand areas, leads to inconvenience and delays in daily commutes.
- Confusing pricing structures and unexpected charges, such as charges for extended use or damage, create hesitation and distrust in the rental service.
- Renting poorly maintained scooters with limited battery range often results in mid-commute breakdowns or frequent recharging stops, disrupting the work schedule.

Scenario

- Seeks an EV that delivers consistent and dependable performance for daily commutes through areas with fluctuating traffic patterns.
- Desires an EV capable of supporting extended weekend outings without the hassle of frequent recharging, ensuring a seamless travel experience.
- Has reservations about the long-term durability and efficiency of EV batteries, particularly in a humid environment like Bhubaneswar.

Problem Statements

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03 / Ideate - Creating the framework

Overview

- Ideation
- User Flow

Ideation

In the ideation phase of the this project, I aimed to craft a solution that aligns with user needs and goals, utilizing creative and research-backed techniques to establish a strong foundation for the product.

Goal of Ideation

To design an engaging, intuitive, and efficient platform that addresses pain points associated with vehicle rentals or driving-related services, while enhancing the overall user experience.

Problem Statement

Before generating ideas, I clearly articulated the problem to ensure the ideation process stayed focused.
Users struggle to find a seamless, trustworthy, and convenient way to access vehicle rental services or driving resources, leading to frustration and wasted time.

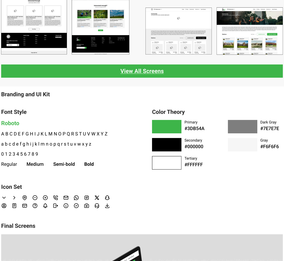
Design Principles

To guide ideation, I defined principles that the solution must embody:
- User-Centricity: Prioritize simplicity and accessibility
- Trustworthiness: Ensure transparency in pricing, availability, and safety measures.
- Convenience: Optimize the booking flow and provide quick access to key information.
- Delightful Experience: Introduce elements of personalization and interactivity.

Brainstorming & Idea Generation

Using divergent thinking techniques, I generated a variety of ideas for features and functionalities:
- Feature Ideas:
  a. Smart Search & Filters: Allow users to filter by vehicle type, cost, location, or purpose (e.g., road trip, daily commute).
  b. Real-Time Availability: Show vehicle availability in real-time to avoid booking overlaps.
  c. Route Recommendations: Offer curated travel routes based on user preferences (e.g., scenic routes, fuel-efficient paths).
  d. Safety Assurance: Include background-checked driver information and vehicle maintenance history.
  e. Personalized Dashboard: Provide reminders for bookings, past trips, and saved preferences.
  f. Gamification: Incentivize eco-friendly driving or frequent bookings with rewards or badges.

User Flow



04 / Prototype - Let's make the design

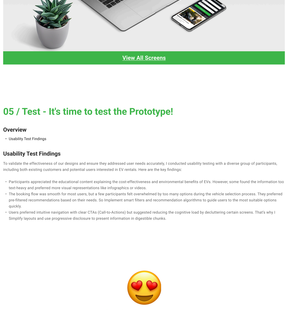
Overview

- Wireframes
- Branding and UI Kit
- Final Design

Wireframes

While building out my wireframes, I researched several rental websites, including EV rental platforms, to gather insights and inspiration. I then created both low-fidelity and high-fidelity versions to refine the design and enhance user experience.

Low-fidelity & High-fidelity wireframes



View All Screens

Branding and UI Kit

Font Style

Roboto

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Regular | Medium | Semi-bold | Bold

Color Theory

Primary	#3DB5AA	Dark Gray	#767E7E
Secondary	#000000	Gray	#F6F6F6
Tertiary	#FFFFFF		

Icon Set

Final Screens

View All Screens

05 / Test - It's time to test the Prototype!

Overview

- Usability Test Findings

Usability Test Findings

To validate the effectiveness of our designs and ensure they addressed user needs accurately, I conducted usability testing with a diverse group of participants, including both existing customers and potential users interested in EV rentals. Here are the key findings:

- Participants appreciated the educational content explaining the cost-effectiveness and environmental benefits of EVs. However, some found the information too text-heavy and preferred more visual representations like infographics or videos.
- The booking flow was smooth for most users, but a few participants felt overwhelmed by too many options during the vehicle selection process. They preferred pre-filtered recommendations based on their needs. To implement smart filters and recommendation algorithms to guide users to the most suitable options efficiently.
- Users preferred intuitive navigation with clear CTAs (Call-to-Actions) but suggested reducing the cognitive load by decluttering certain screens. That's why I Simplify layouts and use progressive disclosure to present information in digestible chunks.

Thanks for your time

Have any questions about this project?
I would love to talk more about it with you!

CONTACT ME