UX Challenge

Strategy:

Business Goals:

* Clearly explain all services / products
* Provide a range of products suitable for a wide audience
* Provide a simple self service business model

User Constituencies:

* Business users
* People who need a van for removals & transporting items
* Families & couples taking trips
* Short trip users

Usage context:

* Home / Office PC
* Home / Office Laptop
* Tablets
* Mobile

Scope:

User tasks:

* Learn about the business model & benefits
* View car range, prices & inclusions
* Request more information
* Read testimonials
* Join
* Find car base / centres
* Book a car

Structure:

Rates

Locations

Testimonials

For Business

News

FAQs

Contact Us

Included

About

Help

GoCar & the Environment

Privacy Policy

How it works

Benefits

Terms of Use

Search

Join Now\*

Send me more information

Find GoCars

Log in

Page 1

Page 2

Homepage /

Logo

Page 3

Page 4

On page links

\*Note: ALL pages have a button which links to the 'Join Now' page.

Skeleton:

See wireframe named: ux-challenge.bmpr

Surface:

See images in folder named: ux-challenge