UX Strategy GOCAR

Business Goals

* Displace competitive products.
* Best customer experience.
* Repeat customers.
* Motivate rental of other types of vehicles.
* Advertisement through Social Media

User Constituencies

* Office employees
* Business travellers
* Homeowners
* People moving home
* Small business
* Freelance workers
* People trying to save money by not owning car.

Usage Contexts

* Office/home desktop
* App on phone
* Laptop