Auto Repair Service Garage

Saqib Islam

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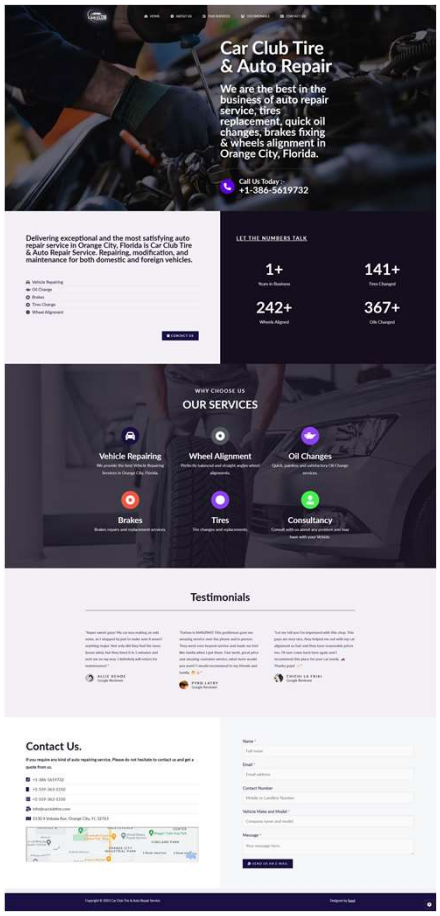
Project overview

The product:

My website design for Auto Repair Service Garage caters to the needs of local residents and businesses in Orange City, Florida. It offers a user-friendly interface, comprehensive service information, and easy access to contact details and testimonials, empowering users to make informed decisions when seeking auto repair services.



Project duration:

From 01 June 2023 to 27 June 2023

Project overview

The problem:

Auto Repair Service Garage lacks an online presence, resulting in difficulties for potential customers to locate their services and obtain comprehensive information about their offerings. This absence of an online platform hinders trust-building and limits communication channels, ultimately hindering the garage's ability to attract and serve customers effectively.

The goal:

The goal is to create a dynamic website for Auto Repair Service Garage that establishes a strong online presence, effectively showcases their range of services, builds trust through customer testimonials, and provides an easily accessible platform for potential customers to locate and connect with the garage.

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Project overview

My role:

I am the sole UX Designer and We Developer on this project.

Responsibilities:

As the sole UX Designer and Web Developer on this project, my responsibilities encompassed user research, information architecture, wireframing, prototyping, visual design, and front-end development. I conducted user research, organized content for intuitive navigation, created wireframes and interactive prototypes, designed visually appealing interfaces, and implemented the website using HTML, CSS, and JavaScript. Throughout the project, I prioritized user-centered design and aimed to deliver a seamless and engaging user experience.

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Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

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User research: summary

Throughout the project, I conducted extensive user research, employing a combination of qualitative and quantitative research methods. At the outset, I had certain assumptions about the preferences and expectations of the target users, which guided my research approach. However, through interviews, surveys, and usability testing, I gained valuable insights that challenged and refined my initial assumptions. I discovered that users highly valued easy access to service information, credible testimonials, and a reliable online presence. These findings played a crucial role in shaping my design and functionality decisions, ensuring that the website would meet the users' needs and deliver an exceptional user experience.

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Persona 1: **Sara Thompson**

Problem statement:

Sarah Thompson struggles to find a trustworthy and efficient auto repair service provider that accommodates her busy schedule, resulting in inconvenience and wasted time managing her family's vehicle repairs.

Sarah Thompson

Age: 35
Education: Bachelors in Business
Hometown: Orlando, Florida
Family: Married with 2 kids
Occupation: Small business owner

"Efficiency is key. I need reliable auto repair services that fit into my busy schedule."

Goals

- Find a trustworthy and efficient auto repair service provider for her family vehicles. Conveniently schedule appointments and receive timely updates on repairs.

Frustrations

- Limited time due to managing her business and family commitments. Previous negative experiences with unreliable mechanics.

Sarah is a busy small business owner in Orlando. She relies heavily on her family vehicles for daily commuting and errands. Sarah's frustration with unreliable auto repair services has led her to seek a trustworthy and efficient solution. She wants to find a garage that understands her time constraints and offers convenient appointment scheduling. Sarah expects clear communication and timely updates on the repair progress to ensure minimal disruption to her busy schedule. She values efficiency and reliability when it comes to maintaining her vehicles and is eager to find a service provider that meets her expectations.

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Persona 2: **John Martinez**

Problem statement:

John Martinez faces difficulty in finding an affordable and trustworthy auto repair service that provides transparent pricing, leaving him concerned about potential overcharging and compromising the quality of repairs for his aging vehicle.

John Martinez

Age: 45
Education: High School Diploma
Hometown: Orange City, Florida
Family: Divorced, 2 Teenagers
Occupation: Construction worker

"I need affordable auto repairs without compromising quality. Trust is important to me."

Goals

- Find an auto repair service that provides affordable and reliable solutions for his aging vehicle. Ensure the garage is trustworthy and offers transparent pricing.

Frustrations

- Limited financial resources, concerns about being overcharged for repairs, and a lack of automotive knowledge.

John Martinez, a construction worker from Orange City, is dealing with an aging vehicle that requires regular maintenance and occasional repairs. As someone with limited financial resources, John is on the lookout for an auto repair service that offers affordable solutions without compromising quality. Trust is vital to him, as he wants to avoid being overcharged for unnecessary repairs. John lacks extensive knowledge about automobiles, so he seeks a garage that can explain the issues clearly and provide transparent pricing. Finding a reliable and affordable auto repair service that he can trust is John's primary objective as he strives to keep his vehicle in good condition without breaking the bank.

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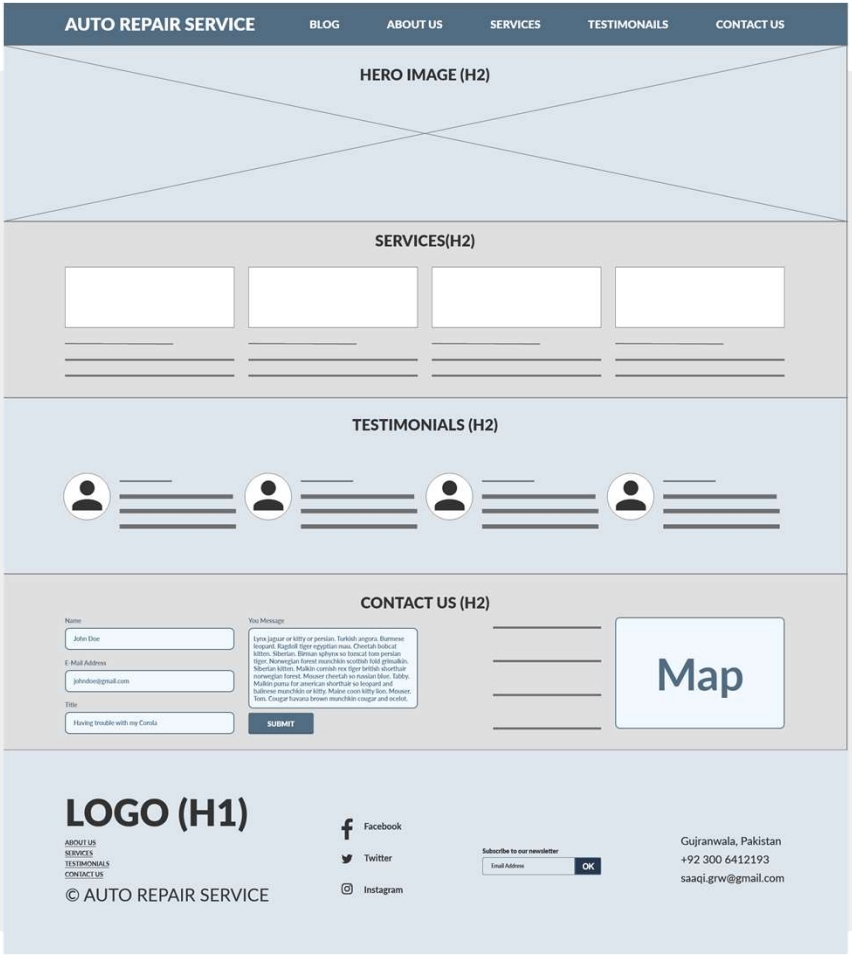
Competitive audit

Throughout the project, my thought process wa guided by specific goals that I aimed to achieve. I prioritized a user-centered design approach, putting the needs and preferences of our target users at the forefront. It was crucial for me to establish a sense of trust and reliability, which le me to incorporate elements like testimonials, transparent pricing, and clear communication. Recognizing the importance of convenience and efficiency, I made choices such as implementing online appointment scheduling and providing timely updates on repairs. These decisions were driven by insights gained from user research, allowing me to deliver a seamless and satisfying user experience for individuals like Sarah Thompson and other potential customers.

Ideation

During the ideation phase, my thought process revolved around achieving specific goals. I aimed to generate creative and unique solutions that effectively addressed the identified user needs, while also aligning with the brand identity of the auto repair service garage. To accomplish this, I engaged in divergent thinking, encouraging the free flow of ideas without immediate evaluation. I kept the target users at the forefront of my thinking, ensuring that the generated ideas catered to their preferences and pain points. Collaboration and feedback played a crucial role, as I actively sought input from stakeholders, team members, and potential users to refine and enhance the ideas. By following this user-centric approach and incorporating diverse perspectives, I aimed to develop impactful solutions that set the garage apart and resonated with the target audience.



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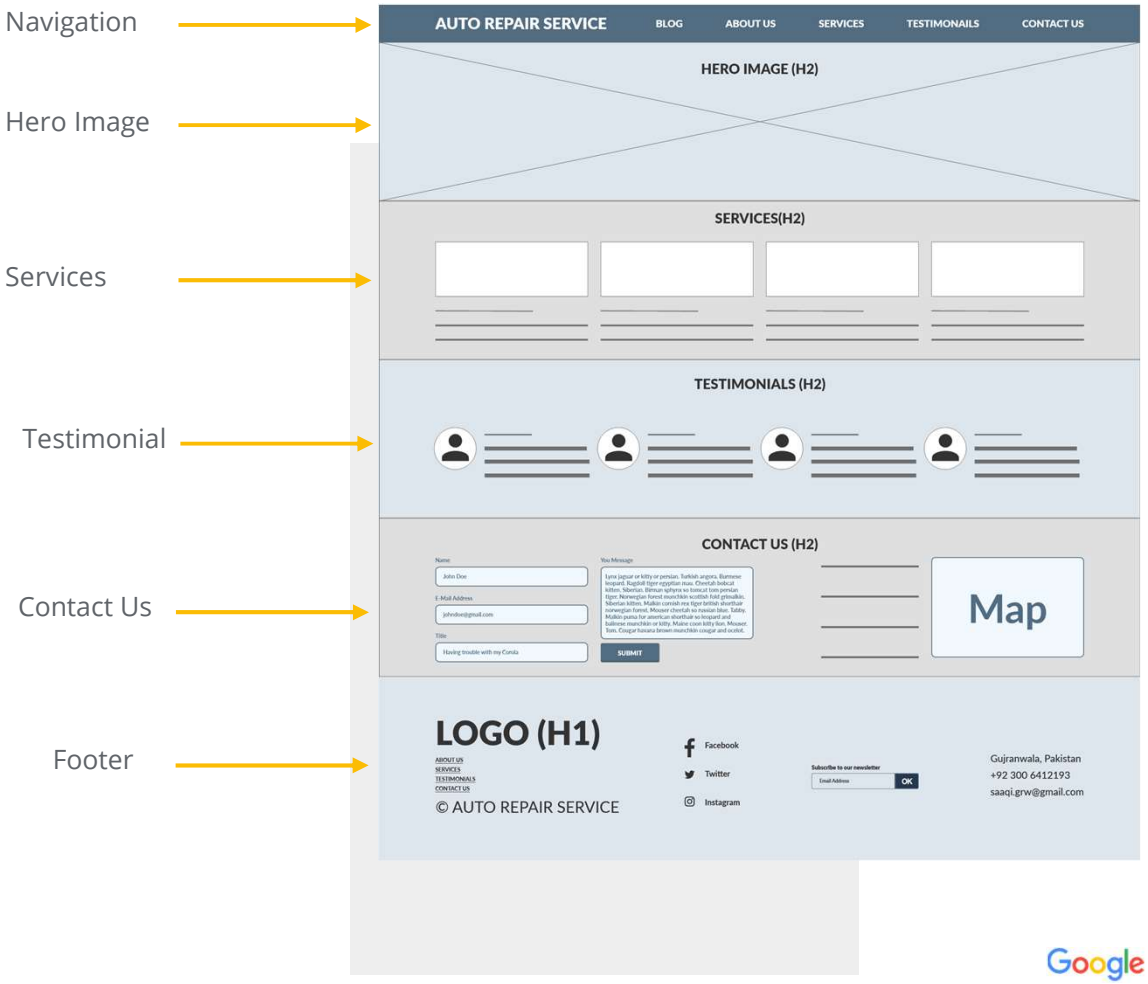
Starting the design

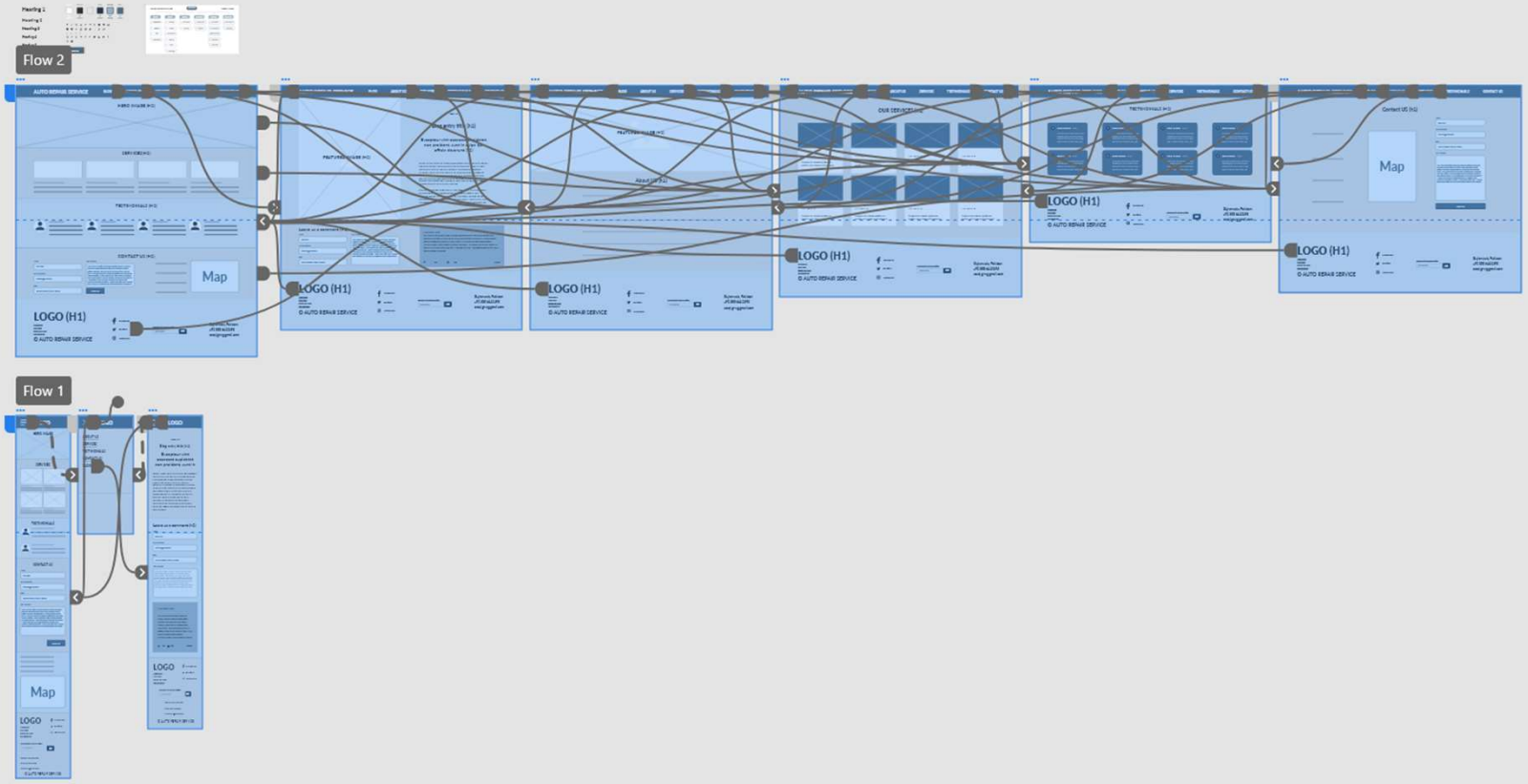
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Digital wireframes

Throughout the project, my goals were centered around continuous improvement, collaboration, and delivering a high-quality website. I valued peer feedback as an opportunity to learn and grow. I carefully analyzed the feedback received, implemented relevant suggestions, and engaged in open discussions with my peers to ensure a shared understanding. By embracing a flexible and iterative approach, I made necessary adjustments to enhance the project's overall quality. This collaborative mindset allowed me to continuously improve my design and development processes, resulting in a successful outcome.



Low-fidelity prototype



Usability study: parameters

Study type:

Moderated usability study

Location:

Orange City, remote

Participants:

5 participants

Length:

30-60 minutes

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Usability study: findings

1

Finding

Navigation Challenges: The usability study revealed that some users faced difficulties in navigating the website, particularly in locating specific service information or contact details. They expressed a need for a more intuitive and streamlined navigation structure to easily find the desired information.

2

Finding

Mobile Responsiveness: Participants highlighted the importance of mobile responsiveness, as they frequently accessed the website on their smartphones. It was found that certain pages or elements did not display optimally on smaller screens, impacting the overall user experience. Users expressed the need for a responsive design that ensured seamless browsing across various devices.

3

Finding

Trust and Credibility: Users emphasized the significance of trust and credibility when considering an auto repair service. They expressed the desire for more prominent testimonials or customer reviews to gain assurance about the quality of services offered. Enhancing trust elements on the website, such as certifications or guarantees, was identified as a key area for improvement.

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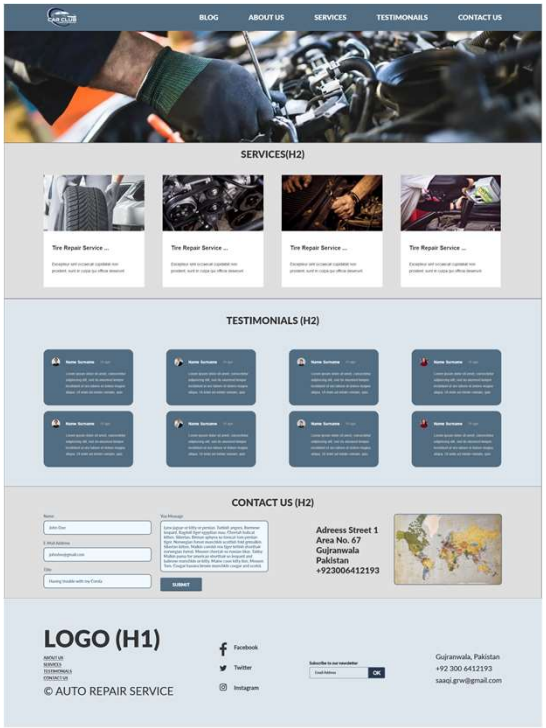
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

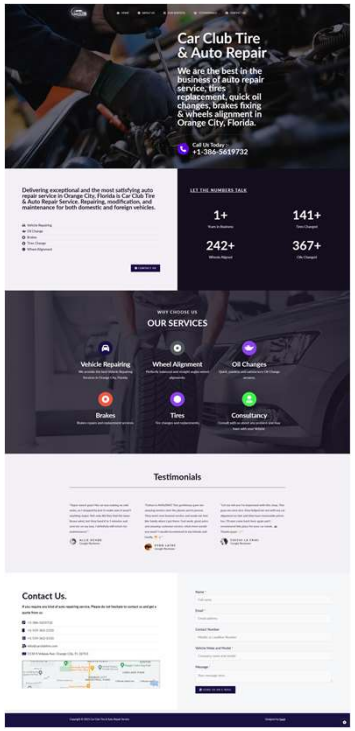
Mockups

Throughout the project, my goals were to enhance navigation, ensure mobile-friendliness, and build trust. In response to the findings from the usability study, I prioritized improving website navigation, streamlining the user journey, and making key information more accessible. I also implemented responsive design principles to ensure optimal viewing on mobile devices. Additionally, I incorporated prominent testimonials and customer reviews to enhance trust and credibility. Peer feedback played a vital role in validating and refining these implementation decisions, resulting in a website that addressed user needs and provided a seamless user experience.

Before usability study



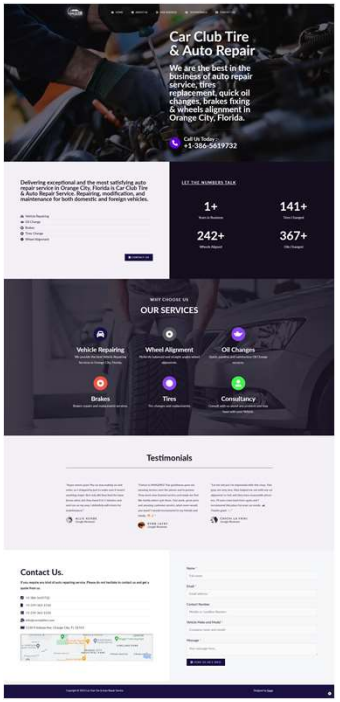
After usability study



Mockups

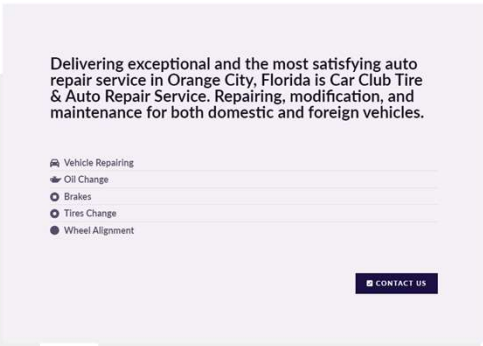
I improved the responsive design by implementing Bootstrap framework, which allowed the website to automatically adjust its layout and elements based on the user's device screen size. Embracing a mobile-first approach, I prioritized designing and optimizing the website specifically for mobile devices to deliver a seamless browsing experience. By adopting these strategies, I ensured that users could easily access and navigate the website on any device, enhancing overall user satisfaction. Peer feedback played a crucial role in validating and refining these improvements, resulting in a responsive design that met the needs of the target audience.

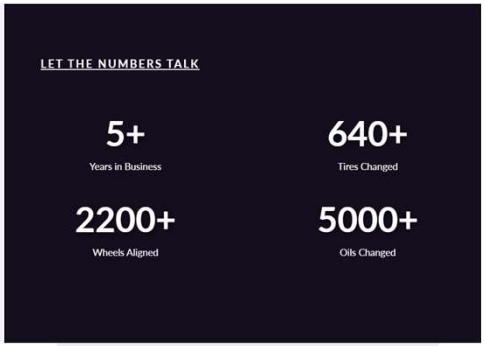
Before usability study

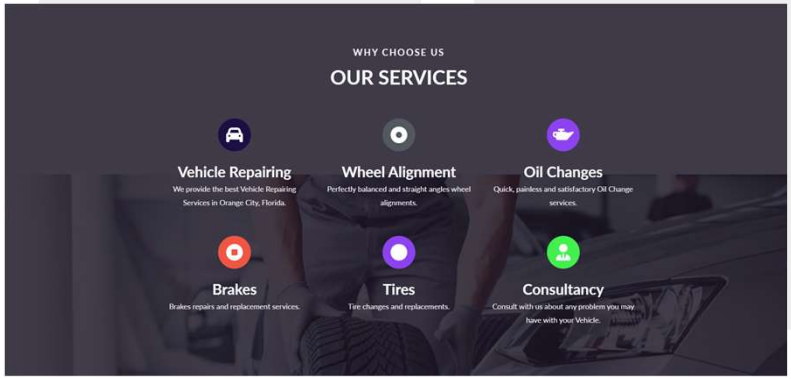


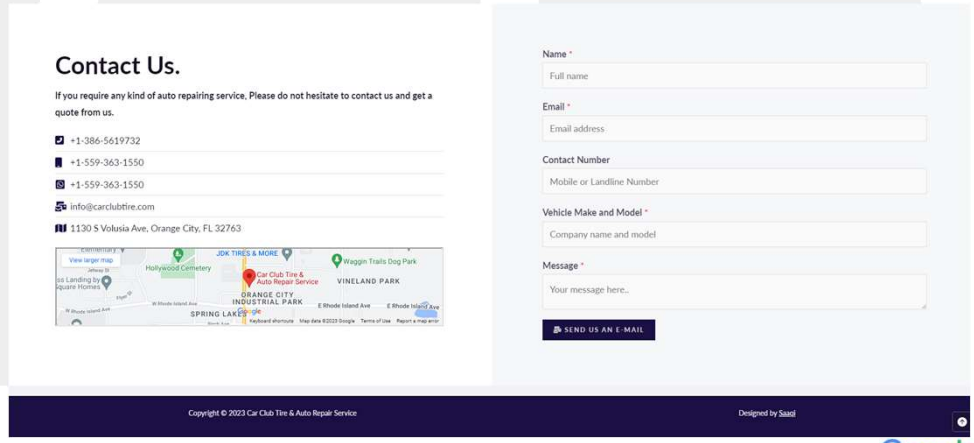
After usability study

Mockups









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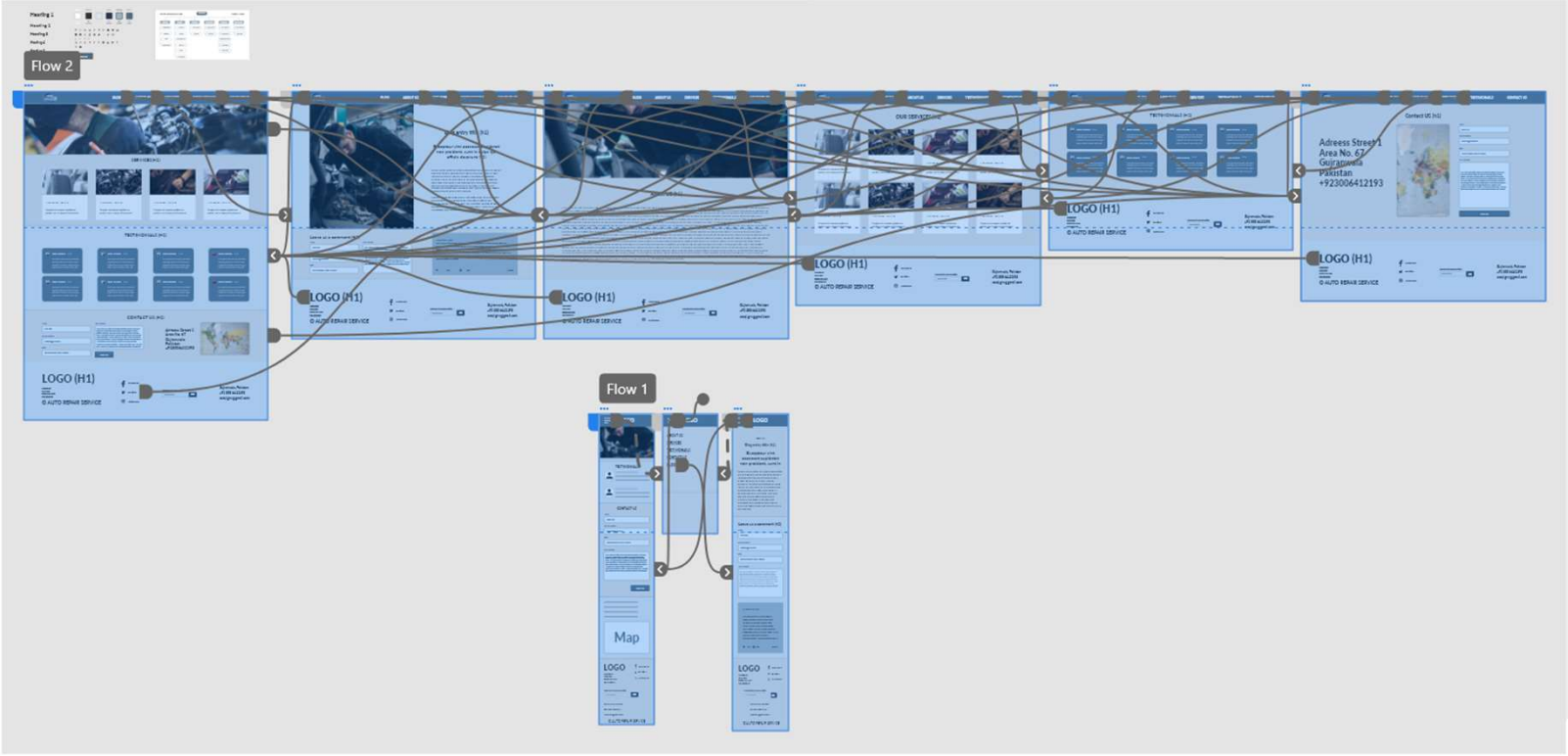
High-fidelity prototype



Accessibility considerations

1

Color Contrast:
I carefully selected color combinations that provided sufficient contrast between text and background elements. This decision aimed to make the website easily readable for users with visual impairments, ensuring a positive browsing experience for all.

2

Keyboard Navigation:
I prioritized keyboard accessibility by implementing features that allowed users to navigate and interact with the website using only keyboard inputs. This consideration was crucial for individuals with motor disabilities who rely on keyboard navigation.

3

Alternative Text for Images:
Recognizing the importance of inclusivity, I diligently added descriptive alternative text (alt text) for all images on the website. This enabled users with visual impairments to comprehend the content of images using screen readers and other assistive technologies.

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Responsive Design

- Information architecture
- Responsive design

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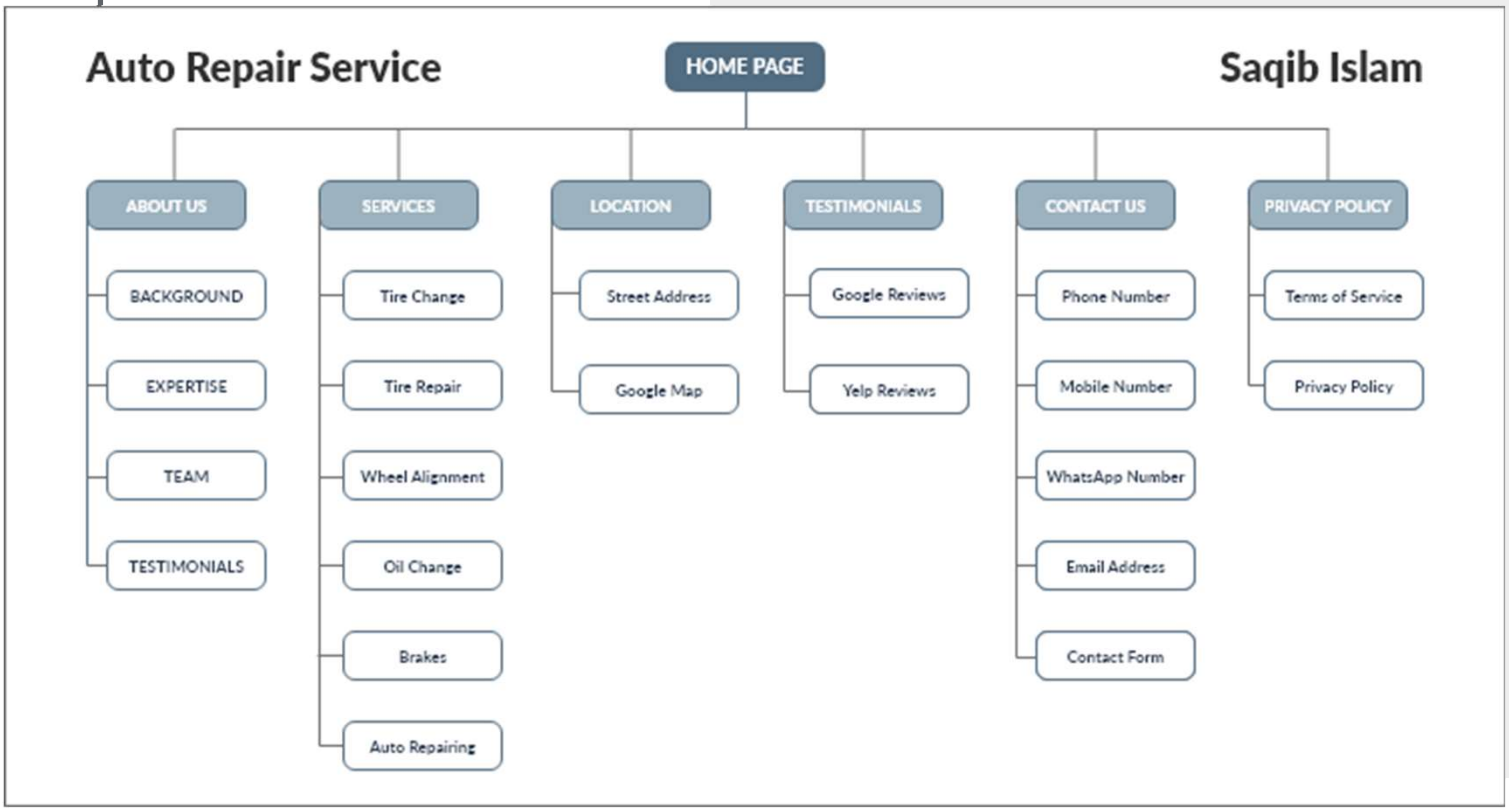
Sitemap



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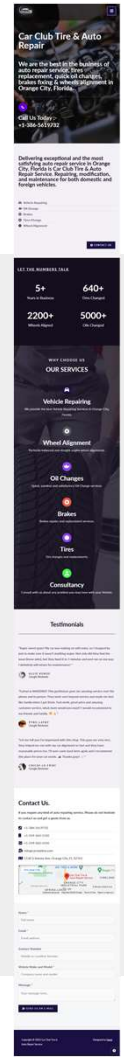
Responsive designs

As a UX designer and web developer, my goals for responsive design were centered around providing an optimal user experience across devices. I adopted a user-centric approach, ensuring that the website seamlessly adapts to various screen sizes. By utilizing fluid grids, flexible layouts, and media queries with breakpoints, I aimed to create a visually appealing and consistent design. Embracing a mobile-first approach, I prioritized designing for mobile devices, gradually enhancing the experience for larger screens. Additionally, I recognized the importance of accessibility and incorporated features like font sizes, color contrast, and keyboard navigation. Through responsive design, I strived to deliver a user-friendly, consistent, and accessible website that meets the needs of diverse users.



Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The impact of the designs was significant, resulting in a positive user experience and improved accessibility. Users praised the seamless navigation and responsiveness of the website, stating that it was easy to find information and engage with the services offered. One participant noted, "The website is so user-friendly and visually appealing. It made it effortless for me to find the information I needed. Great job!"

What I learned:

Throughout the project, I gained valuable insights and skills in UX design and web development. I learned the importance of conducting user research to understand user needs and preferences, which guided the design decisions. Implementing responsive design principles taught me how to create a seamless experience across different devices. Additionally, incorporating peer feedback and iterative testing helped me refine and improve the website's usability. Overall, this project deepened my understanding of the UX design process and reinforced the significance of user-centric design in creating effective digital experiences.

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Next steps

1

Iterative Testing and Refinement: Conduct further usability testing to gather feedback from users and identify areas for improvement. Use this feedback to refine the website's design, navigation, and overall user experience.

2

SEO Optimization: Implement search engine optimization techniques to improve the website's visibility in search engine results. This includes optimizing meta tags, incorporating relevant keywords, and improving site speed and performance.

3

Integration with Google Maps and Online Presence: Establish an online presence by creating a Google My Business listing and integrating the website with Google Maps. This will make it easier for potential customers to find and locate the garage when searching for auto repair services in the local area.

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Let’s connect!

For further inquiries or to review more of my work, please feel free to contact me:

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You can visit the final production website of this project here: https://carclubtire.com

I look forward to connecting with you and discussing any potential collaborations or opportunities.

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