CarTown

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Project overview

The product:

It is a **Car Dealership App for Rural Areas**

Project duration:

2 - 3 Weeks

Google

Project overview

The problem:

Provide an easy solution for people who live outside the city to buy a car at the best possible price.

The goal:

Make an app which can compare, display factors and book a vehicle with multiple payment options.

Project overview

My role:

UX Researcher

Responsibilities:

User Research

Prototyping

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

Considering each company having different dealerships in the city, would be difficult for a person to do his/ her research before deciding the vehicle and then actually booking one. After conducting interviews and surveys, as it turned out users would require a categorized comparison of vehicles with EMI as a payment option.

User research: pain points

1

Pain point

Vehicle Comparison:
Could be done by illustrating various factors that is required by a concerned user.

2

Pain point

Vehicle Type:
The vehicle types must be categorized as the user might want to choose that according to his/ her use case.

3

Pain point

Vehicle Payment:
EMI option must be provided along with full payment.

4

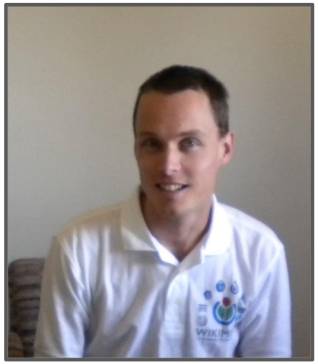
Pain point

Vehicle pickup:
The person might want to have a quick check of the vehicle before taking the delivery.

Persona: **Name**

Problem statement:

Sam Wilson is a Family person who needs to get a car for everyday use.



Sam Willson

Age: 29
Education: Marketing
Hometown: New Jersey
Family: Wife & 2 Kids
Occupation: Marketing Job

"Difficulty in travel"

Goals

- Purchase a family car.

Frustrations

- Every dealership is too far.

Sam Wilson would like to purchase a budget family car for his wife and kids.

User journey map

Looking for a comfort for his family and ease of transportation in a budget.

Persona: Sam Willson

Goal: Purchase a Family car considering the budget.

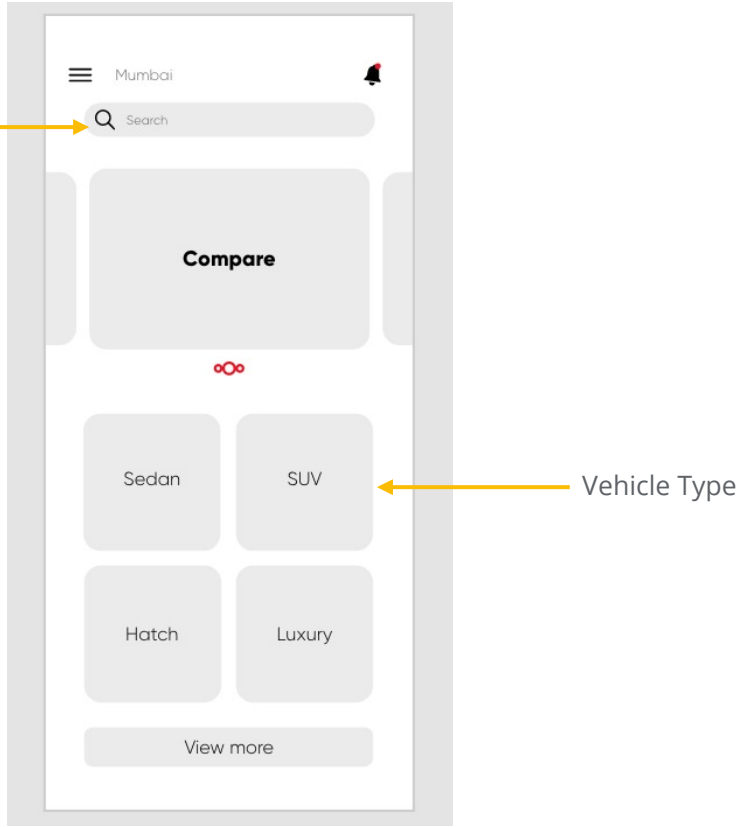
ACTION	Choose car type	Decide the budget	Choose car	Purchase options	Collect vehicle
TASK LIST	Tasks A. Consider Number of passengers B. Volume of luggage C. Ease of use	Tasks A. How much to be spent B. Is it worth? C. How much is the buyback value	Tasks A. Choose model B. Choose variant C. Choose colour	Tasks A. Payment option (EMI or full payment) B. If EMI, return time and interest C. Make his mind	Tasks A. Go to the dealership B. Documentation C. Go home with a car
FEELING ADJECTIVE	Excitement Happy for family	Tensed Worried	Delightful	Tensed	Excitement Happiness
IMPROVEMENT OPPORTUNITIES	Categorize Vehicles	Make it reasonable	Show comparison	Make it easy	Quick

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

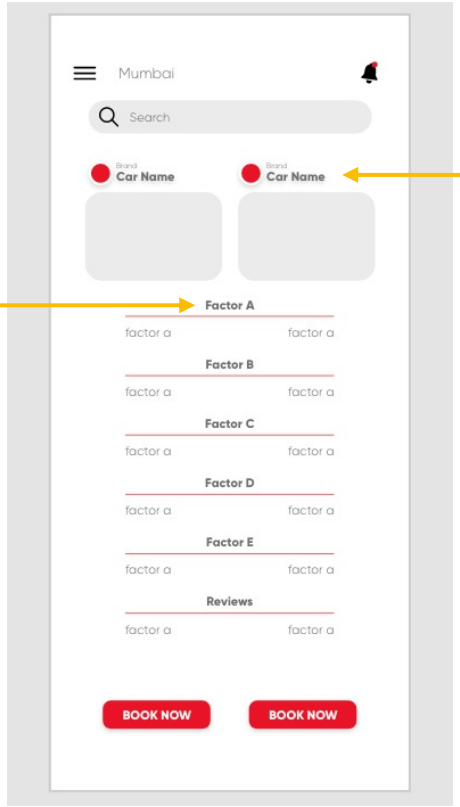
Digital wireframes

CarTown App Home



Digital wireframes

Vehicle comparisons



The two vehicles to be compared

Differentiating Factors

Low-fidelity prototype

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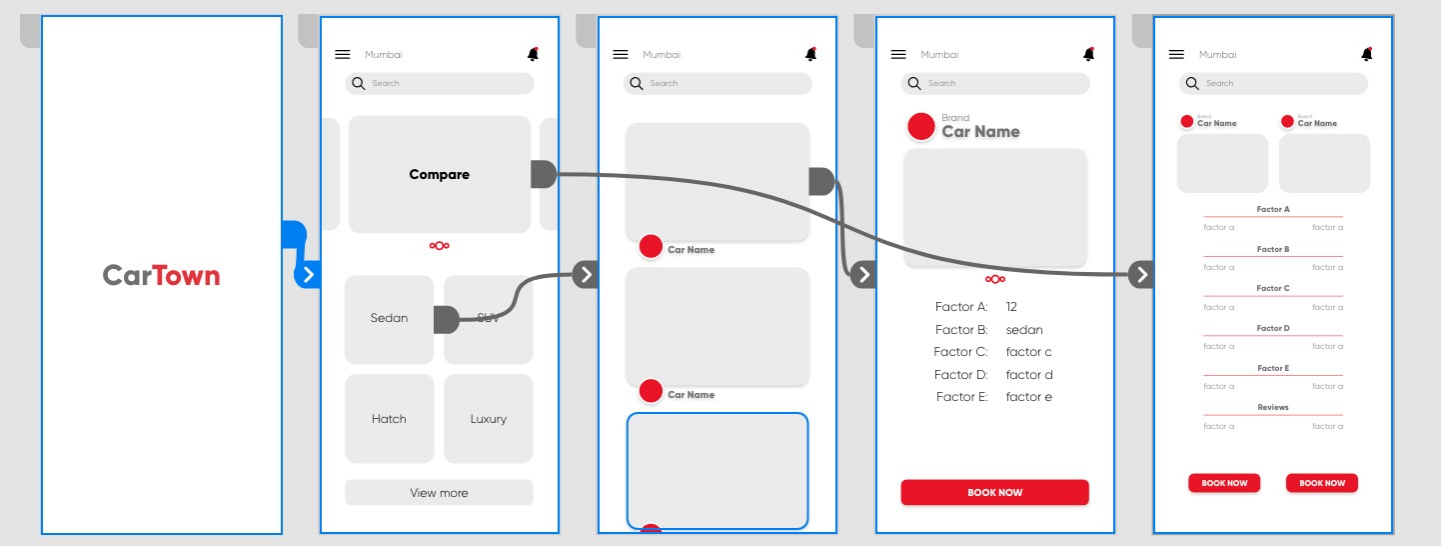


Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Comparison is difficult
2. Need categories
3. Details in factors

Round 2 findings

1. Search convenience
2. Payment convenience

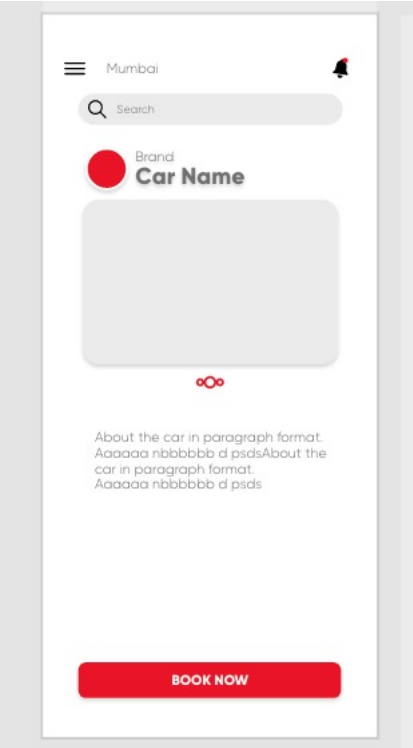
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

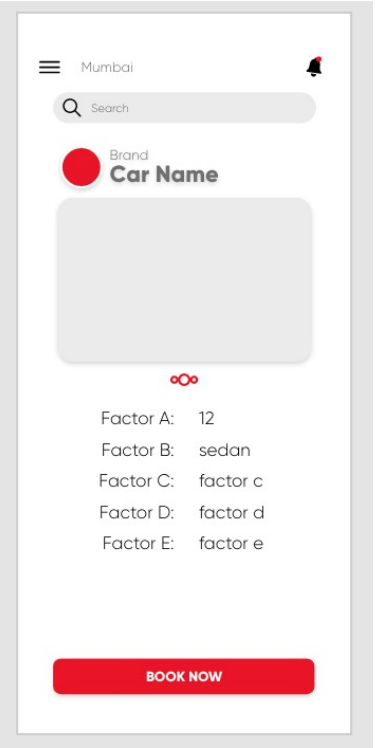
Mockups

Details in factors

Before usability study



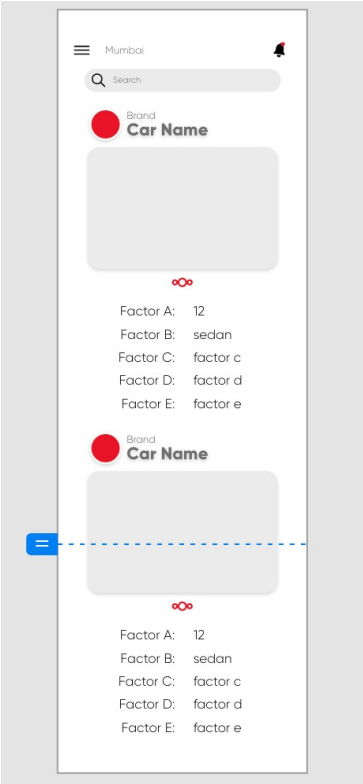
After usability study



Mockups

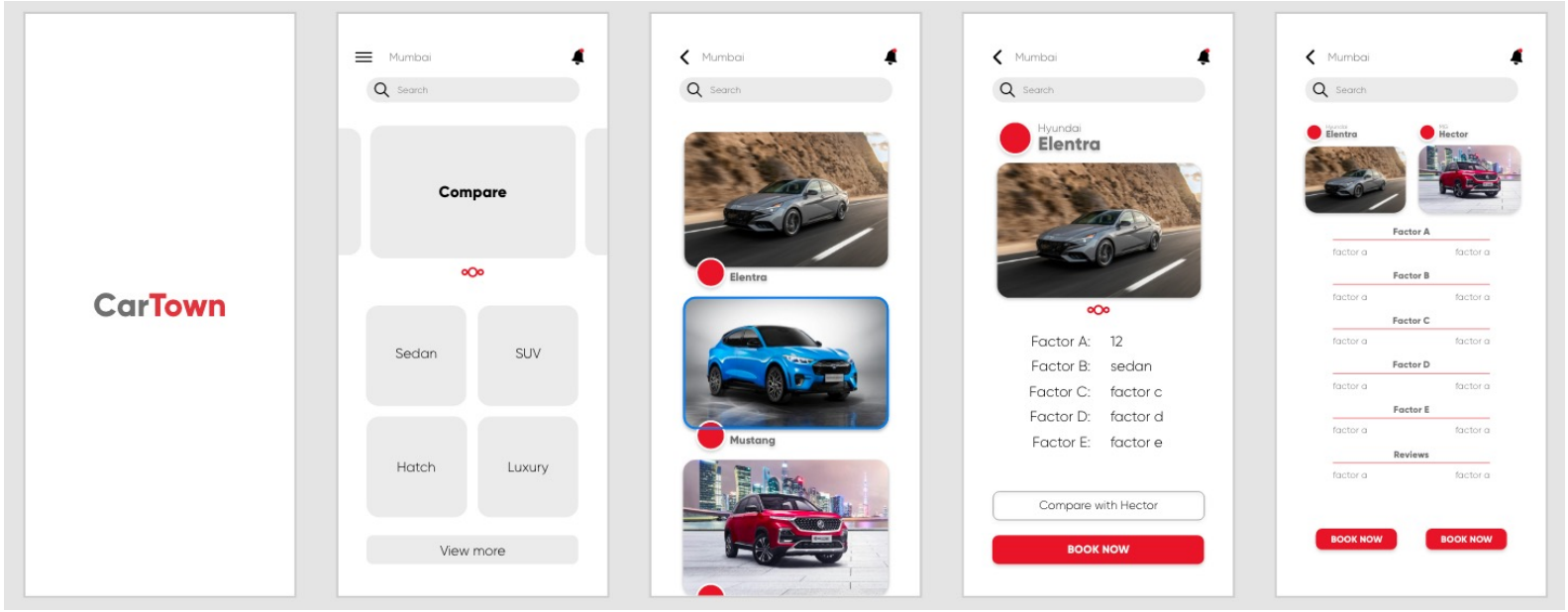
A side by side tabular comparison showed better results for better understanding.

Before usability study



After usability study

Mockups


CarTown
Mumbai
Search
Compare
Sedan
SUV
Hatch
Luxury
View more
Mumbai
Search
Elentra
Mustang
Mumbai
Search
Hyundai
Elentra
Factor A: 12
Factor B: sedan
Factor C: factor c
Factor D: factor d
Factor E: factor e
Compare with Hector
BOOK NOW
Mumbai
Search
Elentra
Hector
Factor A
Factor B
Factor C
Factor D
Factor E
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High-fidelity prototype

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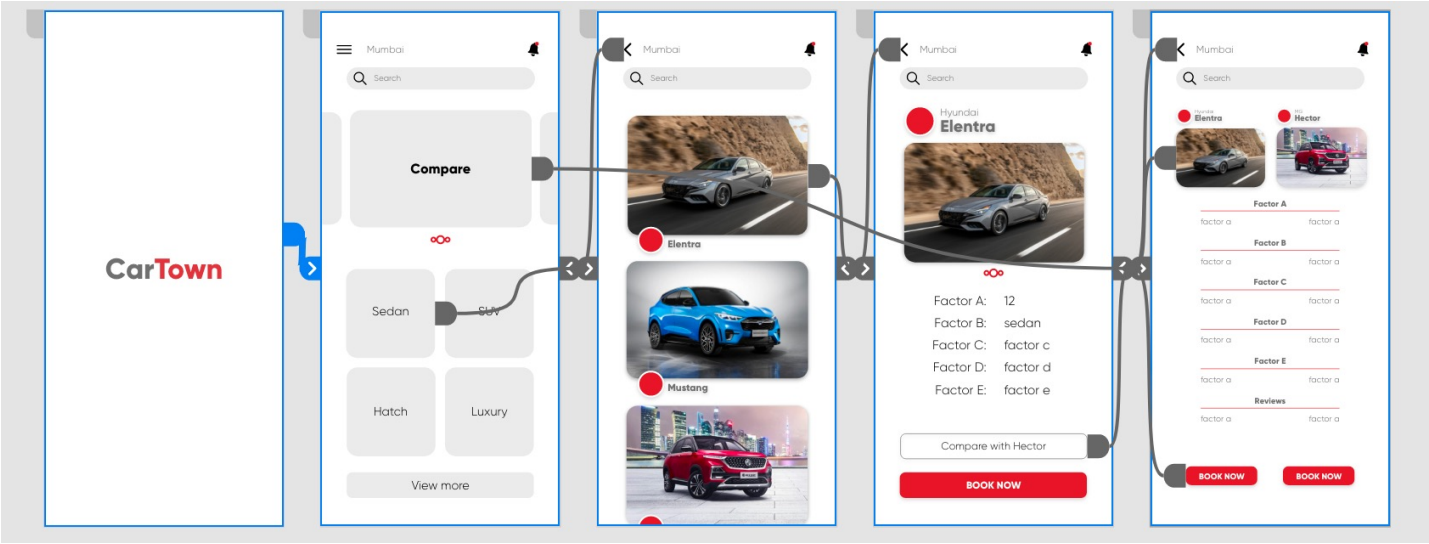

Accessibility considerations

1

Categorized vehicle types

2

Easy Search

3

Easy payment method

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

”Great Implementation technique”

What I learned:

I learnt design thinking, prototyping and various terminology for ux design.

Next steps

1

Show it to the developing team and take their views on it. Make changes according to that

2

Deliver the project to the development team to work on with all icons and color codes.

3

See the response of the people using the app and make It easier according to their feedback to launch an update.

Let’s connect!

Thank you reviewing my work.
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Thank you!