

# Group UX Research

## Hustle Squad

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## Introduction

The website we have chosen is Hanfra Car Rentals (<https://hanfra.co.za/>). The lack of information on the website and the process of booking a car are the main pain points that have been identified. The booking process is unconventional and users may be confused about the process which will lead to losing potential customers. Our plan is to re-work the website to streamline the booking process while adding the necessary information users typically require in order to make a booking for a car. The plan is to use conventional methods users are typically familiar with as well as using UX design theory to improve the existing system.

# Persona



## Persona 1

# Emily Johnson

**Age:** 35

**Occupation:** Stay-at-home mom (previously worked in marketing)

**Location:** Suburban area

**Family:** Two children (ages 5 and 7)

**Technological Comfort:** Moderate - uses smartphone and laptop daily for organizing family activities and online shopping. Not highly tech-savvy

"With two kids, I don't have time for complicated processes. I just want to rent a safe, spacious car quickly and easily so I can focus on my family"

## Behaviors

- Prefers to plan trips and rentals in advance but is sometimes forced to make last-minute bookings.
- Often reads reviews and seeks recommendations from other moms before committing to a rental service, placing high value on user feedback and experiences.

## Goals

- Needs seamless, quick and user-friendly process as her time is limited.
- Prefers reliable vehicles with ample space for family outings, grocery shopping and school outings.
- Prioritizes car safety features and reviews.
- Flexible rental options like short-term for holidays.
- Budget friendly.

## Motivations

- She's seeking a smooth and stress-free experience.
- Knowing that her rental is safe and dependable gives her peace of mind which is crucial when travelling with her children.
- She values any feature that helps save time such as online check-ins, delivery services or keyless entries.

## Pain Points

- Has little time to navigate complicated booking systems due to her busy schedule.
- Needs child-friendly features like car seats or extra room for school bags.
- Wants responsive customer support in case something goes wrong since handling children alone is stressful.



## Persona 2

# Jason Miller

**Age:** 30

**Occupation:** Marketing manager at a Tech company

**Location:** Urban area, apartment

**Family:** Single, no kids

**Technological Comfort:** Very tech-savvy. Uses latest gadgets and is comfortable navigating complex apps and websites

"I need a rental process that's fast, flexible and efficient so I can focus on my work, not waiting in line or filling out forms"

## Behaviors

- Frequently rents cars for out-of-town business meetings or conferences, often booking at the last minute.
- Typically rents for short periods.

## Goals

- Values fast, hassle free rental process.
- Prefers high-end luxury vehicles.
- Looks for services that offer flexibility such as pick up and drop off at different locations.
- Prefers newer models with modern features that align with his professional image.

## Motivations

- Wants to save as much time as possible, through a fast and efficient booking process.
- Chooses cars that match his professional lifestyle.
- Prioritizes looks but also comfort.
- Appreciates the ability to choose different models and customize rental options.

## Pain Points

- Often works long hours leaving little time to deal with rental procedures like paperwork or long waits at counters.
- Dislikes complicated processes or hidden fees.
- Needs cars that are available on short notice for impromptu work trips.

# User Model

## Behaviours during specific tasks

- **Task 1:** Book a rental car from group A.

Both personas would click the book now button and would be sent to a whatsapp chat with Hanfra's mobile number. Both persona's were confused and frustrated by the lack of information available on the website such as the specific cars and information about a specific car and they have to wait for a person to answer the whatsapp messages which can cause an unknown amount of waiting time.

- **Task 2:** View the prices of certain cars.

Both personas would click on the prices section. Upon further navigation, they would only know the general prices of the different car groups and would be unable to find a specific car with all its information. Both personas were also confused as the different car groups are difficult to separate other than small, medium and family Sedan. The pictures provided show similar cars that aren't correlated to the different car headings. The pictures provided are general stock images and are not specific to the car the user would be interested in renting making the pictures unreliable and not useful.

- **Task 3:** Send an email complaint to Hanfra about not being able to view specific cars.

Both personas would click on the Contact Us section. They would scroll down until they come across the section titled 'Drop us a mail'. Upon further inspection, the personas will find that they can only send their details and would have to wait for Hanfra to email them back. Only then can the personas send a complaint. Both personas were frustrated and annoyed with the amount of time that was wasted during this process.

## General behaviour of personas

Overall, the personas were annoyed and frustrated with the lack of information on the website and were left confused and doubtful about Hanfra and renting a car through their website. The personas would scroll down to the bottom of each page expecting more to appear but there wouldn't be anything else. The personas were distrusting of the website and lacked all the information they required to use this car rental service. The Hanfra booking system felt tedious and unreliable as the personas were unsure if they would get a response back or they would have to wait an unknown amount of time. The whatsapp line does provide for a personal customer service line however it should not be used as the website's booking system. The personas mentioned that having other customer reviews would make booking a rental car with Hanfra more appealing and trustworthy.

# User Journey

## Persona 1:

- Would want to search through the website and go through the different sections


**Hanfra**  
CAR RENTALS

HOME PRICING T&C'S CONTACT US

CAR RENTALS

Brilliant and affordable  
car rental service

CONTACT US ON WHATSAPP FOR MORE INFO

 BOOK NOW



- Look at pricing section and see family sedan vehicle type
  - No way of seeing what cars are available and specifications of the car
  - No way of seeing the safety of the car
  - No reviews or recommendations section (untrustworthy)



Group S – small vehicle type

1-3 Days 150km free per day – R630  
4-6 Days 200km free per day – R670  
4-6 Days Unlimited km – R770  
7 + Days 200km free per day – R590  
7 + Days unlimited km – R720  
Per km – R3.20 – Super waiver – R10000



Group A – medium vehicle  
type

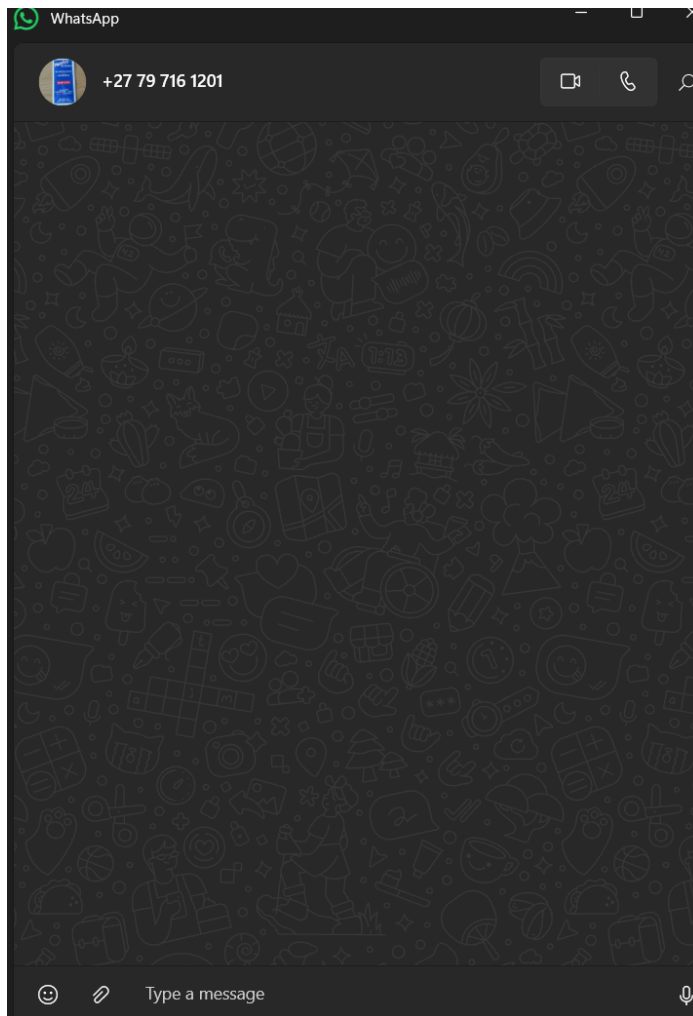
1-3 Days 150km free per day – R700  
4-6 Days 200km free per day – R760  
4-6 Days Unlimited km – R860  
7 + Days 200km free per day – R650  
7 + Days unlimited km – R780  
Per km – R3.40 – Super waiver – R12000



Group B – Family Sedan  
vehicle type

1-3 Days 150km free per day – R760  
4-6 Days 200km free per day – R810  
4-6 Days Unlimited km – R930  
7 + Days 200km free per day – R690  
7 + Days unlimited km – R840  
Per km – R3.60 – Super waiver – R14000

- Click book now and get taken to whatsapp
  - Untrustworthy messaging a random number.



- Booking process seems complicated and confusing

## Persona 2:

- Would enter the website and go straight to pricing





HOME PRICING T&C'S CONTACT US

Car rental pricing



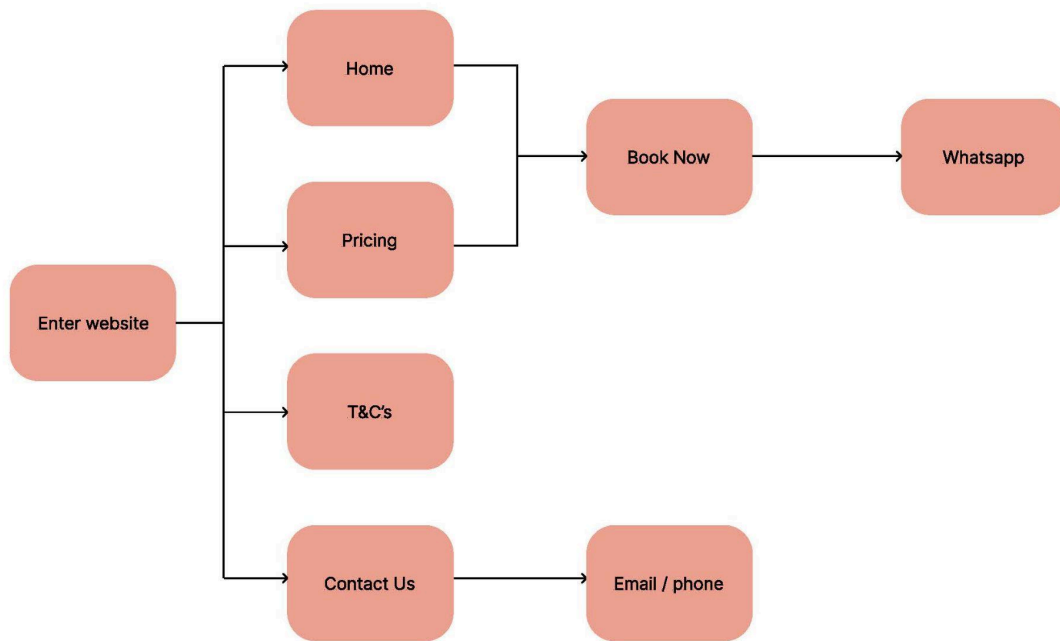
- Won't be able to view different cars and select different specifications.
  - Prices aren't specific and could have hidden fees

		
Group S – small vehicle type	Group A – medium vehicle type	Group B – Family Sedan vehicle type
1-3 Days 150km free per day – R630 4-6 Days 200km free per day – R670 4-6 Days Unlimited km – R770 7 + Days 200km free per day – R590 7 + Days unlimited km – R720 Per km – R3.20 – Super waiver – R10000	1-3 Days 150km free per day – R700 4-6 Days 200km free per day – R760 4-6 Days Unlimited km – R860 7 + Days 200km free per day – R650 7 + Days unlimited km – R780 Per km – R3.40 – Super waiver – R12000	1-3 Days 150km free per day – R760 4-6 Days 200km free per day – R810 4-6 Days Unlimited km – R930 7 + Days 200km free per day – R690 7 + Days unlimited km – R840 Per km – R3.60 – Super waiver – R14000

- Click on book now and taken to whatsapp
  - Process is complicated and long
  - Will take long as it isn't automated and has to wait for someone on the phone to respond which can be an unknown amount of time



## Diagram of the navigation



# Wireframing

The final wireframe can be accessed through this link:

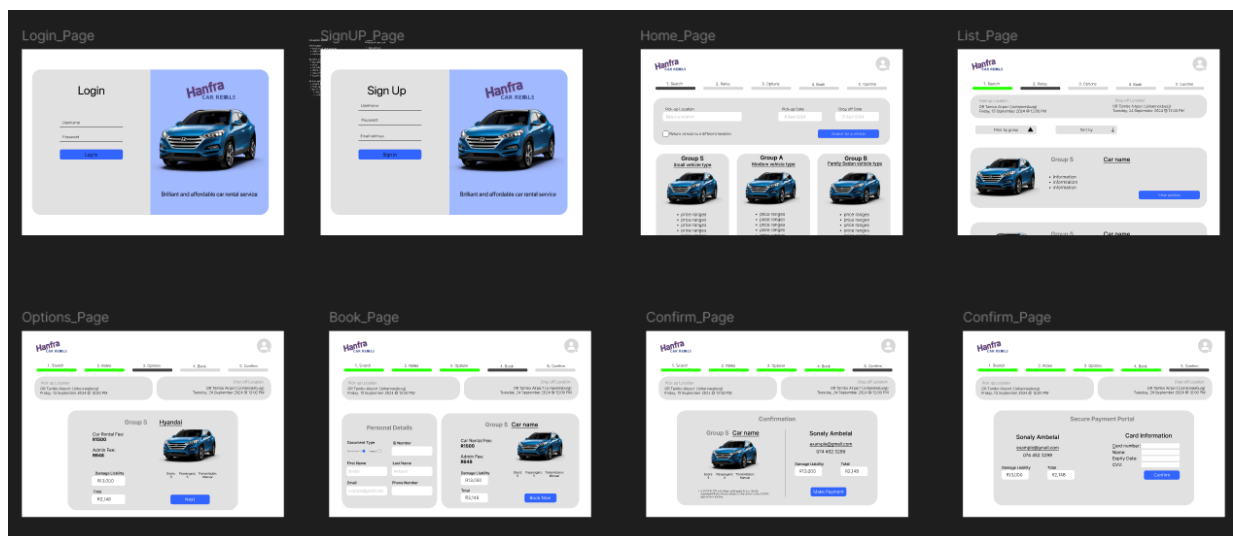
[https://www.figma.com/proto/DAWpwUXA98dbXC88fN0YyM/CarRentalWebsite\\_Final?node-id=22-41&node-type=canvas&t=CZ85uoDmEORgCMFb-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=22%3A41](https://www.figma.com/proto/DAWpwUXA98dbXC88fN0YyM/CarRentalWebsite_Final?node-id=22-41&node-type=canvas&t=CZ85uoDmEORgCMFb-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=22%3A41)

## Wireframes Iterations:

### Iteration 1:

[https://www.figma.com/proto/Mr6f52zin01q9oGzqiluSA/CarRentalWebsite\\_Iteration1?node-id=22-41&node-type=canvas&t=xXP8rnaHol3CPT44-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=22%3A41](https://www.figma.com/proto/Mr6f52zin01q9oGzqiluSA/CarRentalWebsite_Iteration1?node-id=22-41&node-type=canvas&t=xXP8rnaHol3CPT44-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=22%3A41)

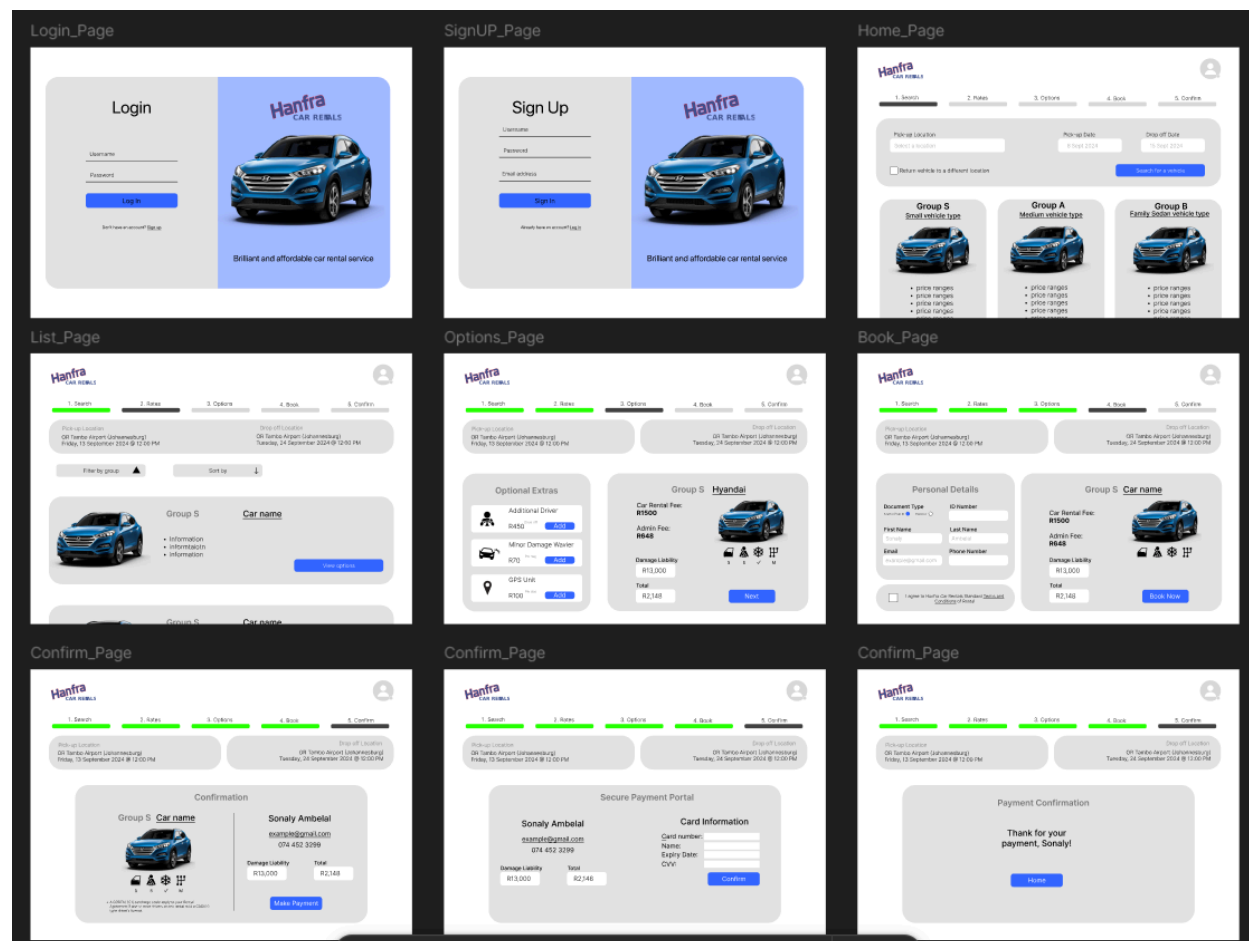
This iteration consisted of addressing the basic pain points identified. A simple and effective booking system was our main concern and we chose to keep the design easy to learn with a step by step approach guiding the user through the process of booking a rental car. The progress bar is a clear indication of where the user is in the booking journey and tells them which processes they have completed.



## Iteration 2:

[https://www.figma.com/proto/cuxdV8fToHtjQduhiM4NE1/CarRentalWebsite\\_Iteration2?node-id=22-41&node-type=canvas&t=dzMPQeoPxxxArfXi-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=22%3A41](https://www.figma.com/proto/cuxdV8fToHtjQduhiM4NE1/CarRentalWebsite_Iteration2?node-id=22-41&node-type=canvas&t=dzMPQeoPxxxArfXi-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=22%3A41)

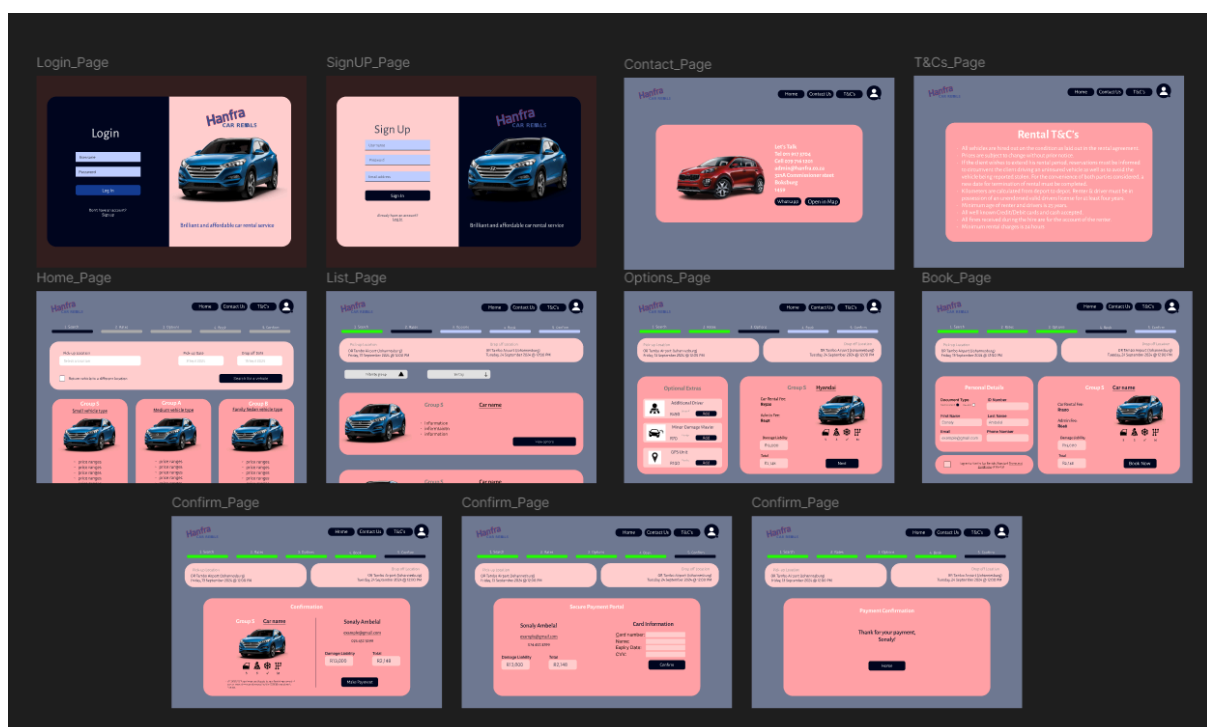
This iteration we added more features that would make the booking process more efficient. We allow the user to add additional features to their booking before they confirm. Additionally we added a confirmation of payment notifying the user that they have successfully made their booking and the payment has gone through.



## Final Wireframes:

[https://www.figma.com/proto/DAWpwUXA98dbXC88fN0YyM/CarRentalWebsite\\_Final?node-id=22-41&node-type=canvas&t=CZ85uoDmEORgCMFb-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=22%3A41](https://www.figma.com/proto/DAWpwUXA98dbXC88fN0YyM/CarRentalWebsite_Final?node-id=22-41&node-type=canvas&t=CZ85uoDmEORgCMFb-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=22%3A41)

We made the appearance of the website more appealing with the use of a consistent colour scheme as well as unique legible fonts. The addition of the already signed up or don't have an account prompts allow the user to be directed to the relevant pages that they should be on. We added a hierarchy with the Home, Contact Us and T&C's navigation so that the user can access important pages easily at any point in their booking journey.



## Design Choices:

### Consistency (Jakob's Law)

- **Login and SignUp Pages:** Both pages continue to maintain a similar structure with consistent colour schemes and layout. Design consistency builds user familiarity and increases learnability. Jakob's Law suggests that users prefer systems that behave similarly to others they have encountered, ensuring a smoother user experience.
- **Navigation Bar:** The persistent navigation bar across all pages ensures a seamless experience, allowing users to access key areas of the site from anywhere. This promotes user confidence and improves the ability to explore without the fear of getting lost.

### Visual Hierarchy (Fitts' Law)

- **Prominent Call-to-Action features:** Pages like **Login\_Page** and **SignUp\_Page**, the call-to-action buttons (e.g., "Sign In" and "Sign Up") are clearly distinguished through size and colour contrast, emphasising their importance and making them easy to locate. This reduces the time required to take action, following Fitts' Law by making the target buttons larger and closer to the user's natural path of interaction.
- **Progressive Information:** Pages like **Options\_Page** and **Confirm\_Page** feature a clear progression of actions. Users are guided step by step, from selecting car options to confirming details, which ensures an easy-to-follow path. This ordering helps maintain a logical flow of actions, allowing users to focus on the most relevant information at any point.

### Hick's Law (Simplified Decision-Making)

- **Options\_Page:** This page follows Hick's Law by offering users a limited set of choices. Users are provided with clear and limited options for car features and add-ons, reducing decision fatigue. The icons for add-ons (such as WiFi, GPS, etc.) are simple and easy to understand, allowing users to quickly make their choices without overthinking.
- **Book\_Page:** The form is minimalistic, with just a few fields for personal details and the selected car's specifications. This simplicity ensures that users can proceed without feeling overwhelmed by too many choices or information.

## Accessibility

- **Readable Typography:** The font size and colour contrast between text and background (such as dark blue/pink or dark grey on light pink) ensure legibility and readability, which is essential for accessibility. Users with visual impairments or cognitive issues will benefit from the high-contrast design.
- **Error Prevention and Clarity:** On the **Confirm\_Page** and **Book\_Page**, information is presented in simple, easy-to-read blocks. Critical actions (such as payment) are presented with clear, understandable prompts, minimising the chances of mistakes and enhancing the accessibility of key information.

## User Control and Freedom

- **Confirm\_Page:** This page allows users to review their choices before proceeding, giving them a sense of control over the booking process. Users are not locked into their decisions prematurely and can easily correct errors or modify their selections before finalising the booking.
- **Back Buttons and Navigation:** Throughout the interface, users have clear paths to go back or move forward, ensuring they can easily navigate between steps without feeling trapped or stuck in a particular stage.

## Recognition over Recall

- **Icon Usage and Familiarity:** The use of familiar icons for car features and additional options ensures that users rely on recognition rather than recall. For example, the **Options\_Page** uses simple icons for additional features (Wi-Fi, GPS, etc.), allowing users to quickly identify and choose without needing to remember what each feature entails.
- Car Images on the **List\_Page** and **Confirm\_Page** reinforce users' memory of their selection, reducing cognitive load and preventing mistakes in the booking process.

## Simplicity

- The overall design maintains simplicity across all stages. For example, the **T&Cs\_Page** provides terms and conditions in a clean, easy-to-read format, and users can easily scan through the key information without being bogged down by unnecessary details. This keeps the process straightforward and user-friendly.
- **List\_Page:** This page shows a simplified list of cars, each with essential details (such as name, price, and a “View More” button), allowing users to make quick decisions. The card-based layout simplifies comparisons between options.

## Feedback (Nielsen's Heuristics)

- **Confirm\_Page:** After the user completes their booking, they receive clear feedback with a confirmation page thanking them for their payment and summarising their details. This gives the user a sense of completion and satisfaction, reassuring them that their action was successful.
- **Options\_Page:** As users select or change options, they can see the selected items reflected in real-time, providing instant feedback on their choices.

## Aesthetic and Minimal Design

- The overall colour palette (blue, pink, and grey) is cohesive and creates a welcoming, professional appearance. The limited use of colours prevents overwhelming the user and draws attention to key interactive elements such as CTAs and forms.
- The use of whitespace on pages like **Home\_Page** and **T&Cs\_Page** allows the content to breathe and makes the experience less cluttered. Users can focus on important actions or information without distraction.

## Flexibility and Efficiency of Use

- The design caters to both novice and experienced users. While new users can follow the guided flow (from options to booking and confirming), experienced users have the flexibility to navigate the site quickly and make selections without extra guidance. The structure of the site allows for both exploration and efficient task completion.

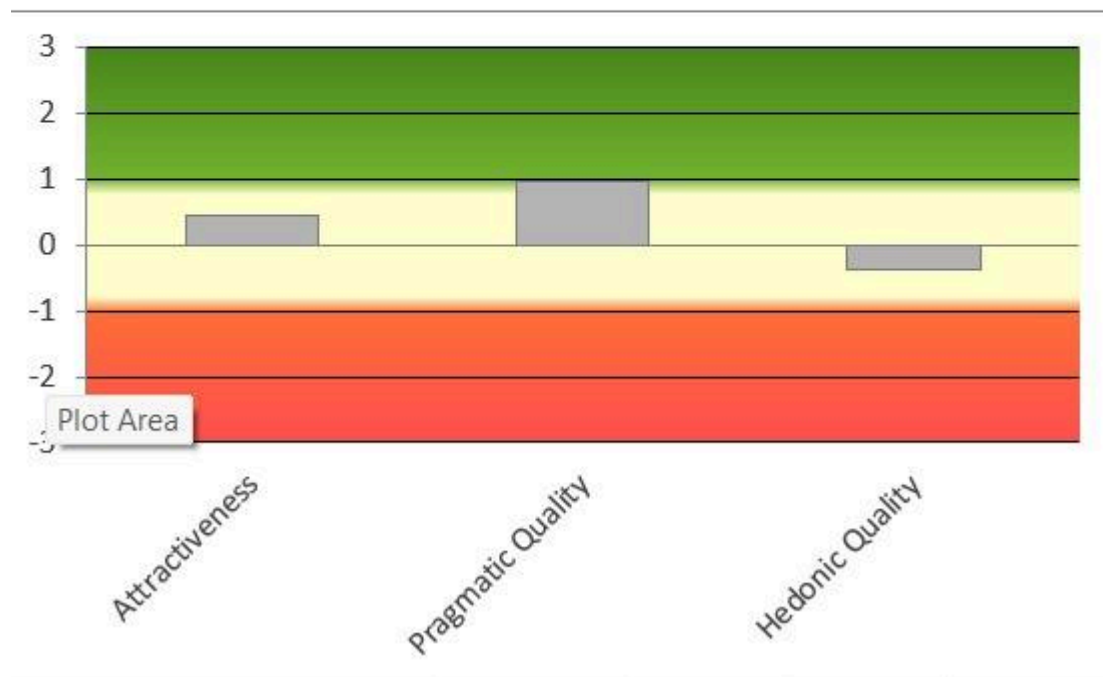
## Usability Testing

The results from the user testing can be accessed from the following:

- User Questionnaire.pdf
- Hanfra Car Rental UEQ Questionnaire.pdf
- Wireframe Car Rental UEQ Questionnaire.pdf

UEQ Scales (Mean and Variance)		
Attractiveness	→ 0,458	3,21
Perspicuity	↑ 1,531	1,15
Efficiency	↑ 1,156	1,71
Dependability	→ 0,250	1,13
Stimulation	→ -0,406	2,46
Novelty	→ -0,313	2,33

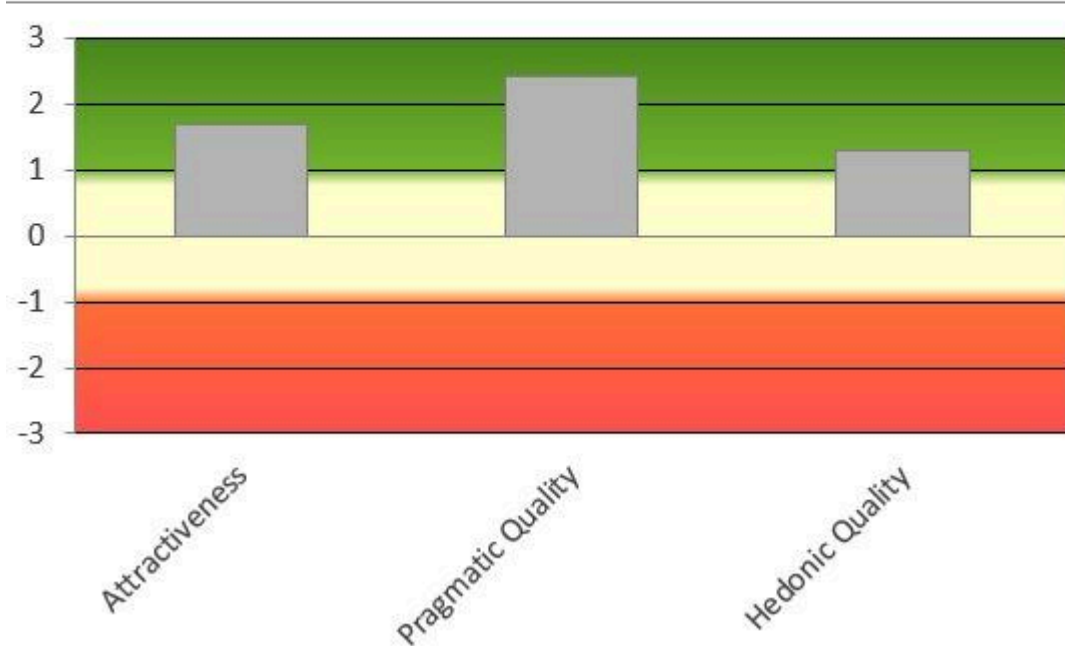
The scales of the UEQ can be grouped into pragmatic quality (Perspicuity, Efficiency, Dependability) and hedonic quality (Stimulation, Originality). Pragmatic quality describes task related quality aspects, hedonic quality the non-task related quality aspects. Below the mean of the three pragmatic and hedonic quality aspects is calculated.





UEQ Scales (Mean and Variance)		
Attractiveness	↑ 1,708	0,19
Perspicuity	↑ 2,875	0,06
Efficiency	↑ 2,375	0,10
Dependability	↑ 2,000	0,42
Stimulation	↑ 1,938	0,93
Novelty	→ 0,688	2,77

The scales of the UEQ can be grouped into pragmatic quality (Perspicuity, Efficiency, Dependability) and hedonic quality (Stimulation, Originality). Pragmatic quality describes task related quality aspects, hedonic quality the non-task related quality aspects. Below the mean of the three pragmatic and hedonic quality aspects is calculated.



## Conclusion

According to the findings from the usability testing, our re-work of the website did work and users felt more comfortable booking a car through the website. The information provided in our re-work was sufficient for the persona's and users so that they felt comfortable enough to make a booking for a car they were happy with. More styling will be considered in further iterations based on user feedback. Overall our intervention did work.