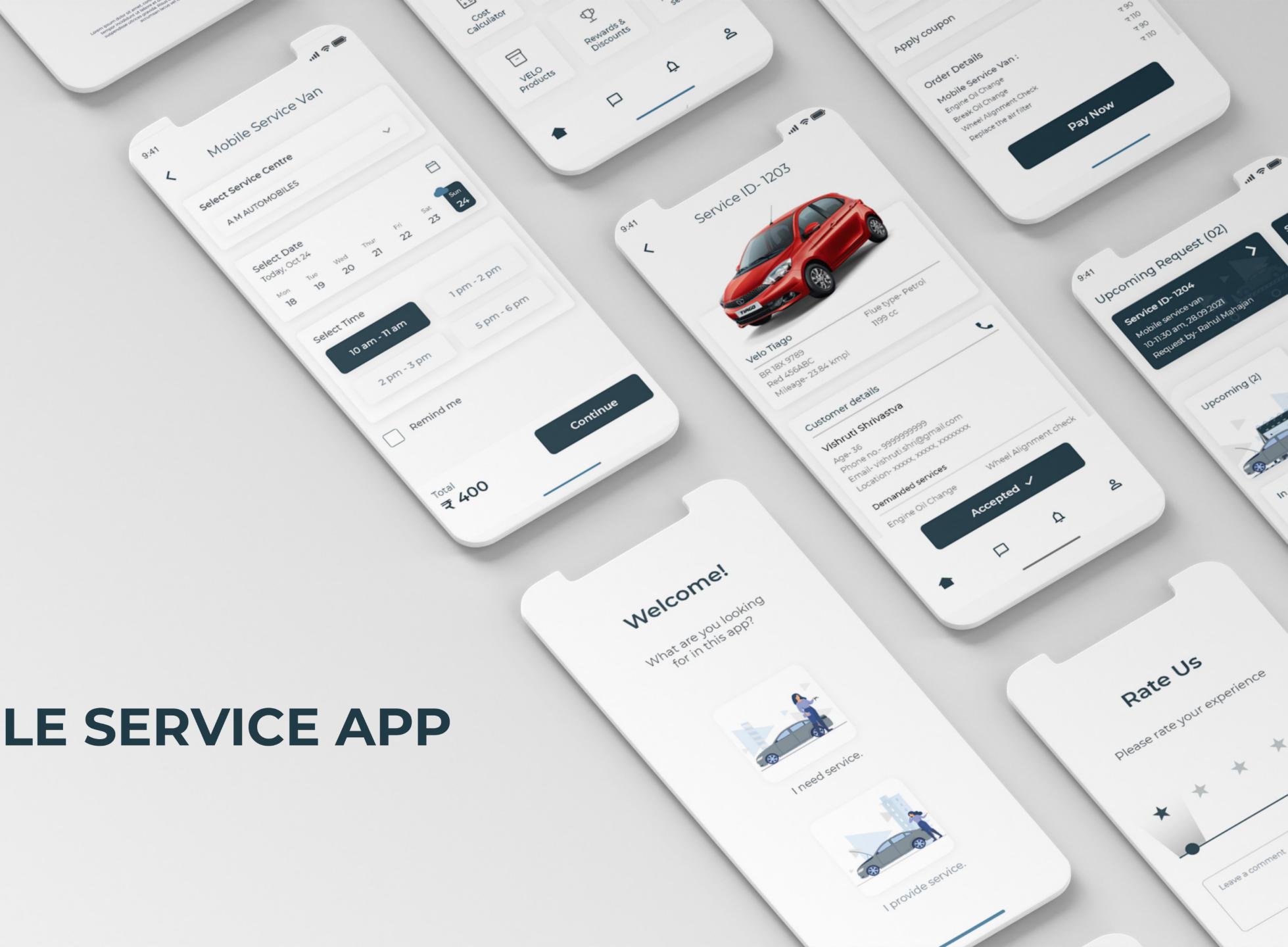


AUTOMOBILE SERVICE APP

UI/UX Case Study



Project Overview

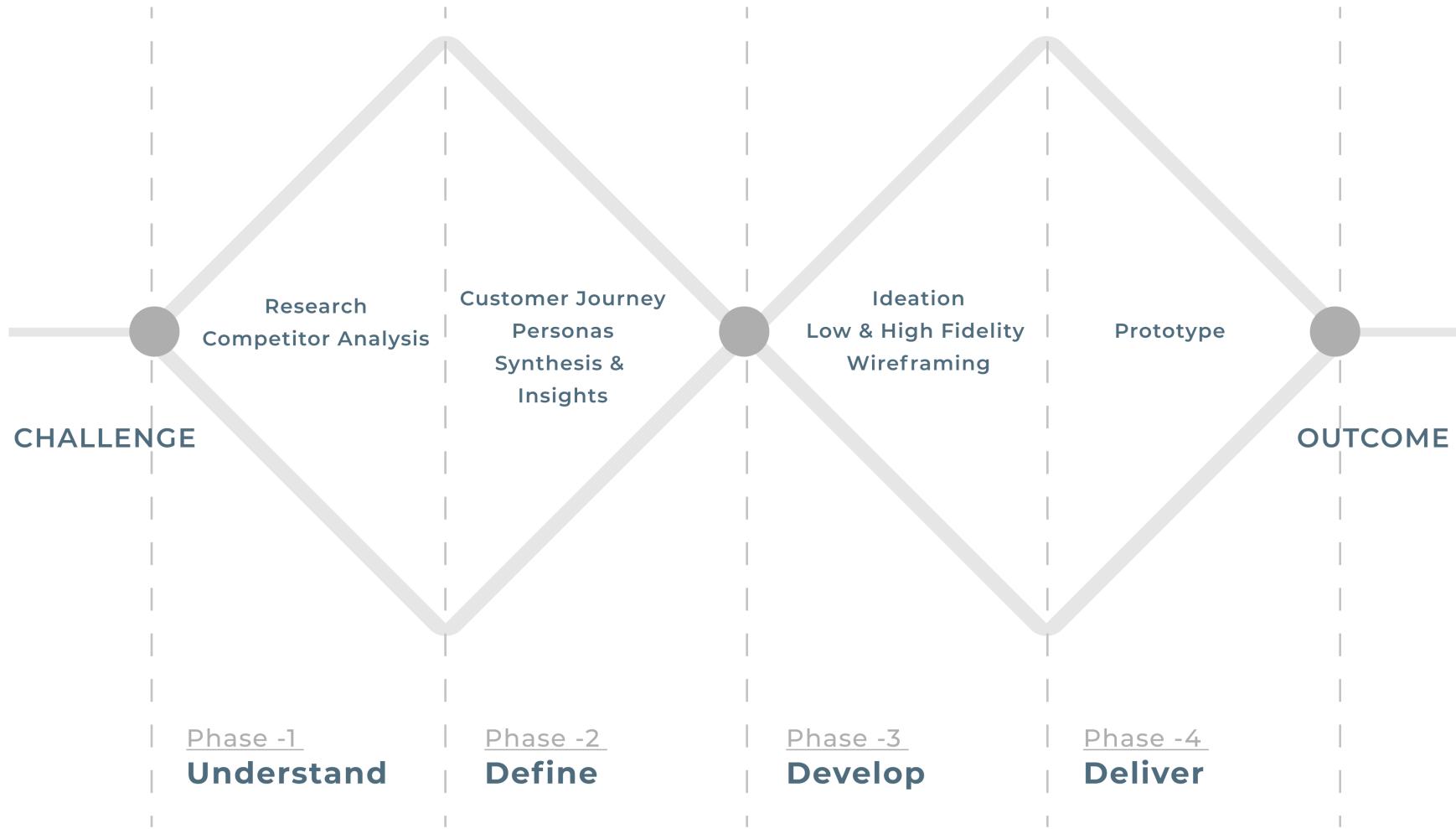
Problem Statement

An online service booking platform for an automobile company that engages with the customers requesting the service, technician and dealers providing the service.

Goal

The goal is to create an application helping vehicle owners and service providers to be more organized and to prevent them from postponing regular servicing. It is important that the application motivates and rewards stakeholders for doing their tasks.

Process



Competitor Analysis



Competitors

Attributes



1. Pickup & Drop



2. Doorstep Service



3. Transparency



4. Real time tracking



5. Appointment Flexibility



6. Reminder



7. 24*7 Availability

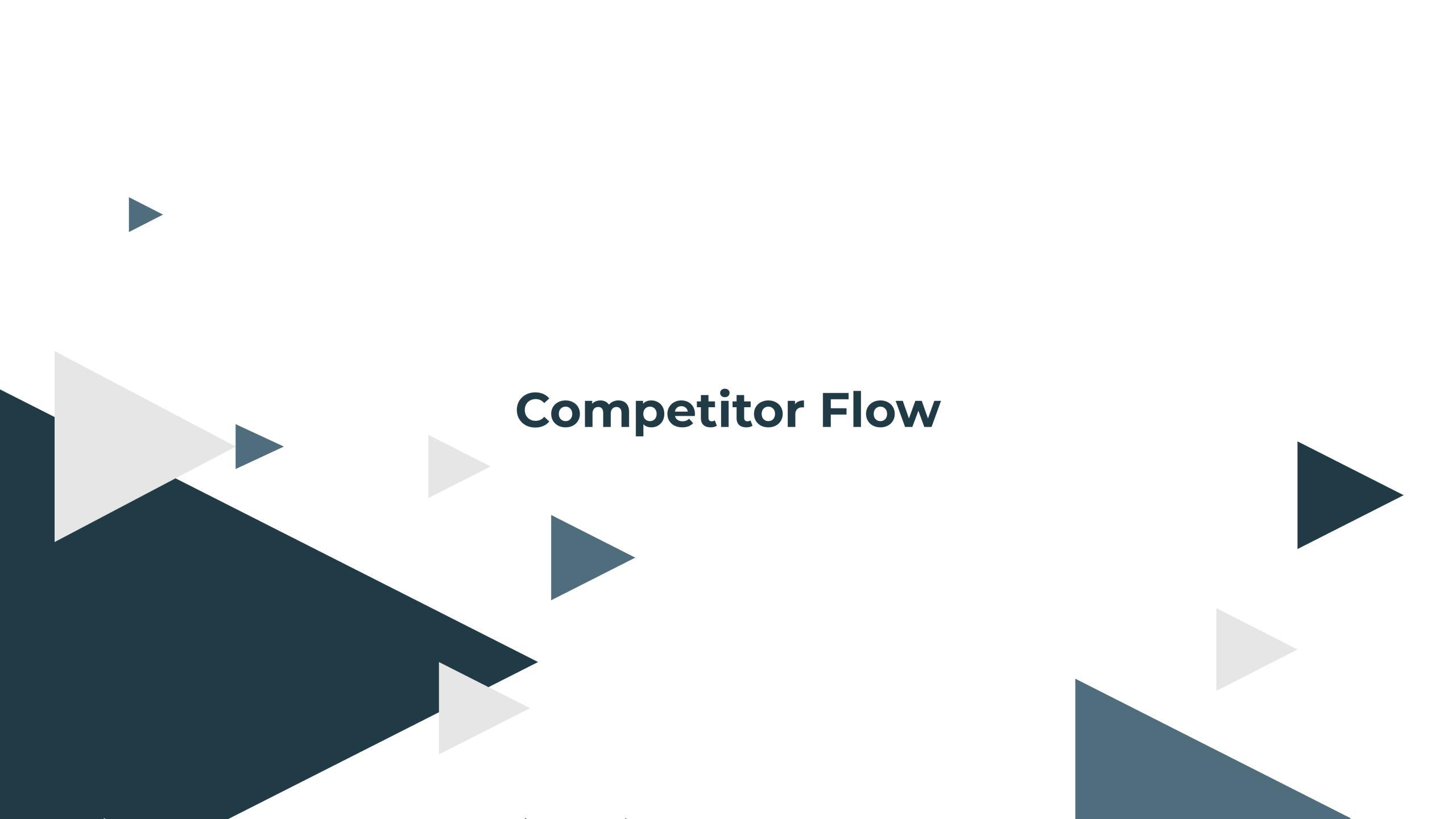


8. Document Vault

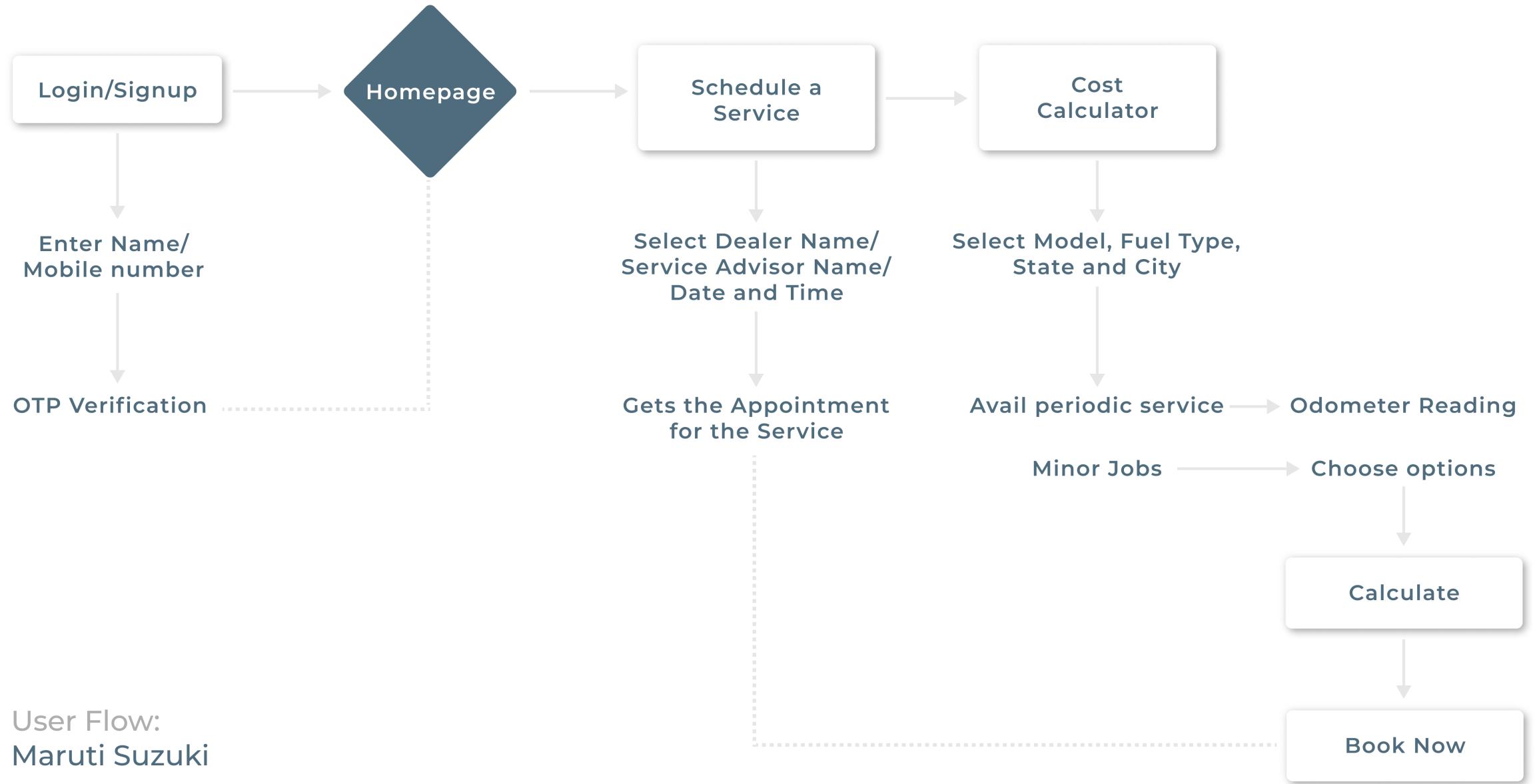


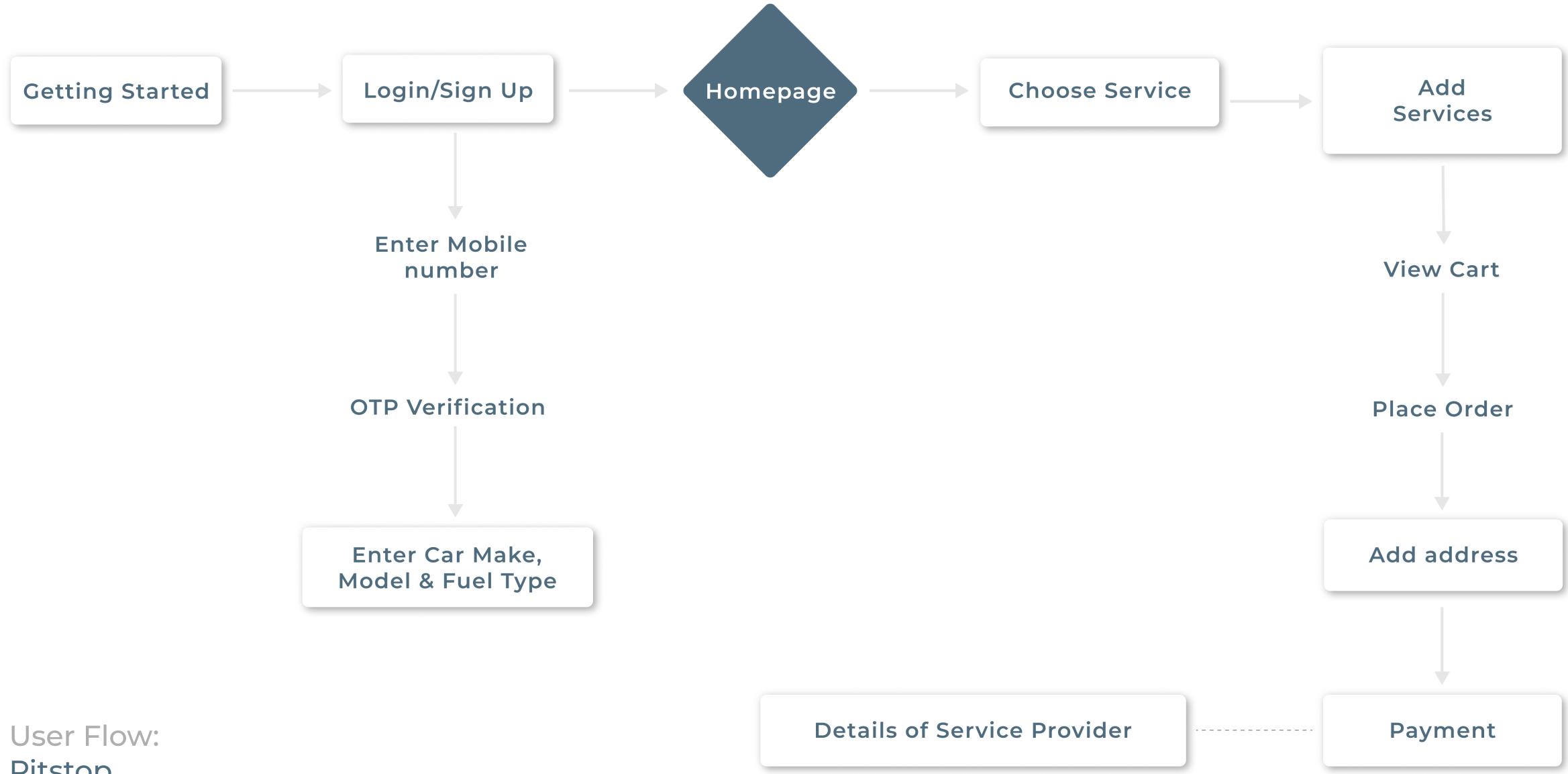
9. Payment Methods

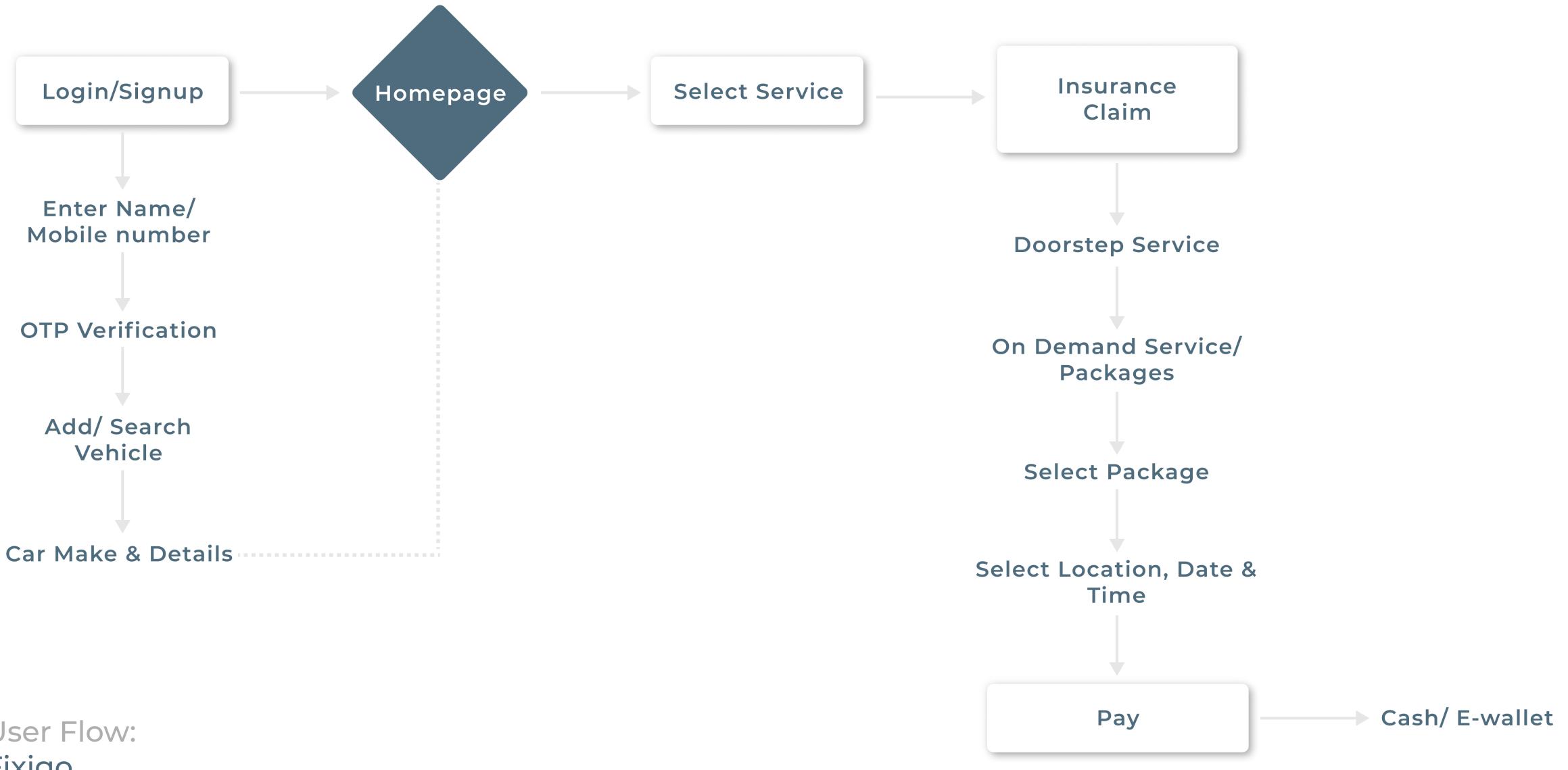


The background features a large, dark blue arrow pointing diagonally upwards from the bottom left. Overlaid on this are several smaller, semi-transparent arrows in light gray and dark blue, all pointing towards the right side of the frame.

Competitor Flow







Persona Mapping



User Persona



Riya Suri

Age:
25 years

Occupation:
Software Engineer

Description:

Book lover, Techie
Punctual, Hardworking

Goals:

Work recognition
Wants to spend mindfully
Discovering new books

Frustrations:

Careless
Unorganized
Forgets to keep track

Expectations:

Someone to remind
Customer representative

User Persona



Amit Sinha

Age:

33 years

Occupation:

Regional Head

Description:

Extrovert
Impatient
Motivated

Goals:

To find relevant information
Fast and responsible services

Frustrations:

Cross-referencing
Spends most of his time in meetings

Expectations:

All related information should be in one area
Speedy outcome

User Persona



Ujwal Dubey

Age:
45 years

Occupation:
Businessman

Description:

Photography
Frequent traveller
Strong social network

Goals:

Likes to plan ahead
Mental freedom of finding
trustworthy mechanics

Frustrations:

To find repair shops in unfamiliar
areas
Hate follow-ups

Expectations:

Would want to know if he
getting value for money
One-stop-shop for servicing

Technician Persona



Vijay Singh

Age:

32 years

Experience:

6 years

Description:

Enthusiastic

Reads about market trends

Goals:

Customer Retention

Needs schedule and reminders

Frustrations:

Unable to meet expected outcomes

Unorganized

Expectations:

Prior info of any altered appointments

Easy Communication

Technician Persona



Ratan Gill

Age:

40 years

Experience:

11 years

Description:

Nature lover
Friendly
Helpful

Goals:

Wants to contribute something
for environment
Effective and efficient worklife

Frustrations:

Dislike arguments
Hates complexity
Long deadlines

Expectations:

Simplicity
Smooth process

Admin Persona



Ratan Gill

Age:
38 years

Occupation:
Garage Owner

Description:
Focused
Empathetic

Goals:
Regular business updates
Order expansion
Increase in profit

Frustrations:
Technicians not productive
Overdue payments
Customer complaints

Expectations:
Accurate tracking
Streamlined payments
Business KPIs



Customer Journey

Customer Journey Map

Phases	Looks/ searches for nearby mechanic	Book	Wait	Technician Interaction	Fixes	Follow up
Actions	<ul style="list-style-type: none"> Find nearby mechanic shops through google Calls family & friends to ask if they know of any mechanic shop nearby Calls on each number to enquire if they provide the service with set time period Calls service centre 	<ul style="list-style-type: none"> Asks about the approximate cost & negotiates Enquire if mechanic can come & pick up the vehicle Shares location over call Shares the exact location over text message 	<ul style="list-style-type: none"> Wait for the mechanic to arrive Calls mechanic multiple times Calls family to update them 	<ul style="list-style-type: none"> Mechanic analyses the faults Lets the mechanic to take the vehicle to garage Repeatedly checks on the progress of repair 	<ul style="list-style-type: none"> Mechanic delivers the car at home Maybe he/she goes for pickup Checks if all the repairs are done Pays the amount, struggles for change 	<ul style="list-style-type: none"> call, chat email Direct interaction with the dealer
Touchpoints	<ul style="list-style-type: none"> Google webpage Contacts Company information card Toll-free number 	<ul style="list-style-type: none"> Calculator Text message Google Maps Whatsapp Location 	<ul style="list-style-type: none"> Vehichle Mobile Phone Calculator Google webpage 	<ul style="list-style-type: none"> Mobile Phone Physical Interaction 	<ul style="list-style-type: none"> Public Transport Wallet Cards: Credit/Debit 	<ul style="list-style-type: none"> Mailbox Phone Call Chatbot Notifications
Feel						

Insights

Vehicle owners forget car maintenance which effects the value and safety of their car

Miss out on Warranties and Rewards

Lack of Transparency

Automobile is a long term investment & wish to add more life to it

Vision

Simplify

Accessible

Minimal

Linear

Features

Features for Users

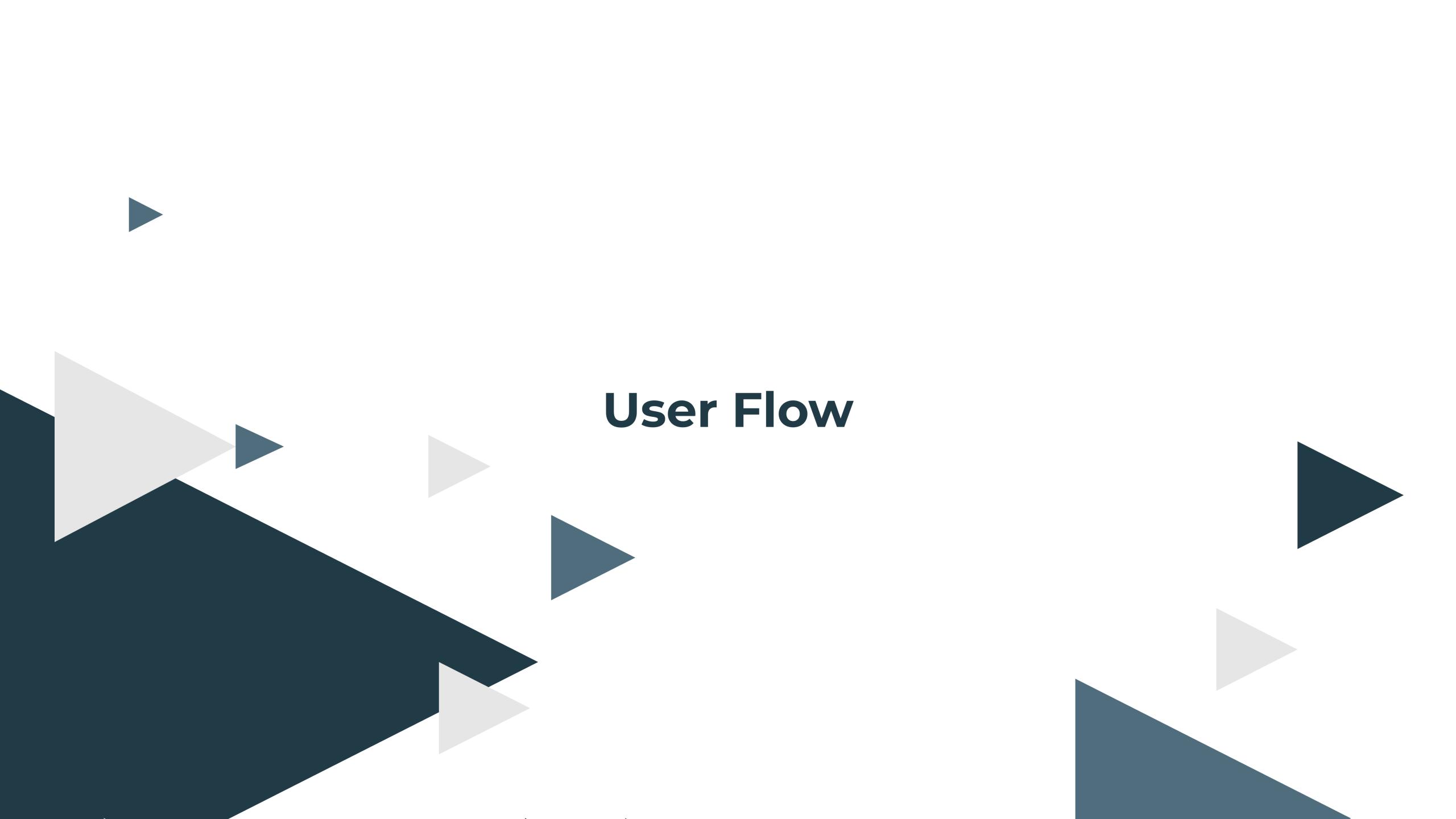
Real time chat box	Saved Locations	
Track recent service history	Live Notifications	
Estimated time to complete the service	Add multipal services	
Rewards & Discounts	Help desk	QR code verification
Status traking	Leatest package	
Rating	Checklist reviews of services	
24*7 Services	Document Vaults	

Features for Technicians

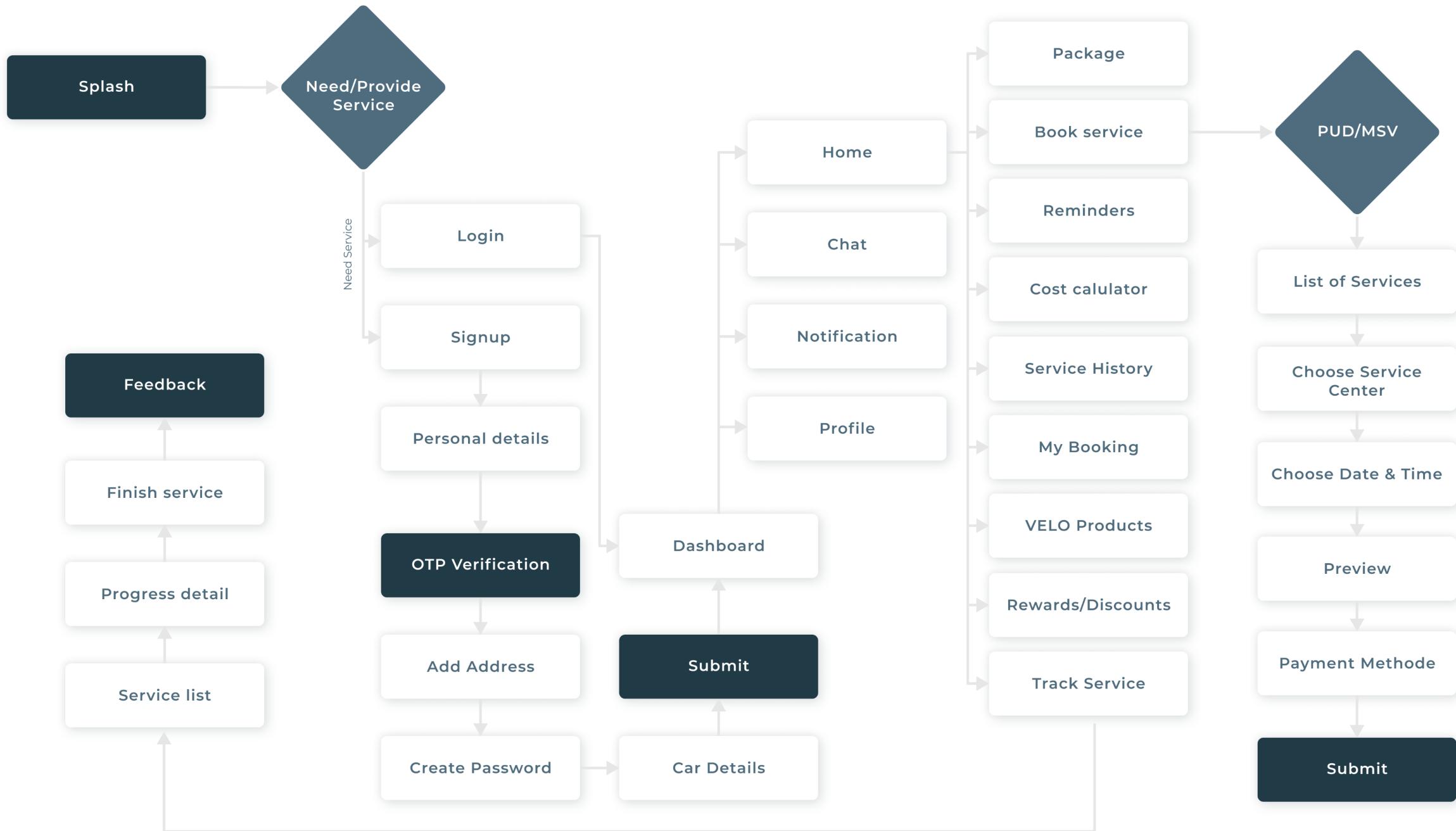
Accept requests online	Pickup scheduled	
Pending/ completed/ in progress track	Alert	
Time bound service tracker	Direct communication	
Rewards & Incentives	Chatbot	Realtime navigation
Detailed view of each service	Quick information about service and location	
Vehicle information	Performance score	
Document Vaults		

Features for Admin

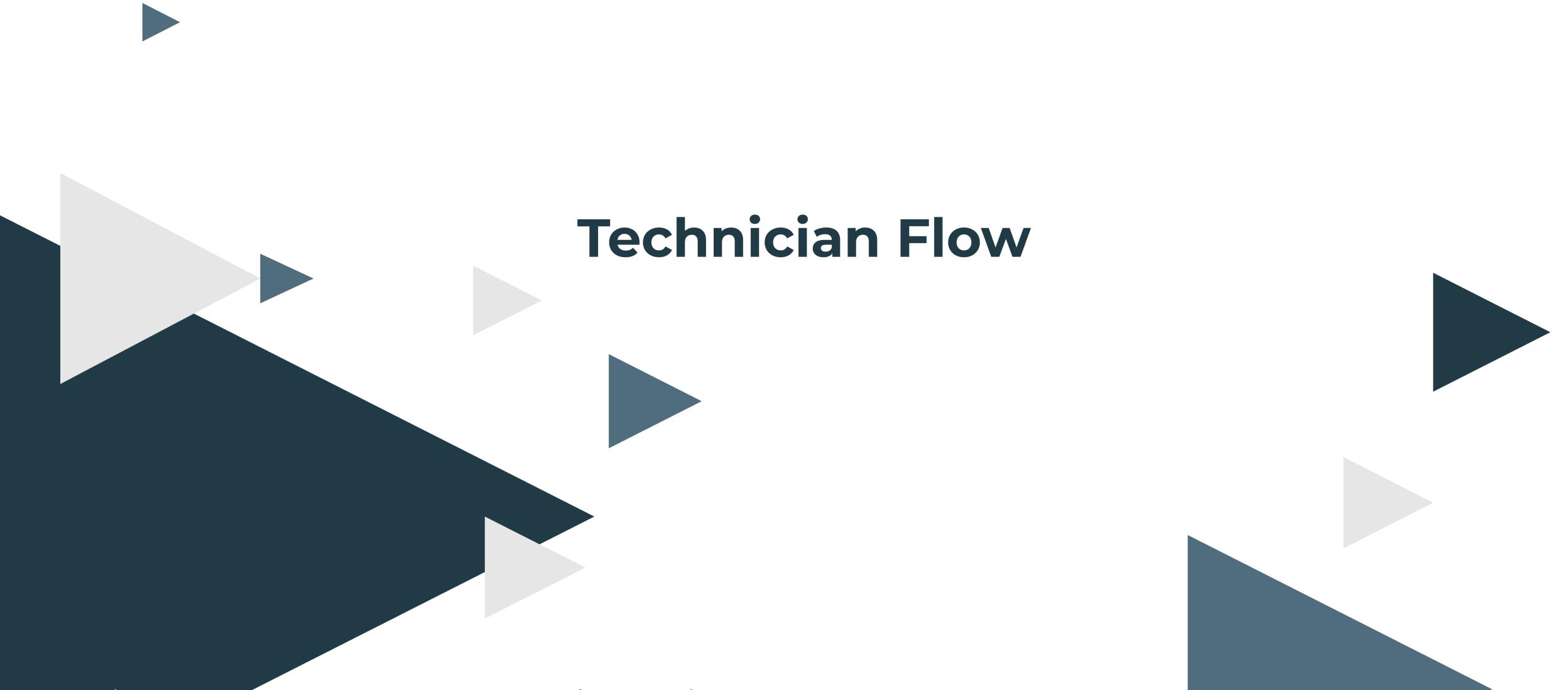
services provides - last 7 days	Business Metrics
Performance Snapshot	Detail reports of earnings
Tracking real time work	Each Technician Services details
Service inventory	Completed/ in progress/ upcoming
resolving Customer queries	Live sharing/ tracking
Performance score	Get notification for the activities

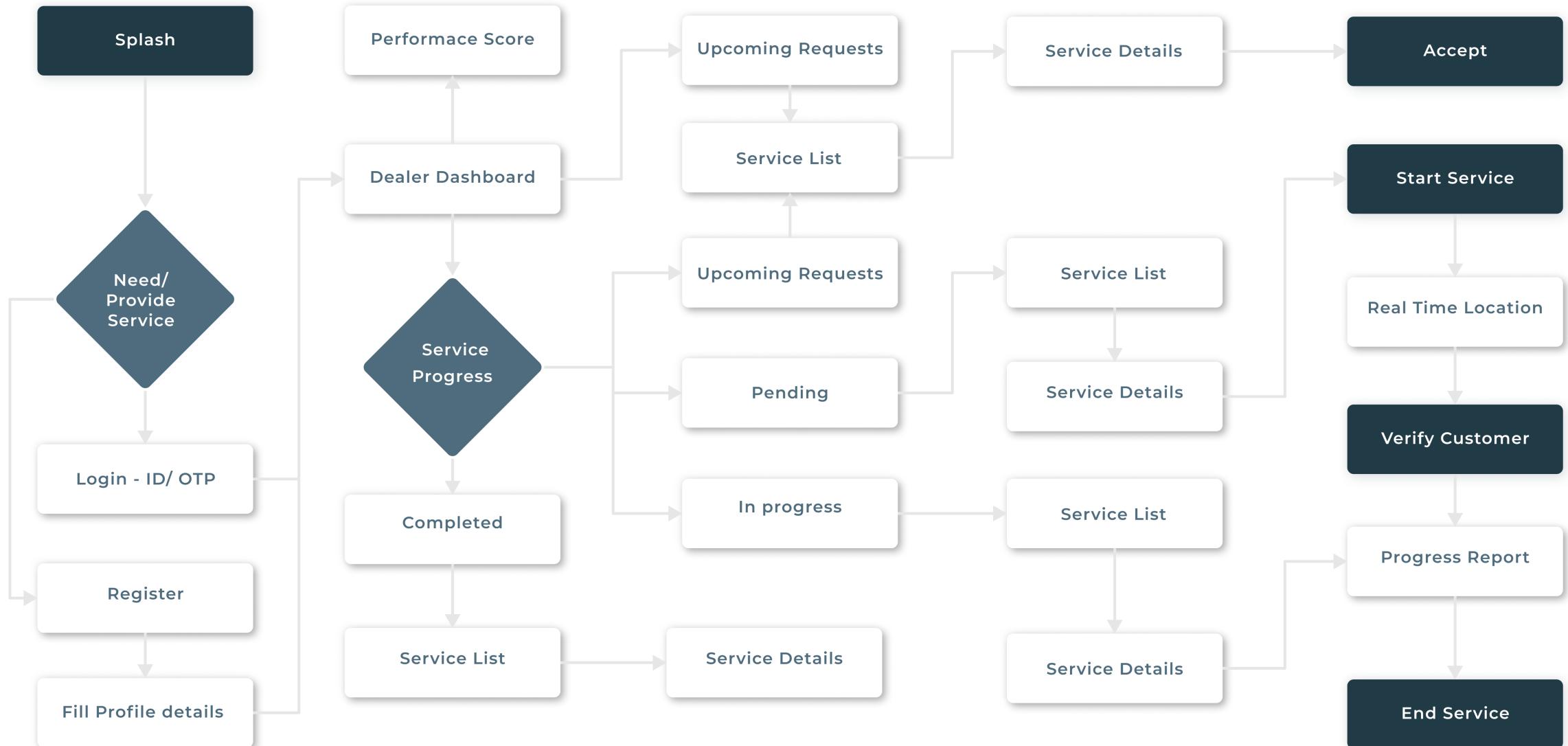
The background features a series of dark blue and light gray triangular arrows pointing towards the right, creating a sense of flow and direction. A large, dark blue trapezoidal shape is positioned on the left side.

User Flow



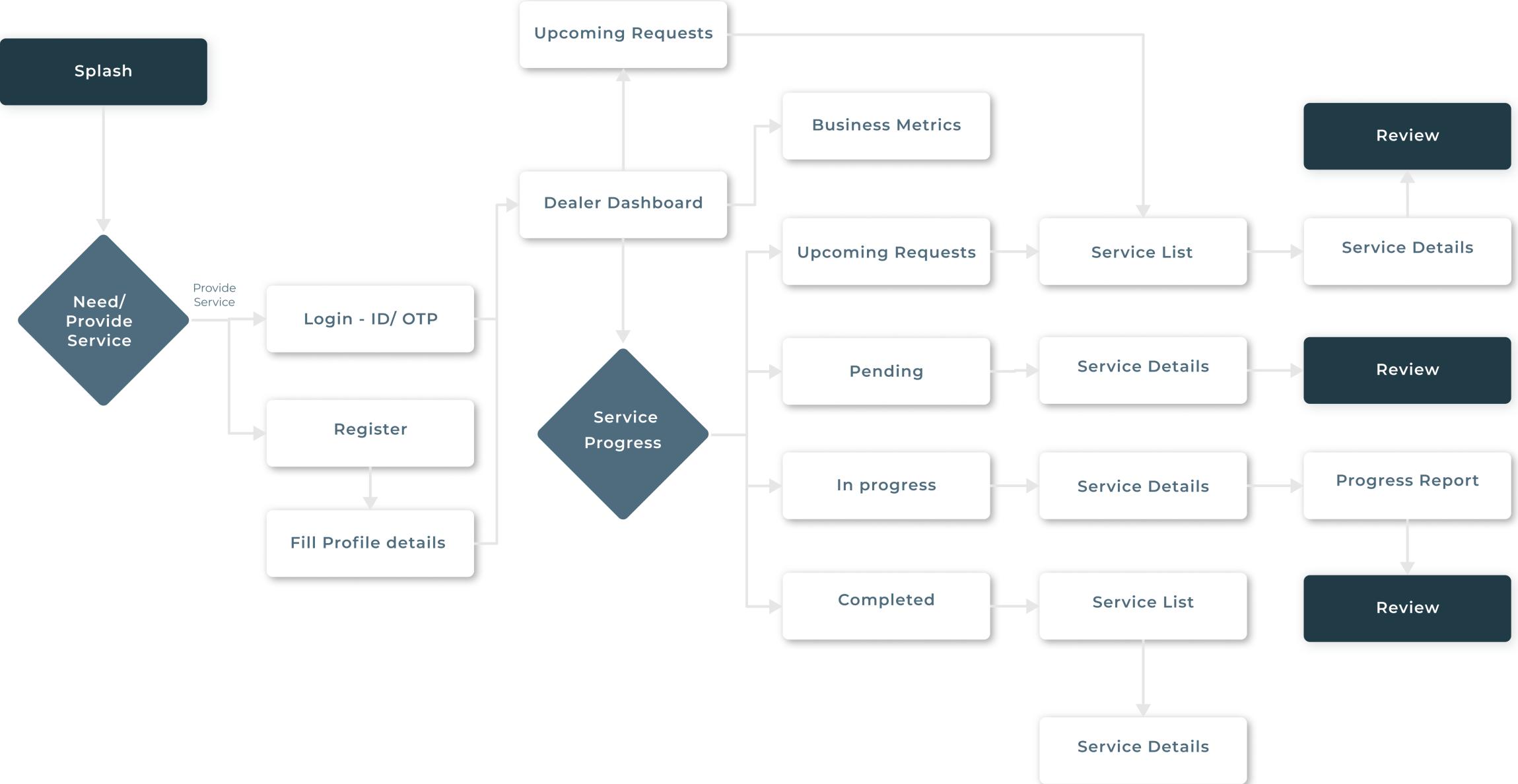
Technician Flow

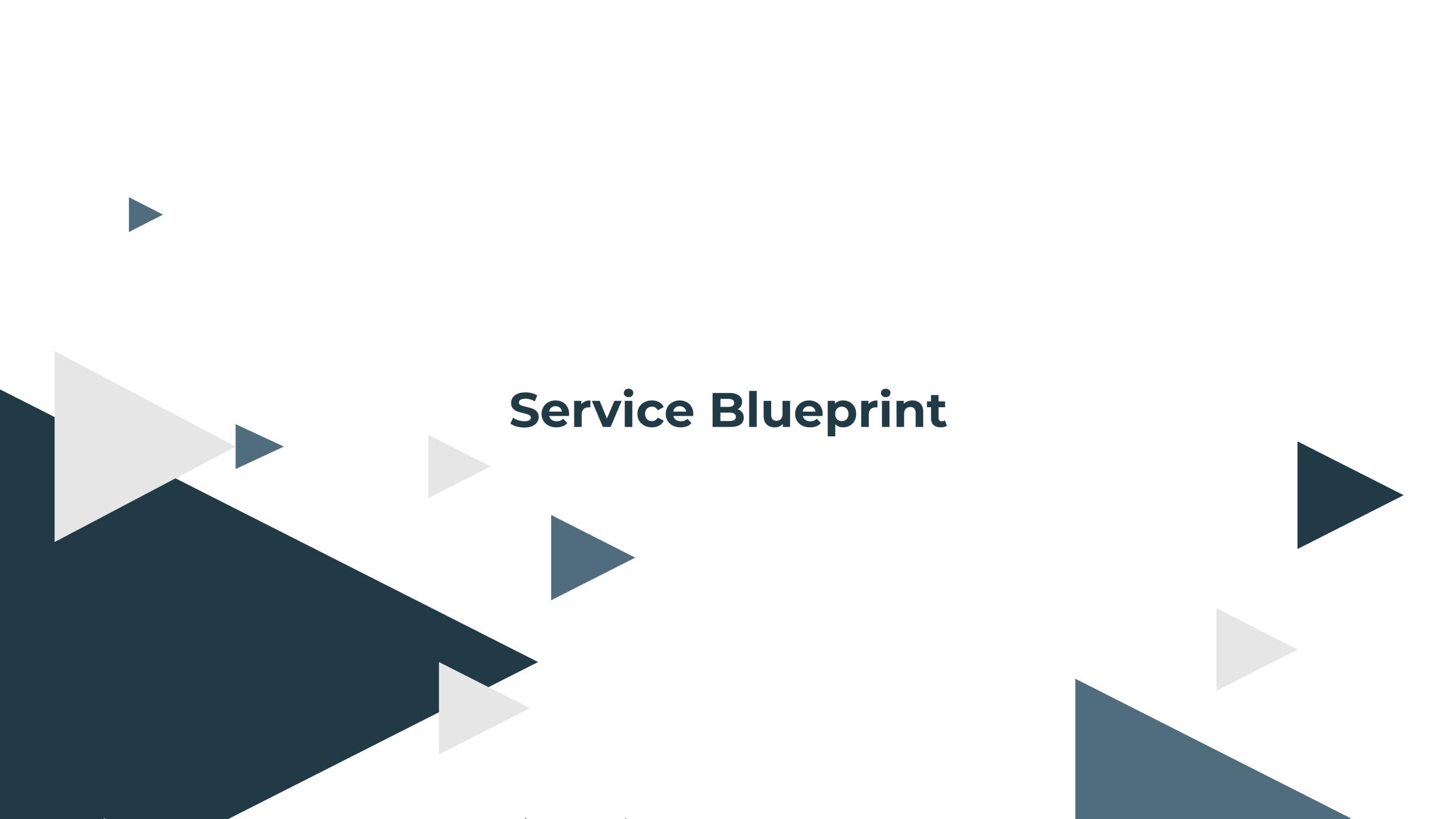




Admin Flow

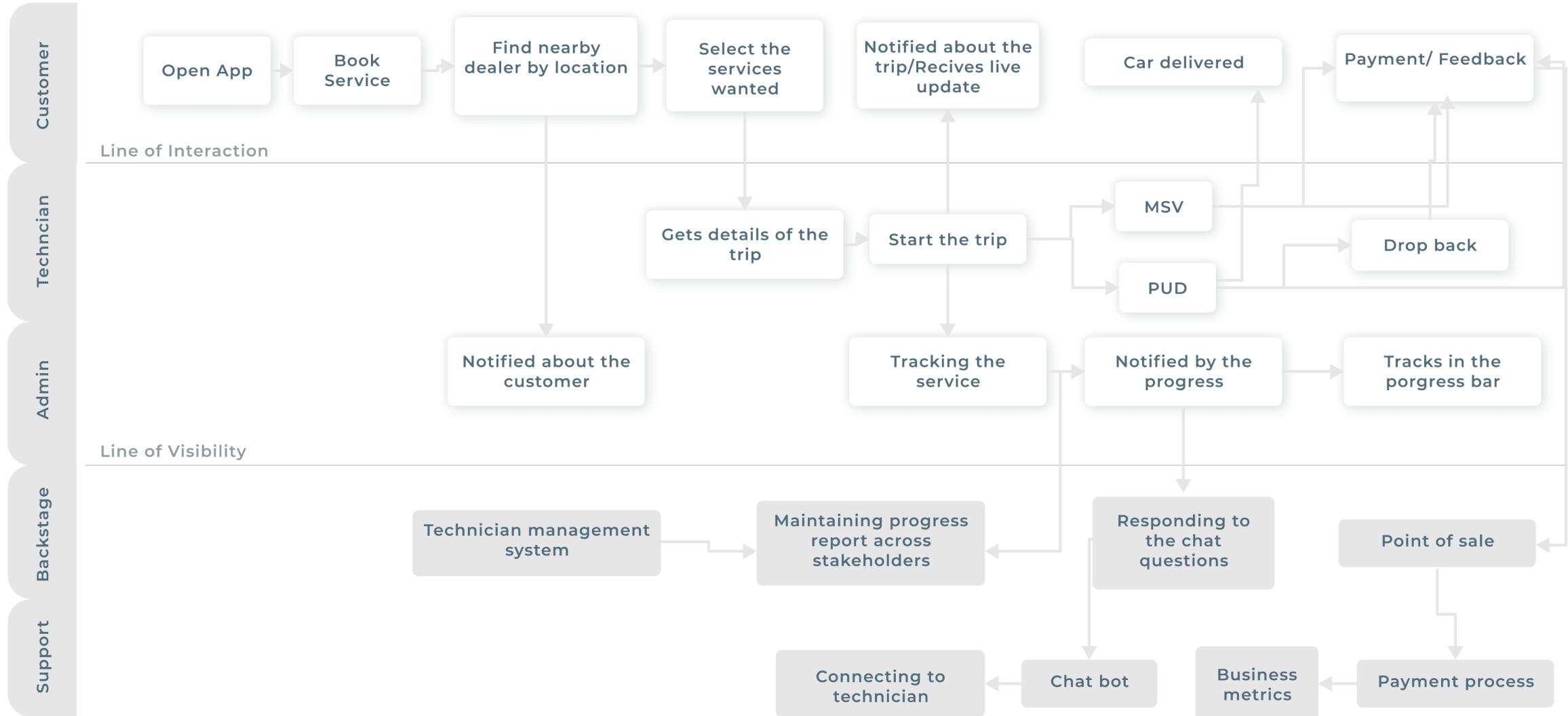






Service Blueprint

Service Blue Print



Branding



Brainstorm

Precious

Anywhere
Anytime

Expert

Velocity

Exclusive

Responsible

Reliable

Quality

Trust

Transperancy

Smooth

Security

Hassle Free

Integrity

Self moving

Accelerate

Progressive

Ease

Brainstorm

Precious

Anywhere
Anytime

Expert

Velocity

Exclusive

Responsible

Reliable

Quality

Trust

Transperancy

Smooth

Security

Hassle Free

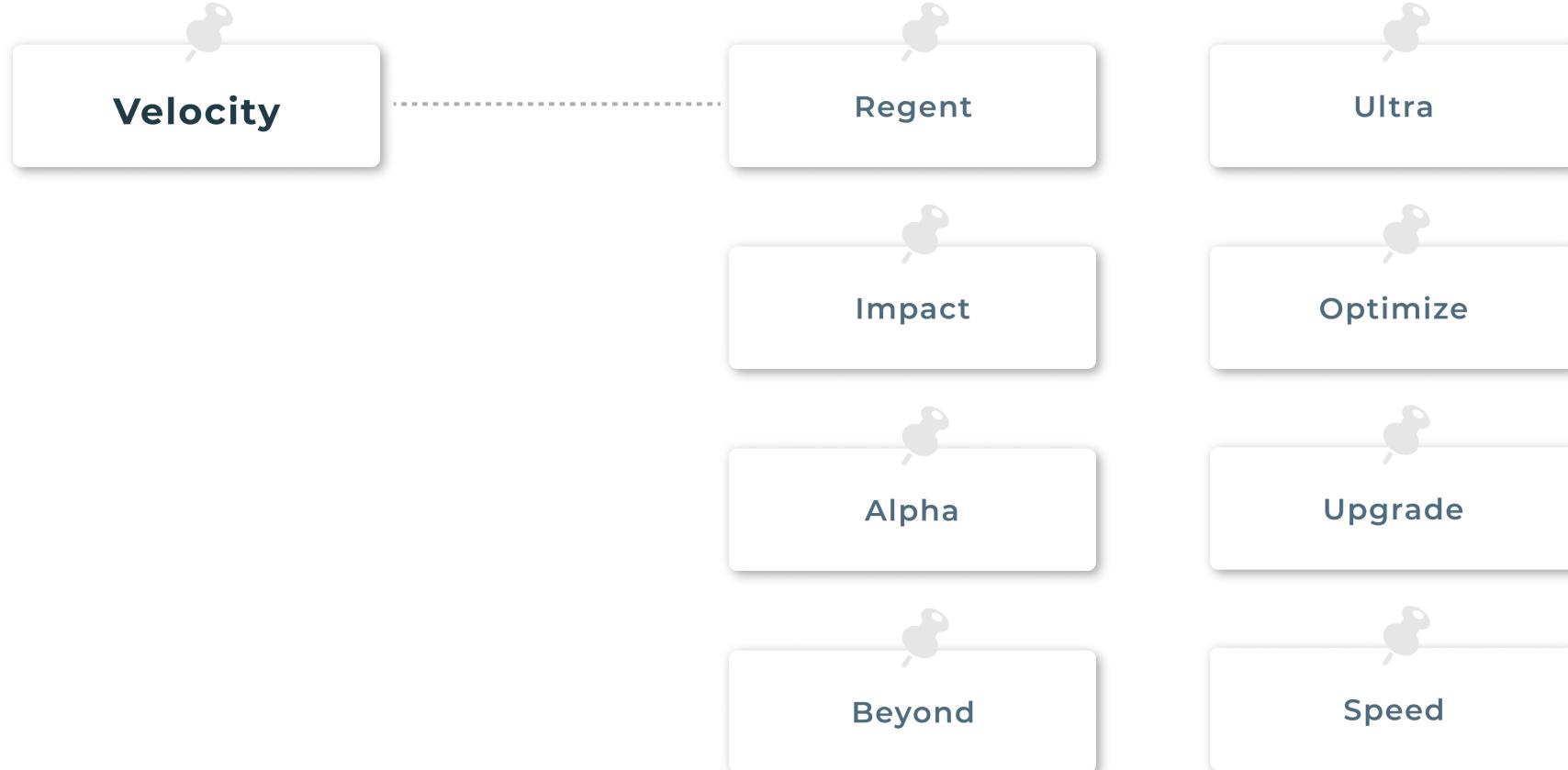
Integrity

Self moving

Accelerate

Progressive

Ease



Brand Study

Understanding Velocity

Velocity is direction-aware and it is the rate of change of position of an object.

Velocity is a vector quantity. It ascertains the object's speed and the direction it takes while moving.



The symbol used to represent velocity



As velocity is a vector quantity, so its symbol is written with an arrowhead at the top.

Δ is change
 V is velocity

$$V = \frac{\Delta x}{\Delta t}$$

(change in position)
(change in time)

Average speed is change in position divided by time interval for the distance traveled (change in position).

$$\frac{d}{\Delta t} = \vec{v}$$

$$\Delta \vec{v}$$

change in velocity

Tagline:
changing future

VELOcity

'V' stands for Value

'E' stands for Expert

'L' stands for Luxury

'O' stands for Optimum

Brand Logo

→
VELO

→
VELO

→
VELO

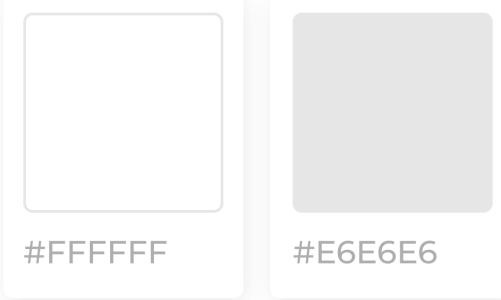
→
VELO
changing future

Style Guide



Color Palette

Primary Colors



#FFFFFF

#E6E6E6

Secondary Colors



#203A46

#192349

#516C7F

#467C9E

#A8DADB

Gradients



#203A46

Typography & Iconography

Typography

Montserrat Family

Bold

Semibold

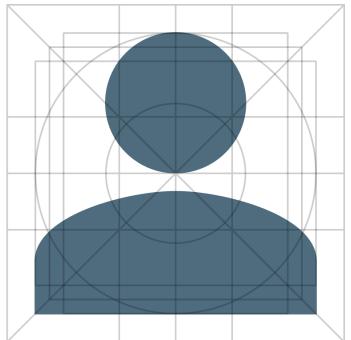
Medium

Regular

A B C D E F G H I J K L M N O P Q
R S T U W X Y Z

a b c d e f g h i j k l m n o p q r s t
u w x y z

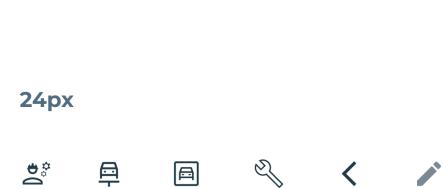
Icons



Navigation Icons



28px



Check box



UI Elements

Buttons

Button scale

Sizes

Extra small button

Small button

Medium button

Large button

Solid button



Continue



Verify

Weekly

Secondary button

Monthly

10 am - 11 am

Ghost button

Resend

[View More >](#)

Icon button



Repair

Maintenance

Insurance



Parts

Search bar

Search Service

OTP



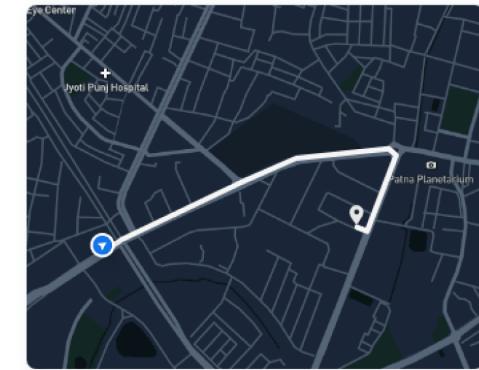
Components

Components

Select Service Centre

Select Service Centre

- A M AUTOMOBILES
- COMPETE AUTOMOBILES
- D. MOTORS
- AUTO PVT. LTD.
- D. MOTORS
- A M AUTOMOBILES



Track your service

Track your service

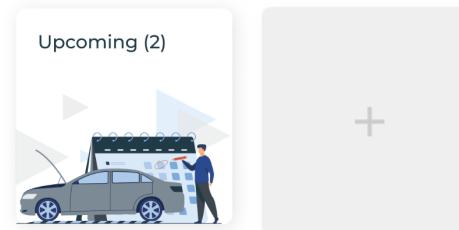
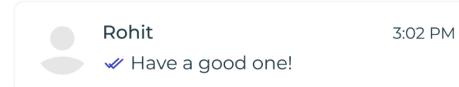
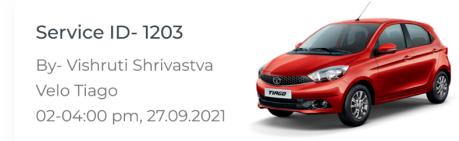


Illustration Style

Illustration

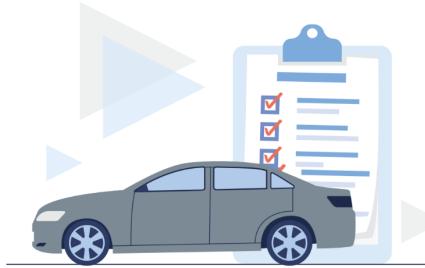
Upcoming



Mobile service van



Completed



In progress



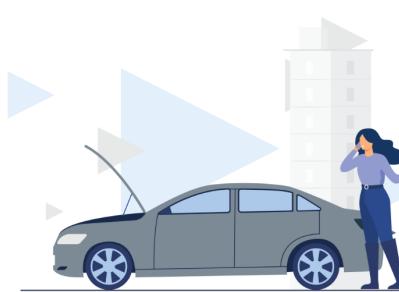
Pending



Pick Up & drop



Need services



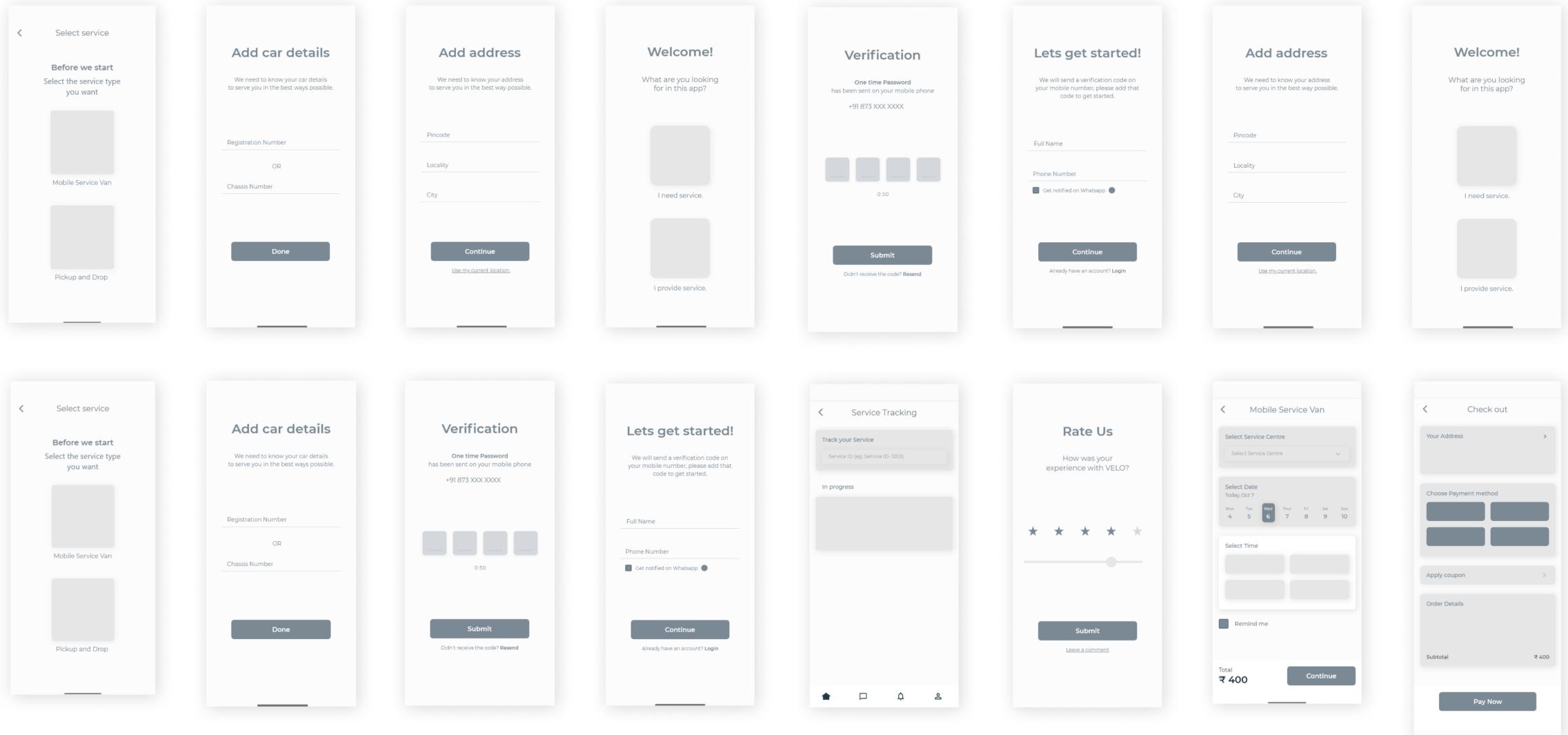
Provide services





Low Fidelity Wireframes

Low Fidelity (Customer)

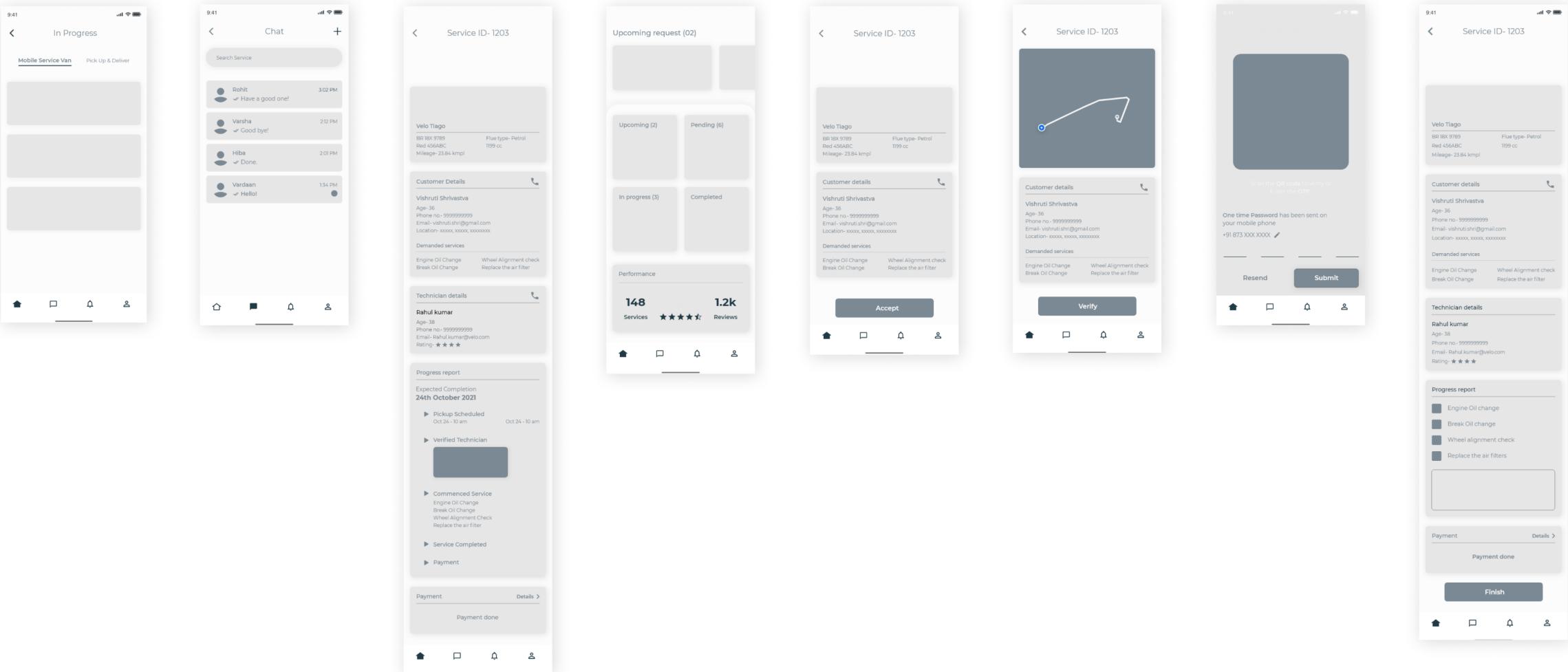


Low Fidelity (Customer)

The image displays six low-fidelity wireframes for a mobile application's customer interface, arranged horizontally. Each wireframe is a grayscale mockup showing the layout and components of a specific screen.

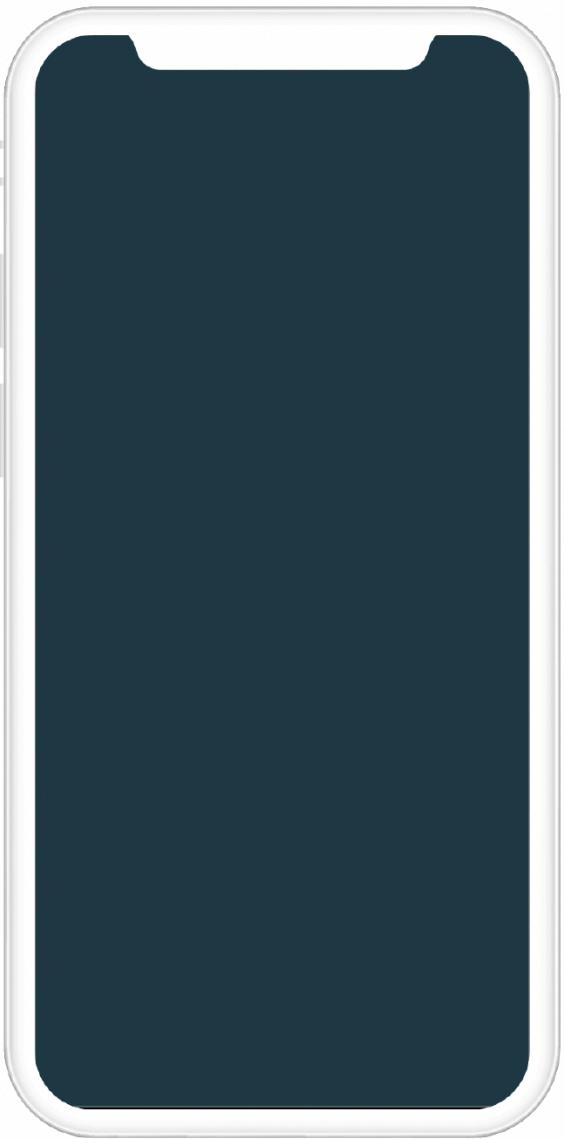
- Wireframe 1: Home Screen**
 - Header: Upcoming request (02)
 - Content area: Two large placeholder boxes.
 - Section: Business matrix (02-09 Aug 2021) with a chart and View More > button.
 - Section: Last Service History (with View History button).
 - Bottom navigation: Home, Search, Notifications, Profile.
- Wireframe 2: Service Search**
 - Header: Search Service.
 - Content area: A grid of nine placeholder boxes.
 - Bottom navigation: Home, Search, Notifications, Profile.
- Wireframe 3: Service History**
 - Header: Search Service.
 - Content area: A grid of nine placeholder boxes.
 - Bottom navigation: Home, Search, Notifications, Profile.
- Wireframe 4: Service Selection**
 - Header: Mobile Service Van.
 - Section: My Vehicles (placeholder boxes).
 - Section: Select Service (Maintenance and Insurance tabs).
 - Maintenance: Engine Oil Change, Break Oil Change, Wheel Alignment Check, Replace the air filter, Replace the spark plugs, Vehicle Washing & Cleaning, Throttle body cleaning, Throttle body cleaning.
 - Insurance: Placeholder.
 - Buttons: Done, Confirm.
- Wireframe 5: Preview**
 - Header: Preview.
 - Section: Velo Tiago (BR 10X 9789, Red 456ABC, Mileage-23.84 kmpl).
 - Flue type- Petrol
 - 1199 cc
 - Section: Service Details (Mobile Service Van : Engine Oil Change, Break Oil Change, Wheel Alignment Check, Replace the air filter).
 - ₹ 90
 - ₹ 110
 - ₹ 90
 - ₹ 110
 - Section: Subtotal ₹ 400.
 - Section: Schedule (Date: 24 Oct 2021, Time: 10 am - 11 am, Location: Service Centre).
 - 24 Oct 2021
 - 10 am - 11 am
 - Address of user
 - Service centre
 - Buttons: Total ₹ 400, Confirm.
- Wireframe 6: Service Tracking**
 - Header: Service Tracking.
 - Content area: Large gray placeholder box.
 - Section: Expected Completion (24th October 2021).
 - Pickup Scheduled: Oct 24 - 10 am (Oct 24 - 10 am)
 - Verified technician (Placeholder box).
 - Commenced service: Engine Oil Change, Break Oil Change, Wheel Alignment Check, Replace the air filter.
 - Service Completed.
 - Payment.
 - Bottom navigation: Home, Search, Notifications, Profile.

Low Fidelity (Dealer and Technician)



High Fidelity Wireframes





Welcome screen

Hassle-free sign in and sign up flow.

Welcome!

What are you looking
for in this app?

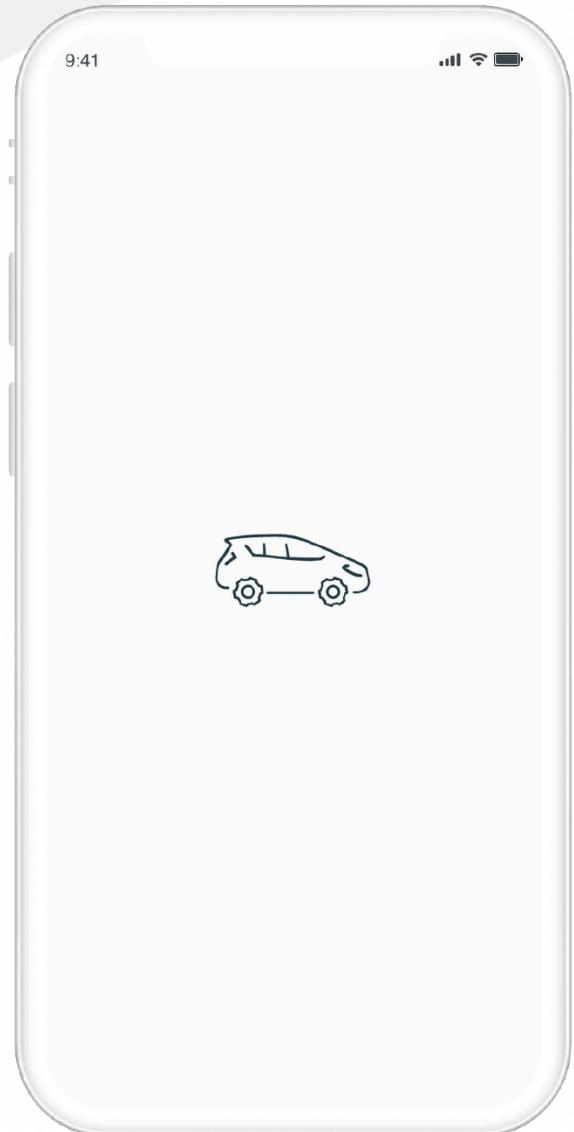


I need service.



I provide service.

Screenshot



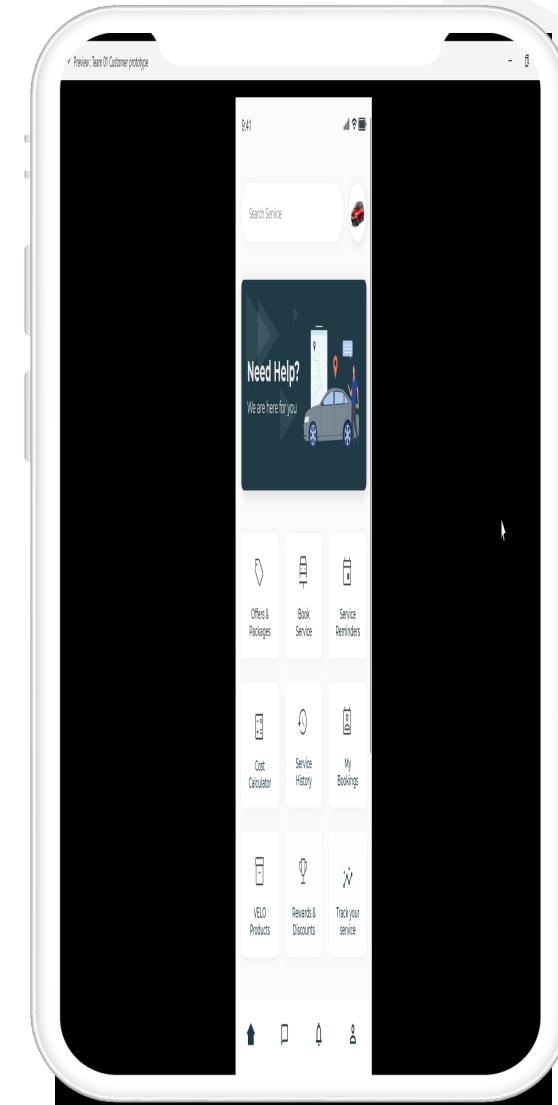
Loading Animation

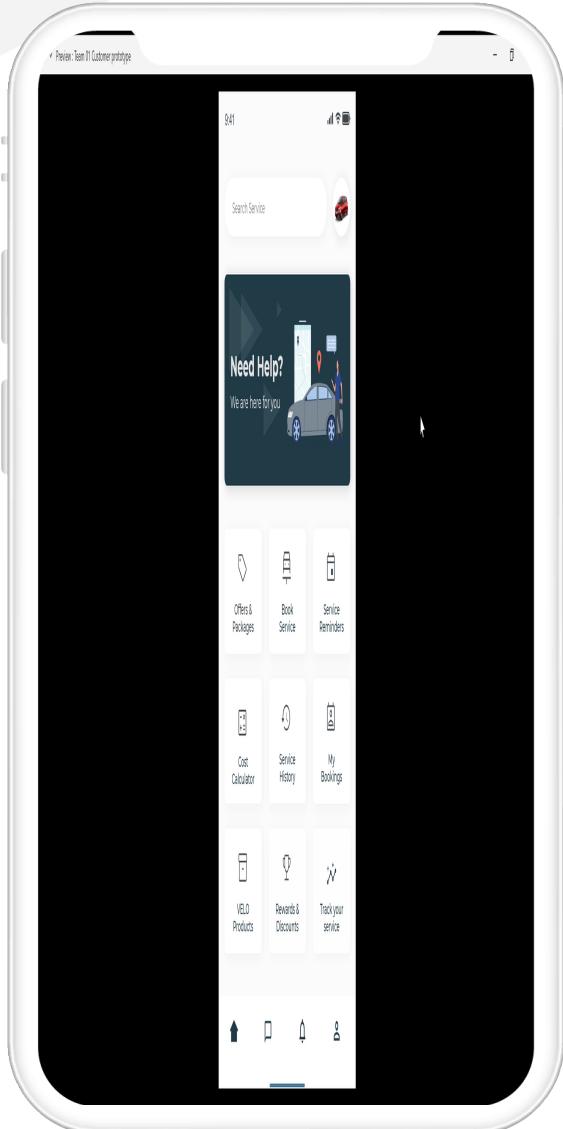


Customer Dashboard

Customer dashboard/ home screen with easy navigation that leads users to avail their choice of services (MSV/PUD), track the progress and set reminders for an overall seamless experience.

It also allows users to quickly access their last service done.



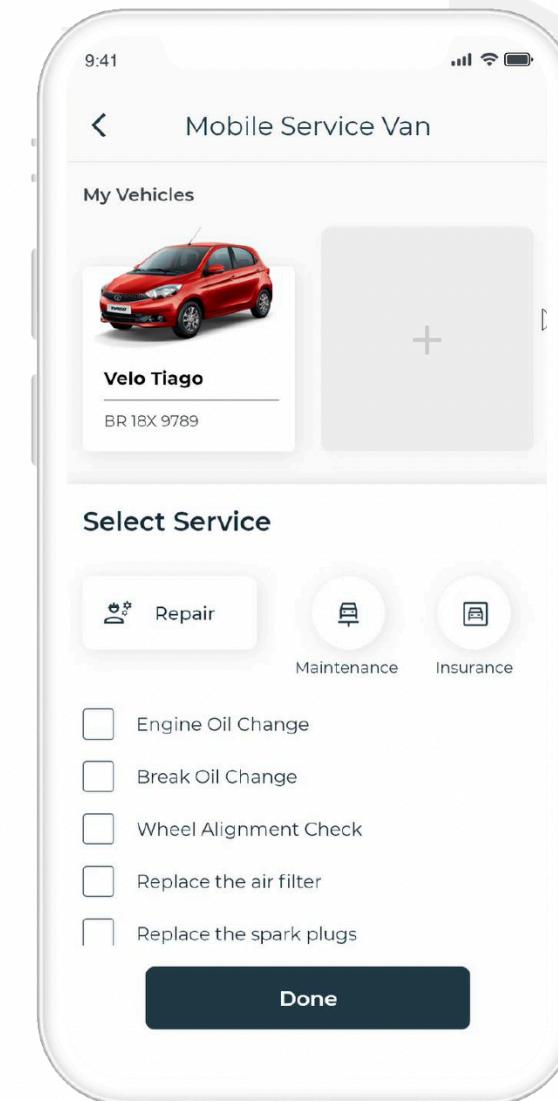


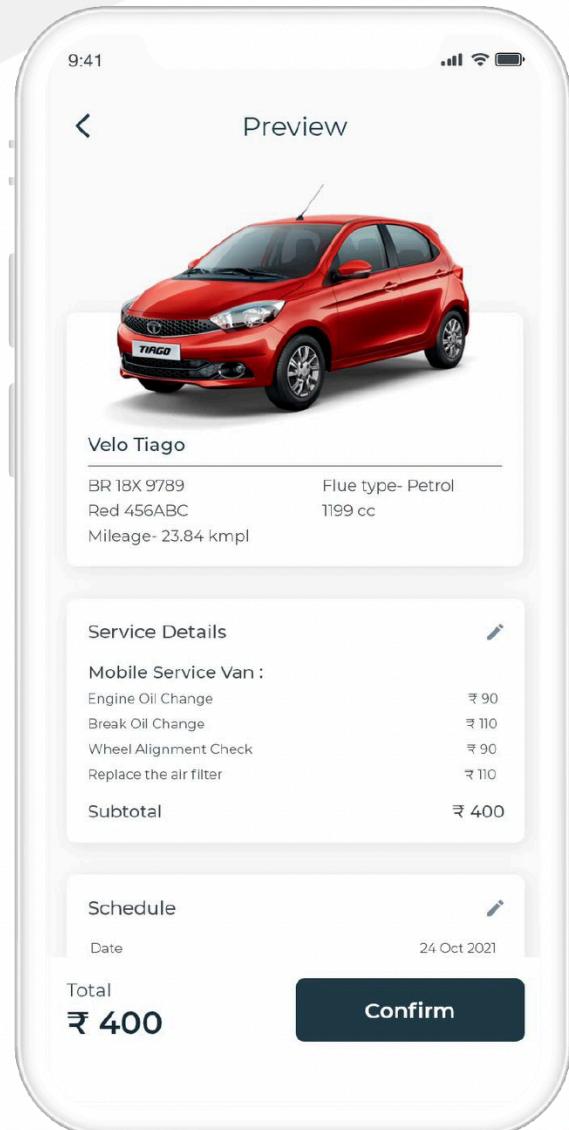
Select Service Flow

Users can see the list of services offered and opt according to requirements.

Select Date & Time

Convenient and easy way to select location,
Date and time of servicing

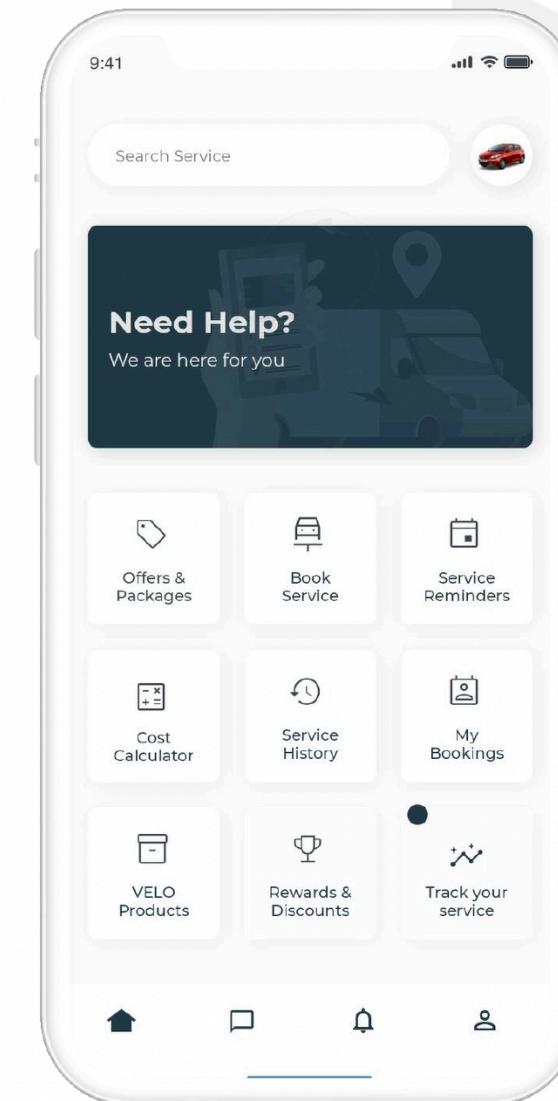




Preview & Checkout

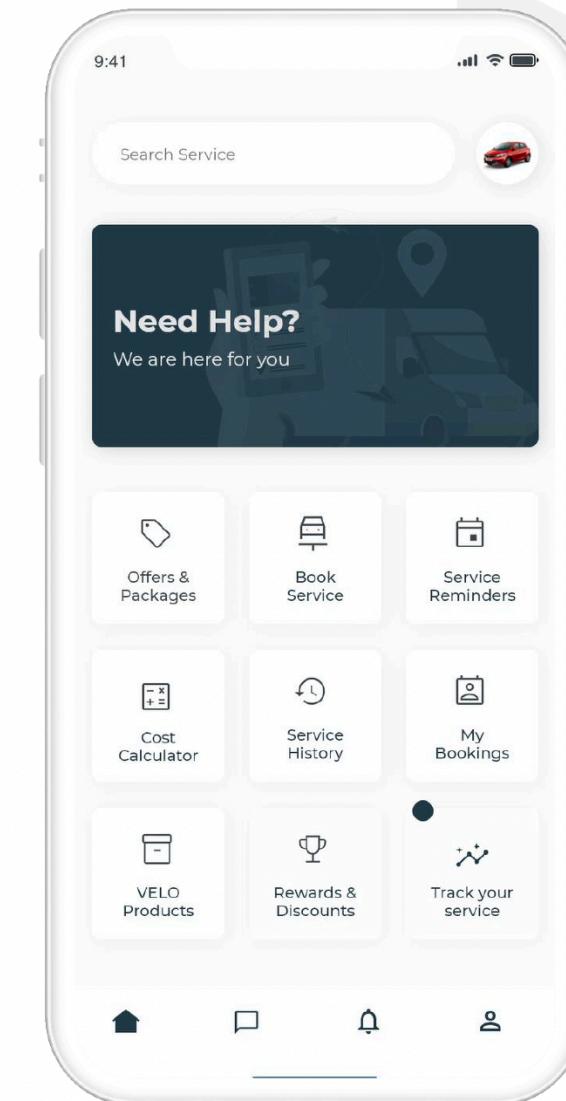
Check all the information about the service chosen and proceed to pay.
intuitive UI to let the user know that the booking is successfully done

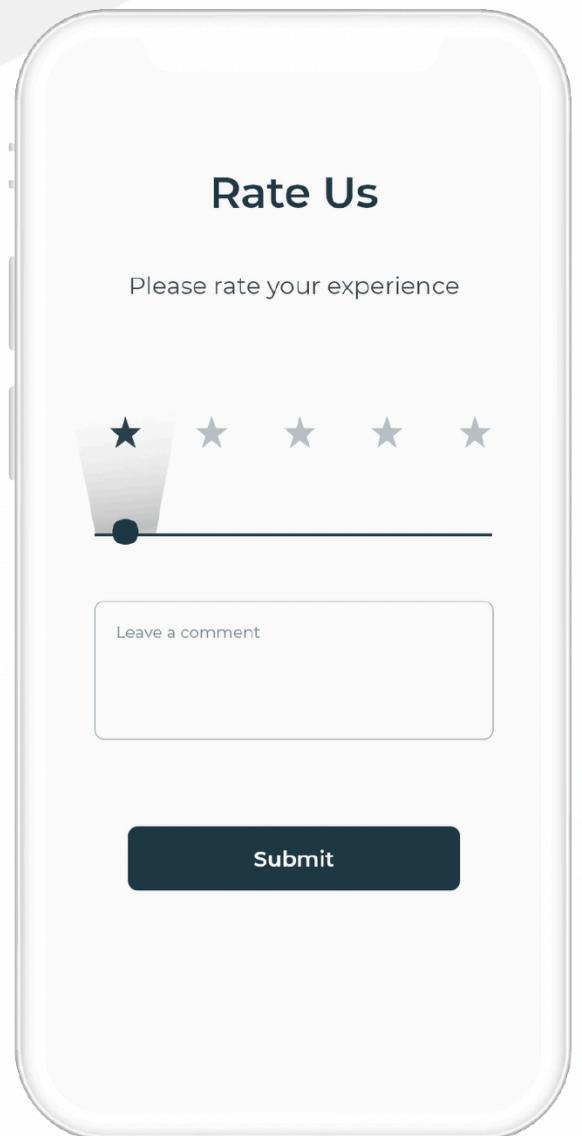
Micro animation



Track Service

Timely schedule check in and service tracking

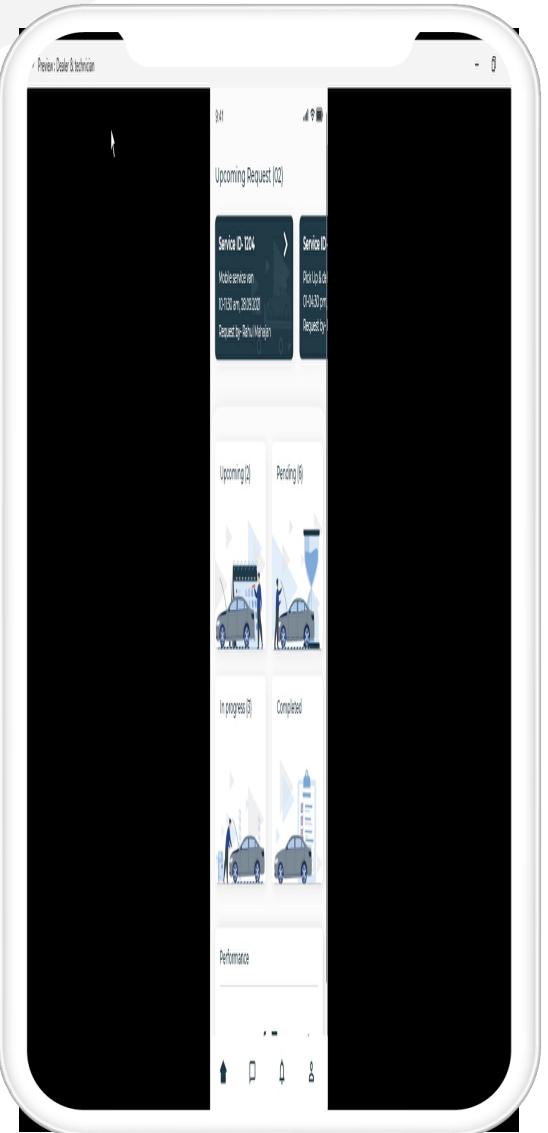




Feedback

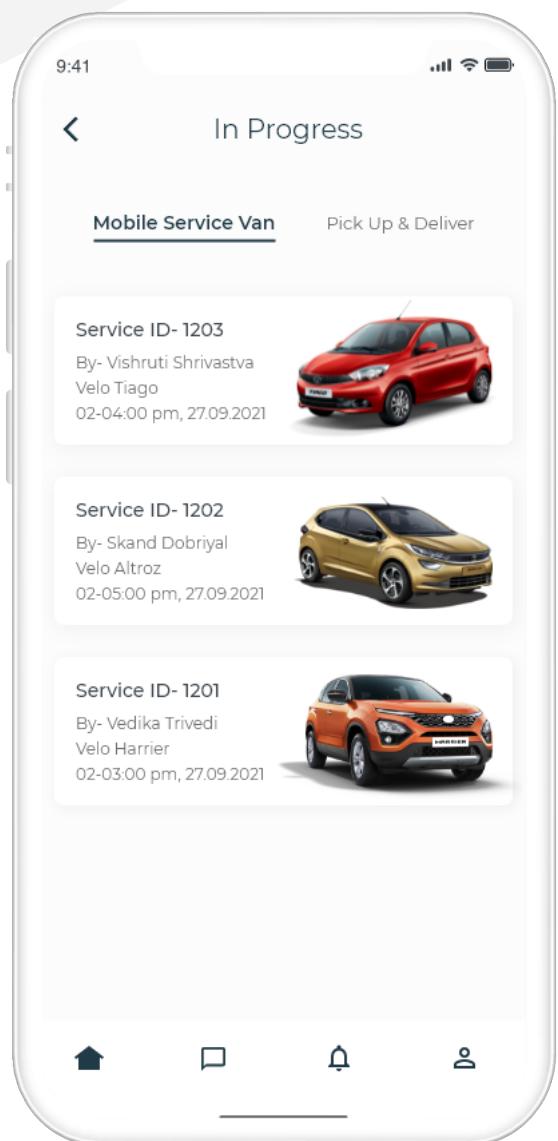
Adding feedback section to enhance the user experience and increase the app engagement.





Technician Dashboard

Technician dashboard with easy navigation so that user will always be notified in time about the upcoming services requests

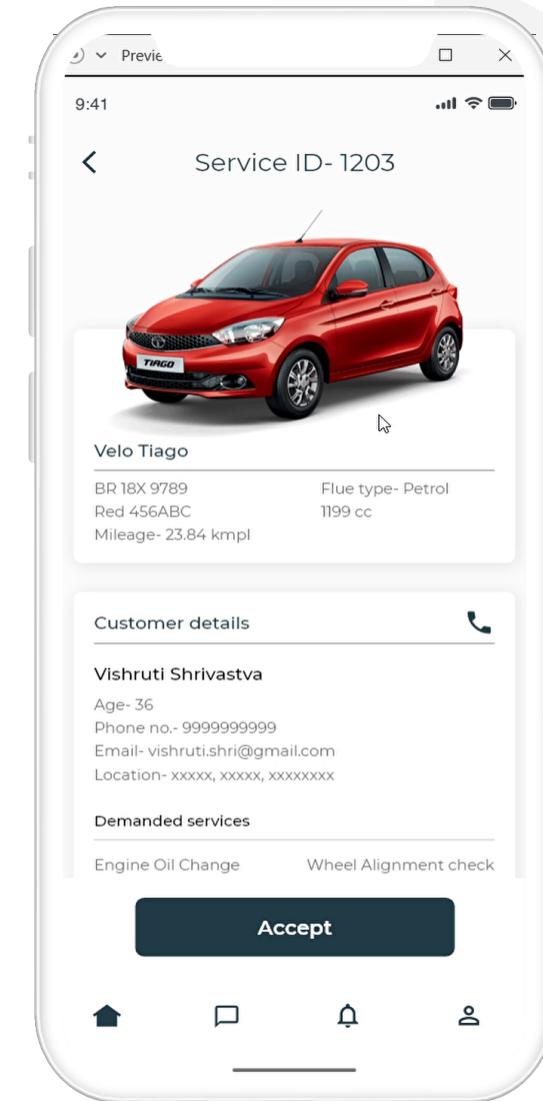


Service List

Easy distinction between the service list of MSV & PUD

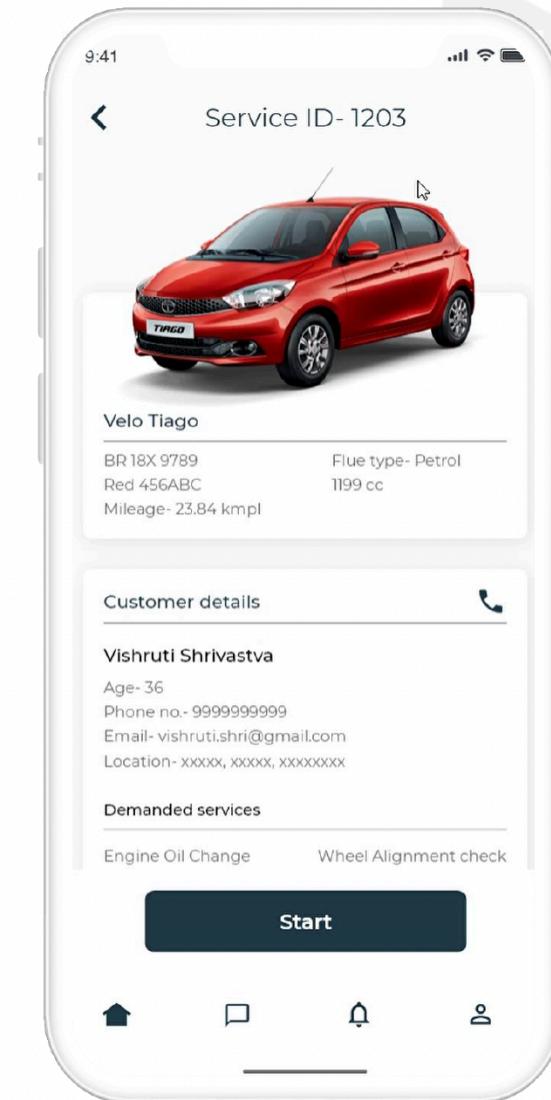
Accept the Request

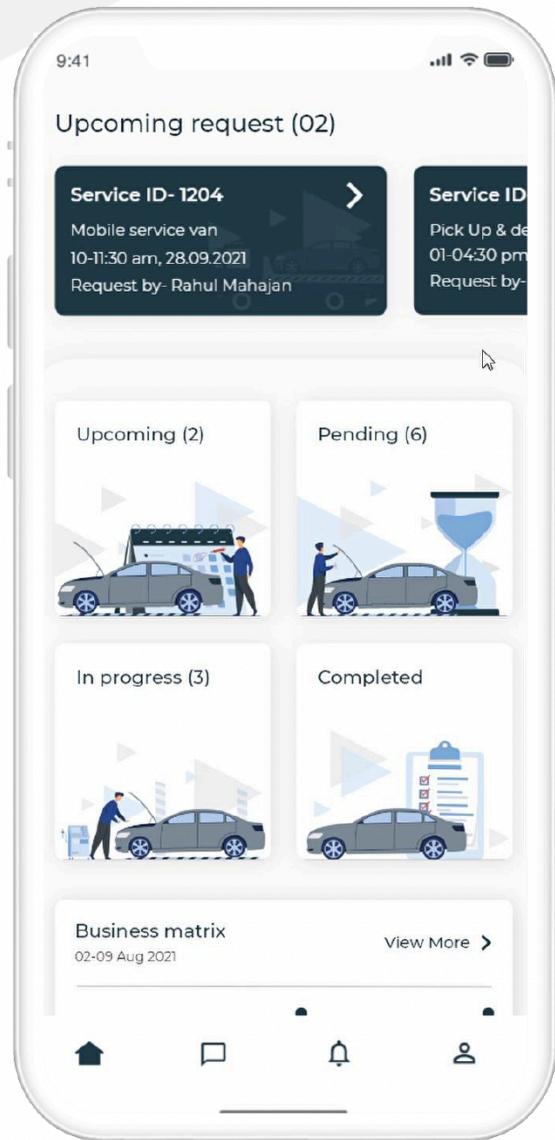
Check all the information about the service requested and accept according to the expertise.



Service Flow

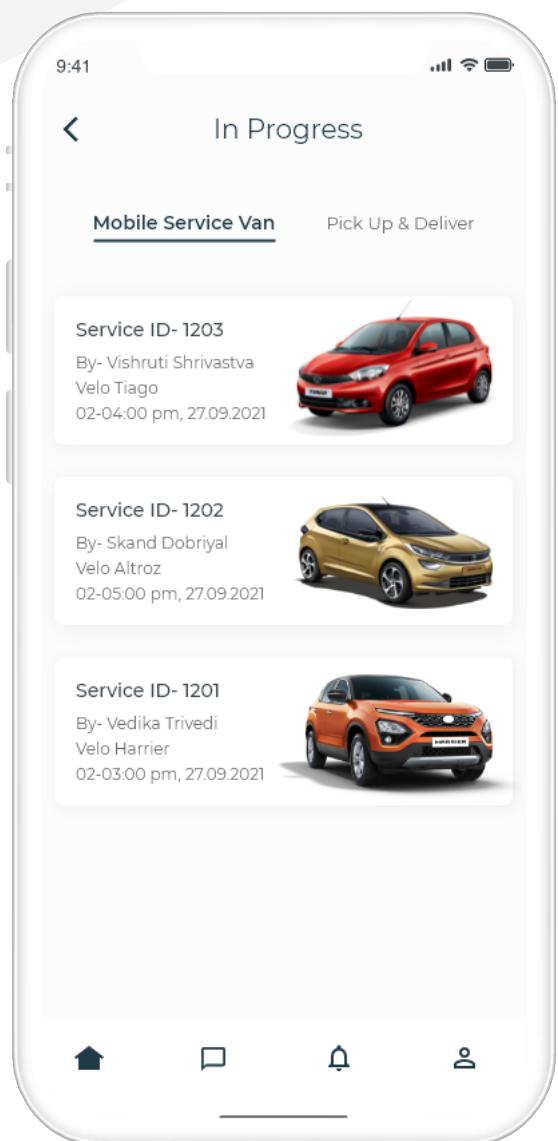
Starting from accepting the request, covering all aspects of real time navigation to the verifying customers and completing the process by taking the feedback will be covered.





Dealer Dashboard

Dealer dashboard with easy navigation so that user will be updated and can review the upcoming/ pending/ in progress and completed requests.

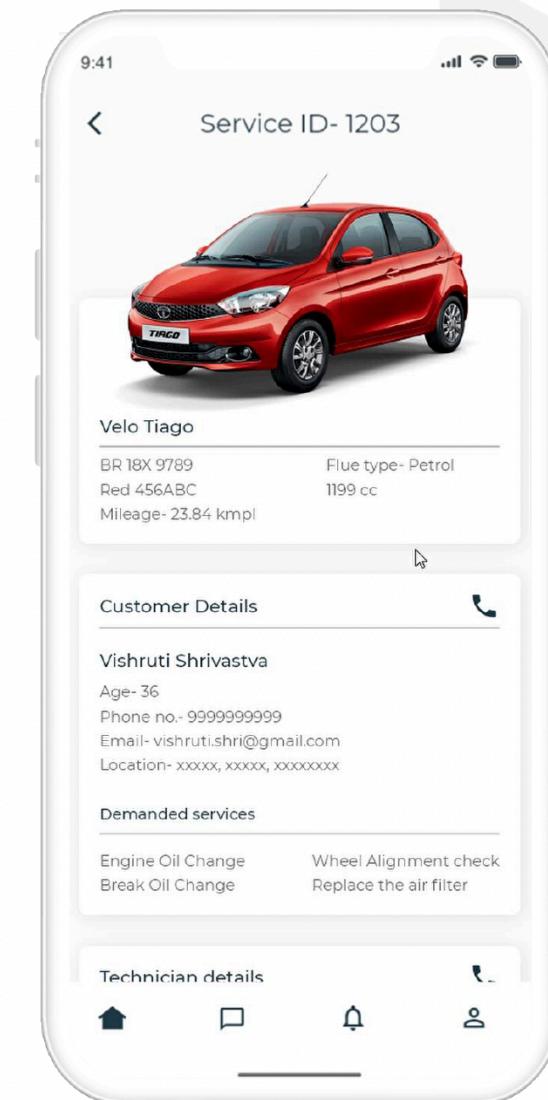


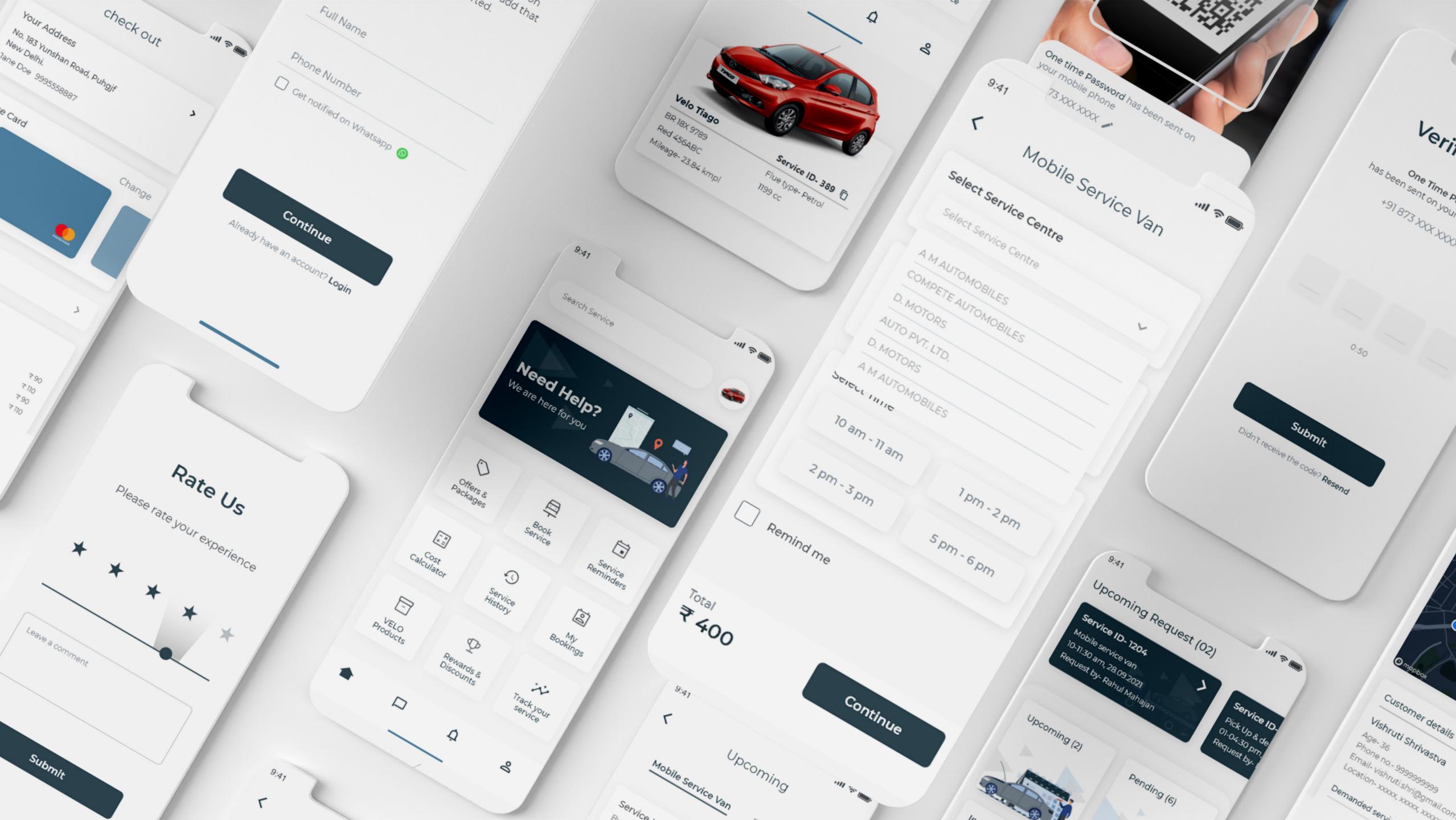
Service List

Easy distinction between the service list of MSV & PUD

Review Service

Check and review all the information like customer and car details, technician details about the service requested,







Prototype Link

<https://xd.adobe.com/view/6f2db149-662e-45cf-9a78-014a693affc7-3a7e/>

Challenges and learnings

Challenges

Learning new techniques and tools, while trying out the Adobe XD.

Distinct individuals with diverse design styles working and reaching a conclusion.

Sharing resources among team members initially delayed the feedback process, but we eventually found a solution by exploring with alternative approaches.

Learnings

Feedback is critical to UX designer. Being able to take and apply constructive criticism was our biggest takeaway with the VELO app.

We stretched ourselves with resources available. We conducted meets via video chat (Teams) for the first time and tried to ideate and iterate.

User persona were a key that allowed us to ensure that we were reaching our goal with the best way possible. All in all, the “VELO” automobile app was a fantastic experience.



Thank you