

Hurry Car Co Web App

Kyle Jochai

Project overview



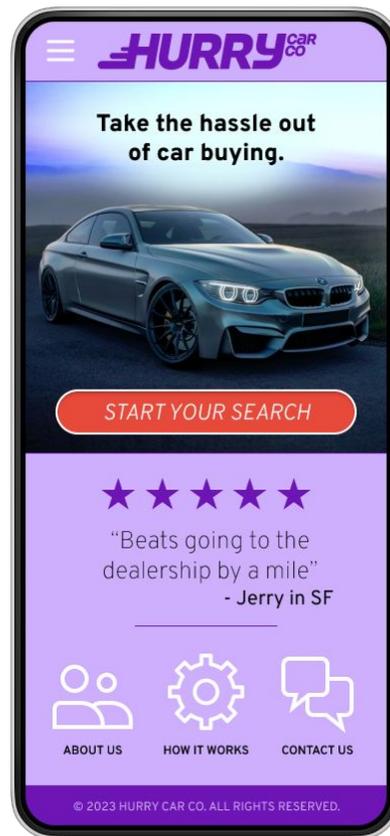
The product:

Web app for a car shopping service that helps car buyers do the time consuming tasks they dread, like researching car models, negotiating with sales associates and doing paperwork.



Project duration:

June 14, 2023 - June 22, 2023 (1 week)



Project overview



The problem:

The company's old web site was compromised during a web migration and needed to be fixed and refreshed to better communicate benefits to site visitors.



The goal:

Redesign the site as a web app, putting busy mobile users' needs first and providing a quick-start option to further benefit users.

Project overview



My role:

Account manager, project manager, researcher, UX & visual designer, copy editor, slide architect



Responsibilities:

Client account management, project management, user & competitive research, wireframing, prototyping, visual design, testing, web development

Understanding the user

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

User research: summary



FIRST I spoke with the client to find out how they differentiate from their competitors and to identify their target users.

NEXT I interviewed target customers to create user personas, aggregating user research into two unique personas to help us empathize with users and understand their needs.

FINALLY I conducted a competitive audit to find out about our competition: with target users in mind, what are they doing well, what are they doing poorly, and how can we better serve users?

User research: pain points

1

Busy buyers

Car buyers have to fit all car buying activities into their already busy lives, potentially compromising either their car search or their other priorities.

2

Antiquated industry

With a few notable exceptions, the industry relies on a power and knowledge imbalance to persuade car buyers to pay more and settle for less, all while taking too much time.

3

Complex products

Evaluating cars has become more difficult as advanced technology is incorporated into cars, making them more expensive and harder for nontechnical buyers to evaluate on their own.

4

Necessity

Travelling by car is a necessity for the target user. Buying a car periodically is something that users would like to be excited about, but the length and complexity can make it exhausting.

Persona: Leah

Problem statement:

Leah is a busy, disinterested car shopper who needs a service to handle the stressful and time consuming aspects of buying a car because she is too busy to research and deal with car purchasing herself.



Leah

Age: 42

Education: Doctor of Medicine (MD)

Hometown: Newport, Rhode Island

Family: Married, no kids

Occupation: Doctor

"I love being, doing and living life to the fullest"

Goals

- Helping as many people as I can every day
- Improving myself and the world around me
- Getting around quickly and comfortably
- Removing unnecessary stress from my life

Frustrations

- Unexpected distractions that keep me from doing what I need to do
- Companies and other professionals that don't deliver what is promised

I drive all the time out of necessity to do all the things I want to do. Shopping for a car is overly complex considering how much I pay for my cars. I would love it if a trusted person or service could do the complicated parts of buying a car so that I can focus on my job and hobbies.

User journey map

While Leah is open minded and wants to believe our company can help her, our old site is indistinguishable from any number of competitors. Worse, **the experience did not indicate a singular, clear action for her to take.**

Persona: Leah

Goal: Evaluate a car buying service to decide if the company will make my car buying experience easier

ACTION	Navigate to the company's website	Read the About section of the site	Read reviews of the company	See if the company offers all the services I need	Determine if the company is right for me	Contact the company if they seem helpful and trustworthy
TASK LIST	A Search for local car sales services on Google Maps B Select one with good reviews C Click 'view site'	A Click About button B Review information C See if car photos match what I'm looking for	A Find reviews on website B Find reviews on Yelp C Read at least one bad review to see it it's credible	A Click Services button B Review services C Look for intangible indicators of trust and competence	A Decide if company is right for me B Find info about how to begin C Click Contact button	A Review contact options B Fill out contact form with info about my needs
FEELING ADJECTIVE	- daunted - impatient	- curious - skeptical	- open minded - bored	- impatient - hopeful	- apprehensive - critical - confused	- excited - vulnerable
IMPROVEMENT OPPORTUNITIES	- Better search results	- Multilingual content - Depict real, happy customers	- Reviews visible on site home page	- Provide tour of content that previews great buying experience	- Wayfinding for new customers or those unsure what to do next	- Provide multiple ways to contact (text / phone / email / thru site)

Persona: Alfie

Problem statement:

Alfie is a frequent and influential car shopper who needs a service to help him select and buy his next car because he is busy and wants to find a unique car to fit his personality.



Alfie

Age: 29

Education: University grad

Hometown: San Jose, California

Family: Single, lives alone

Occupation: Senior accountant

“Let’s goooooooooo!”

Goals

- Meet new people
- Establish myself and grow in my career
- Live in the moment
- Travel and explore the world
- Emulate my heroes

Frustrations

- I can’t always get what I want as fast as I want to
- I don’t want to waste time on things that aren’t engaging or get me results
- Digital tools that slow me down

I love driving what’s new and my car is an extension of my personality. I relate to others through their cars and how they customize them. I do the same but no two of us do it the same way. I trust people I know to help me out and I do the same with those around me in my career and relationships.

User journey map

While Alfie enjoys casually learning about cars and tech, **he loathes car shopping and the high-pressure tactics** that he's experienced, which include dealers recommending in-stock cars that that aren't unique enough for him.

Persona: Alfie

Goal: Research and choose the next car I'm going to buy

ACTION	Read about cars in magazines and on websites and ads	See what cars my friends are into	Go to car shows and test driving events	Decide on my favorite three cars	Test drive top 3 cars	Buy my favorite car
TASK LIST	A Skim through articles for cars that look cool B Read reviews C Look at stats and prices	A Talk to coworkers and club members B Go to cars n coffee events C Check out instagram	A Go to a car show with all the new models B Go to a vintage car show C Drive cars at an arrive n drive event	A Evaluate all the info I have B Narrow down requirements C Set a budget	A Drive friends' cars if they have one B Last resort: go to dealers to test drive	A Locate car B Negotiate C Get it!
FEELING ADJECTIVE	- lazy - a little bored	- casual - open-minded	- exhausted - voyeuristic	- conflicted - pragmatic	- pressured - impatient	- excited - exhausted - impatient
IMPROVEMENT OPPORTUNITIES	- Aggregate & link to car buying content	- Aggregate & link to car buying content	- List local events - Facilitate drives	- Provide selection services	- Facilitate 'no-pressure' test drives	- Provide escrow / paperwork / delivery services

Competitive audit

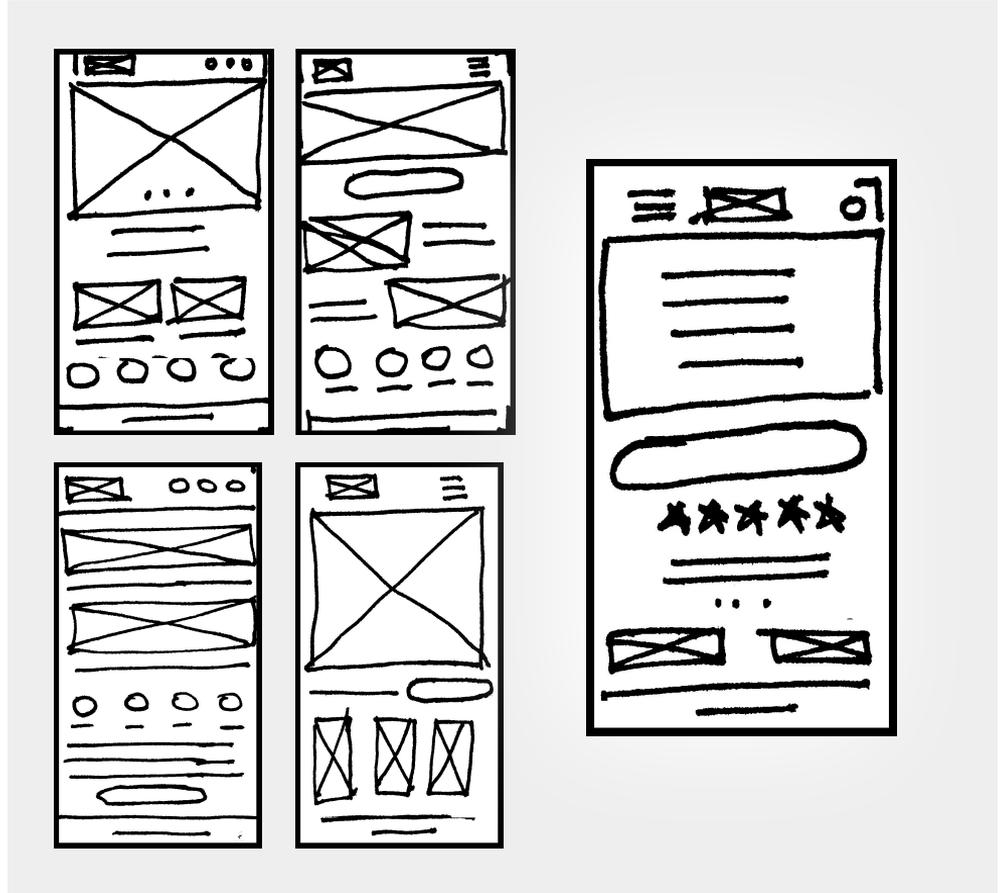
Reviewing competitors' web apps provided a range of data relevant to the client's branding, messaging and web usability. I also assessed the client's old site to identify specific areas for improvement.

	First impressions		Interaction	
	Website experience	Contact experience	Features	Accessibility
Hurry Car Co	[OLD WEB APP] Needs Work + Well defined user flow - Broken since web migration	[OLD WEB APP] Good + Form, call, text and email options + Social links - Contact form lacking self-selection options for users	[OLD WEB APP] Needs work + Concise info clearly articulates value - Missing storage and inventory info that company offers	[OLD WEB APP] Acceptable + Alt text on images - English only
McCoy Auto Brokers	Needs Work - Wordy - Limited info on homepage - Navigation is complicated	Needs Work + Contact form & phone number listed - No text option - Outdated "inquire" button	Needs Work + Pricing clearly shown - Some broken links - User journey not considered in how info was chosen or is organized	Needs Work - English only - No alt text on images
Go Car Conceige	Needs Work + Overview including ratings on homepage - Wordy - So much text...	Acceptable + Contact form, call and text options - Low contrast form buttons hard to read	Acceptable + Clear sections easy to self-tour + Plenty of info but not too many pages/links - Small call-to-action links could be more prominent	Acceptable + Alt text on images - English only
BuySide Auto	Outstanding + Simple to navigate + Features and visuals encourage me to engage + Varied content types and ways to start searching for car without contacting anyone first	Outstanding + Contact for with user-selectable preferred contact method + Phone, form, email & text options	Outstanding + Everything that is needed, nothing that is not + Clear placement and heirarchy based on user need is evidence of businesses competence	Outstanding + English & Spanish content + CSS styles optimized for screen readers - No alt text
Personal Car Shopper	Needs Work - Generic - AI-generated fill text would be better than existing copy. Maybe it was poorly written for SEO?	Needs Work - Submenu for Contact. Why??? - Phone, fax (!!!) and email, no form or text	Outstanding - User journey not considered in how info was chosen or is organized - Lack of real-life images, bad stock art seems scammy	Needs Work - English only - No alt text on images
Below Invoice	Needs Work - Wordy - Busy - Navigation is complicated it breaks at smaller c	Acceptable + Easy to find info + Contact form + email + phone options - Intrusive contact form (too much required) - No text option	Acceptable + Pricing clearly shown + Basic user flow is considered - Wordy, confusing page and info layout	Acceptable + Alt text on images - English only

Paper wireframes

Research insights point to two target areas for improvement:

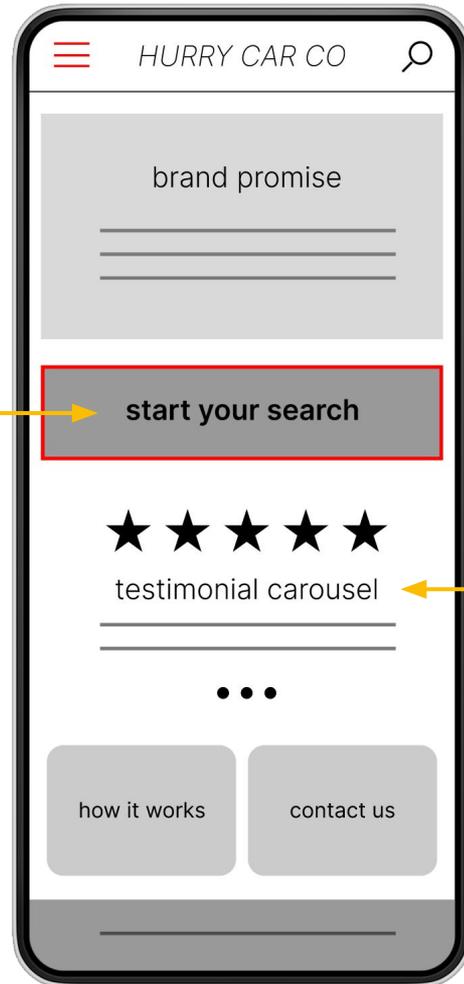
1. Reducing content down to just the essentials, and;
2. Providing a single, clear user path that demonstrates the ease users will experience working with *Hurry Car Co*



Digital wireframes

Websites traditionally overshare info to appeal to as many potential customers as possible, resulting in an overwhelming and confusing experience. Instead, we can **guide users thru a focused, singular workflow** while providing supporting info in de-emphasized locations.

Primary user flow encourages users to start the buying process.



Brand promise and testimonials in secondary locations of the homepage provide proof points of great results, encouraging engagement.

Digital wireframes

User insights led to several ways to improve our web experience: a singular user flow that generates a qualified lead, prioritization of mobile users and **focused, brief content blocks that reflects our understanding of users' need for a simpler way to buy a car.**

Sending this form starts the buying process - previously, users would need to contact with no knowledge of what the process is or where it starts.

HURRY CAR CO

< car search

contact preference

about you

how soon do you want to buy?

opt-in terms/privacy

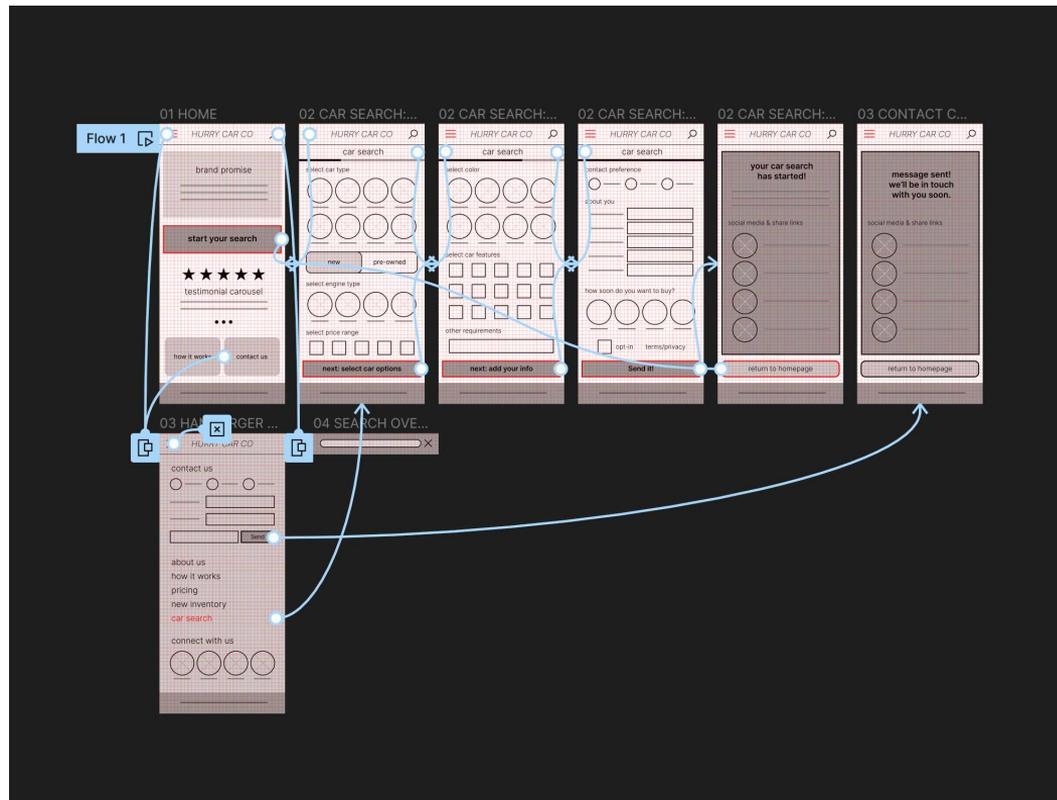
Send it!

Users can choose their contact preference to facilitate easy comms throughout the buying process.

Low-fidelity prototype

[SEE INTERACTIVE PROTOTYPE](#)

User flow demonstrates initiating and submitting a car search from the home screen.



Usability study: findings

Users enjoyed the app and found it was a breeze to use. Even better, they found the added user flow improved their opinion of the company. We amped up our app with a few targeted improvements...

Round 1 findings

- 1 Most users completed the user flow as designed
- 2 We learned and incorporated a few key ways to improve site hierarchy
- 3 User flow enhancement: provide next and back buttons on car search form

Round 2 findings

- 1 Site nav: better differentiate "site search" from "car search"
- 2 Users agree that mobile-first is a solid approach
- 3 Users would benefit from learning next steps after their car search

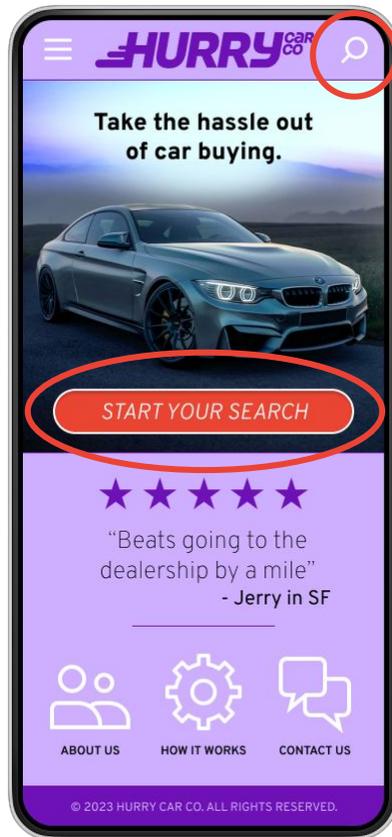
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

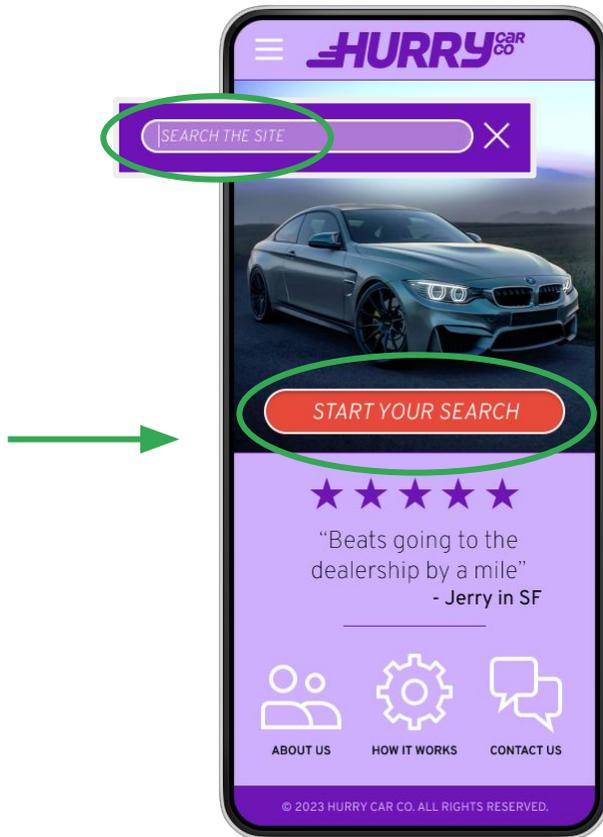
Mockups

Revisions clarified navigational elements, such as the difference between “car search” and “search the site”

Before usability study



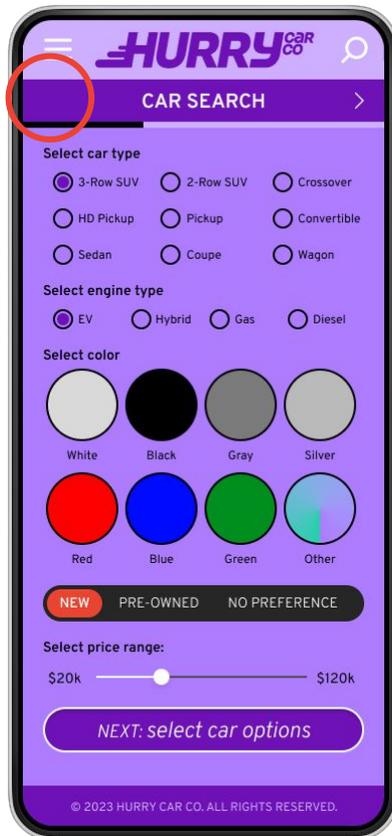
After usability study



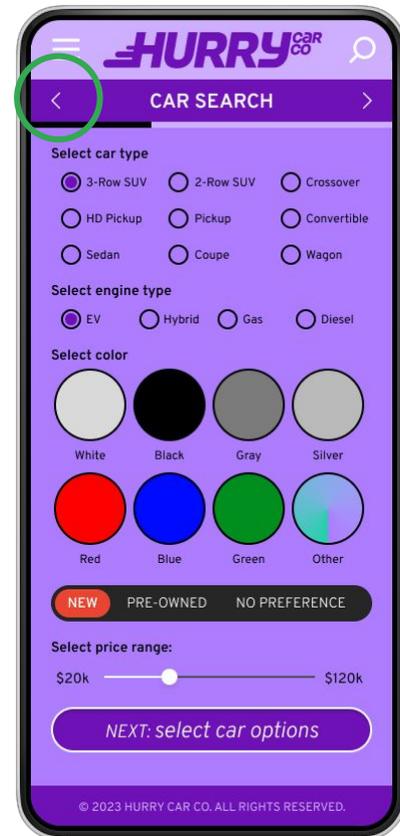
Mockups

User flow improved by adding back and forward buttons (even where we thought they wouldn't be needed) as well as communicating next steps to the user once they have finished the car search form.

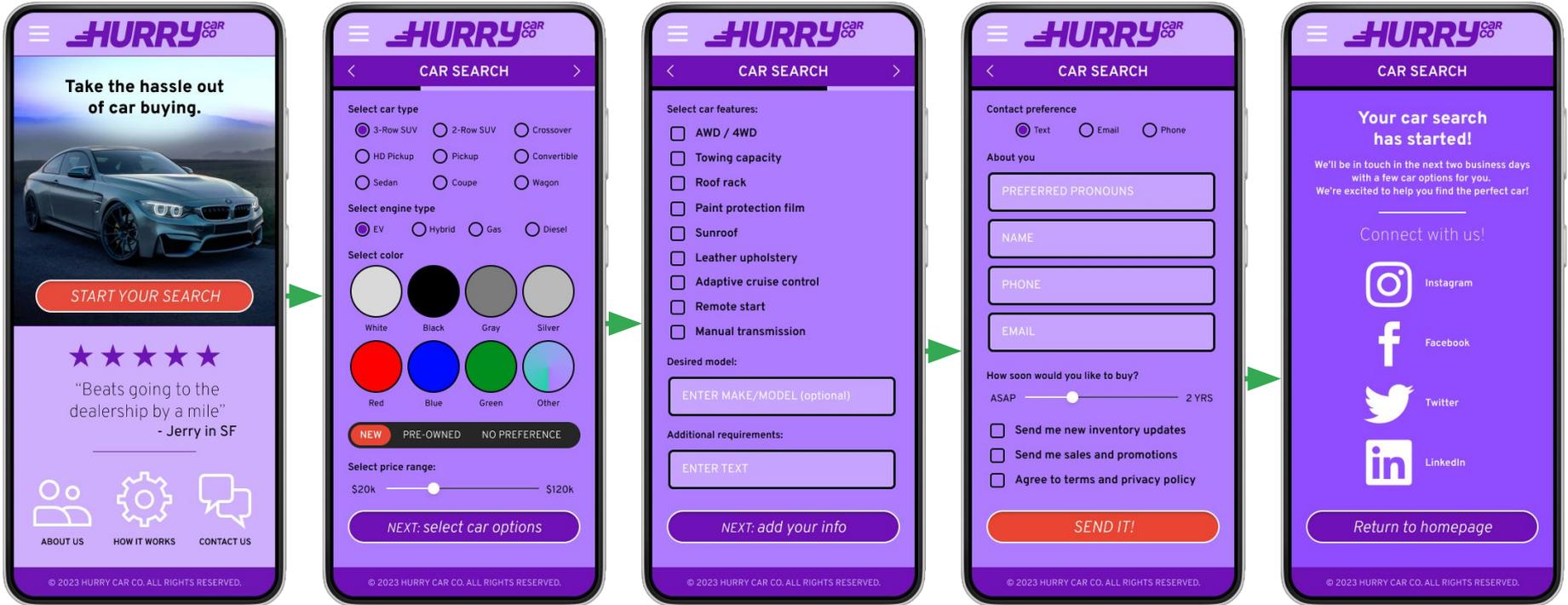
Before usability study



After usability study

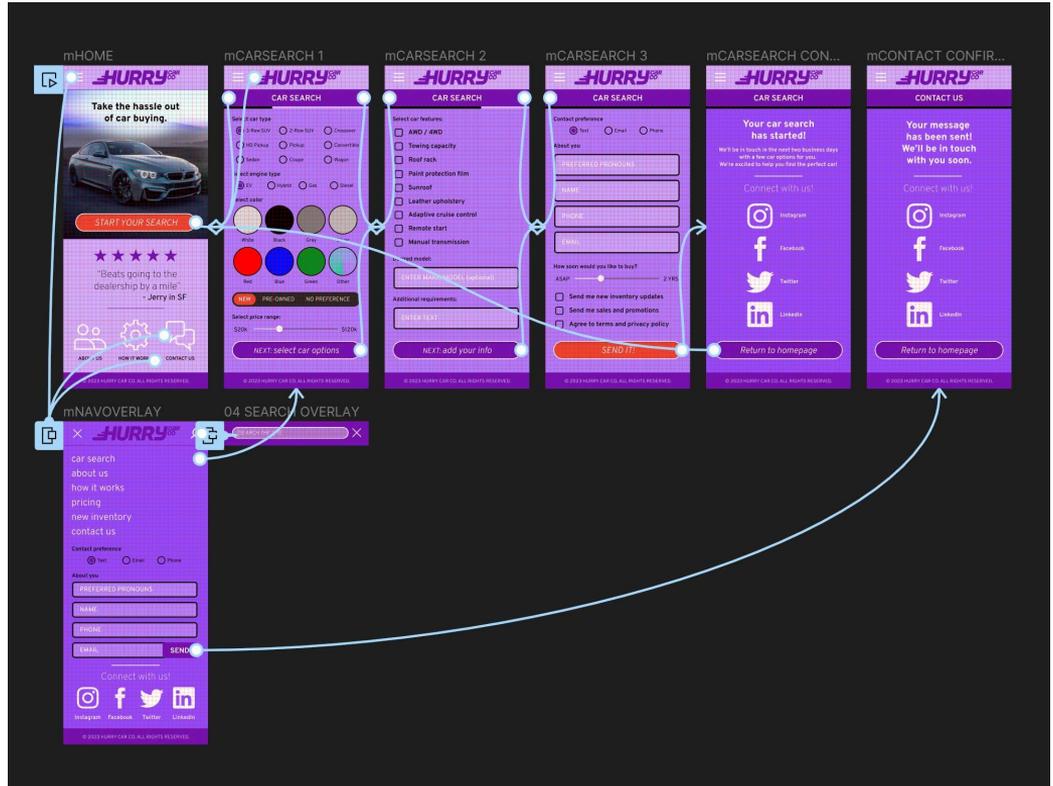


Mockups



High-fidelity prototype

SEE INTERACTIVE PROTOTYPE



Accessibility considerations

1

Web app is designed for use with assistive technologies like screen readers and switch devices. Color palettes were also designed to be compliant with [WCAG 2.0 AA](#) visibility standards to be clearly readable for as many users as possible.

2

Users can follow navigational elements to find what they need, or search for them using our powerful site search tool. Linear user flows and a single tier of site navigation also provide clearly marked user paths throughout the app.

3

Lightweight, mobile-first design prioritizes users who may not own or use a desktop computer. A range of contact options are provided so that users without a phone number or email address can still use all app functions.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

"Nice contrast and focus with the CTA button. I love the impact the car on home page makes on the viewer - this really draws my eye into the content. The home page icons work well to communicate the key areas of the site."

- Linda, peer reviewer



What I learned:

As my first dedicated UX project, I learned not to make assumptions about user preferences and abilities. Better designs are possible when listening to and incorporating user feedback throughout the design process.

Next steps

1

This project reflects a real life client; I've anonymized their info for the purposes of this class, but will use this work as a "round 0" design and improve it from there!

2

During the next phase of the project, I'll investigate ways to develop the site using an off-the-shelf template and CMS platform to build the new site quickly and to strict budget considerations.

3

Finally, I'll create an updated case study highlighting the subsequent work for addition to my portfolio.

Let's connect!



I'm an experienced designer who has worked in a number of industries. I'm excited to add stronger UX abilities to my skills with this project!

I'm looking for fulltime work in any design or creative role. Please reach out if you'd like to chat!
You can also see more of my work at one of the links below (TBD).

