

So Cal Classic Car Storage website

Kyle Jochai

Project overview



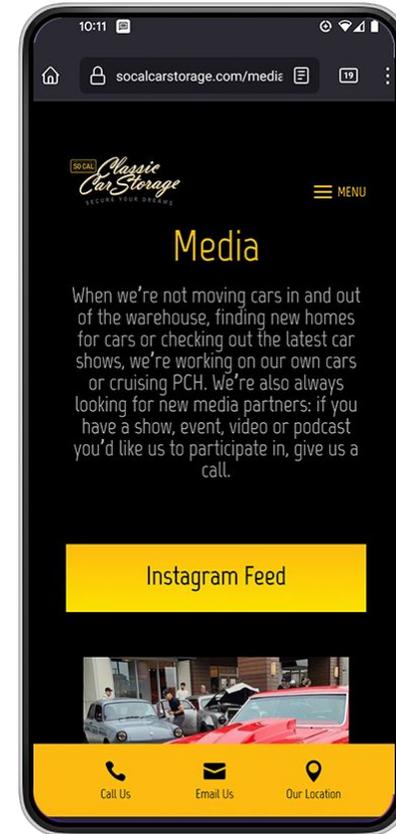
The product:

Responsive website for car storage company So Cal Classic Car Storage that helps users learn about the company and understand its advantages over other similar companies in the area.



Project duration:

January 14, 2021 - May 22, 2021 (19 weeks)



Project overview



The problem:

The company's old web site needed to be updated with additional services and to better serve mobile customers.



The goal:

Redesign the site for a mobile-first experience and provide a hub for all SCCCS properties and media, including new podcast *So Cal Car Scene*.

Project overview



My role:

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



Responsibilities:

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

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 areas for improvement on their old site.

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

Underserved

Despite plentiful car storage options in the area, customers with high-end cars that they care about are underserved: they don't want to store cars outside or next to RVs.

2

Varied needs

Car storage is part of the need, but not all of it. Customers also need car concierge services like paint and bodywork, maintenance and detailing, and would like it to be done for them.

3

Changing needs

User needs are not static. Car collectors constantly buy and sell cars, prompting changes in needed services. They need guidance when making these changes and appreciate help.

4

Loyal & vocal

Car guys (used gender-neutrally) will tell their friends about great services. SCCCS can reach customers exponentially by over-delivering and letting happy customers promote the brand.

Persona: Knute

Problem statement:

Knute is a **semi-retired, multiple-car owner** who needs a **business to store and help sell his vehicles** because **he doesn't have the time or space to handle it all himself.**



Knute

Age: 59

Education: High school

Hometown: Bedford, New Hampshire

Family: Married, 3 kids

Occupation: Semi-retired realtor

"Hey man can you handle it?"

Goals

- Mixing it up
- Hustling
- Maxing and relaxing
- Finding connections in everything: family, work, hobbies, skills
- Leaving things better than I found em

Frustrations

- Not always the best at the small things
- I always want more
- People who don't get it
- People who jerk me around
- Amateurs

Don't ask me how many cars i own. Who cares? I mean I care but it's touchy, if my neighbors find out I'll never hear the end of it. Back home you could fill a barn with cars and nobody'd ever know. It's not the same as it used to be, guys like me gotta keep it going, know what I mean?

User journey map

Knute can tell by the way we talk about cars that we're his people, he also feels like he could use SCCCS as a jumping off point for new connects and clients. He probably won't read thru our site but **can tell at a glance he's interested and wants to talk to whoever's in charge.**

Persona: Knute

Goal: Find three services SCCCS offers and contact the company

ACTION	Navigate to the company's website	Read the services section of the site	Pick three services you would consider	Navigate to a social media profile for SCCCS	Determine if the company is right for me	Contact the company if they seem helpful and trustworthy
TASK LIST	A Navigate to the SCCCS site via Google search B Spend 30 seconds exploring the site	A Click Services button B Review information C See if services match desired needs	A Locate and click on three services you would consider B Indicate if you would use SCCCS service over others you have reviewed	A Click one of the social media icons/buttons B Review page 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	- impatient - intrigued	- curious - interested	- open minded - hopeful	- curious - familiar	- stoked - shwagged	- ready to go - satisfied
IMPROVEMENT OPPORTUNITIES	- Better search results	- Multilingual content - Images of cars I like	- Executive summary of services	- More social media sites that match what customers use	- Wayfinding for new customers or those unsure what to do next	- Provide multiple ways to contact (text / phone / email / thru site)

Persona: Marge

Problem statement:

Marge is a **car show regular** who needs a **service to help her service and fix her “baby” (aka collector car)** because **she likes to drive it on weekends and wants it to run flawlessly.**



Marge

Age: 70

Education: PhD psychology

Hometown: San Mateo, California

Family: Married, 2 kids

Occupation: HR exec

“I would love to!”

Goals

- Learn and teach others
- Keep up connections
- Live in the moment
- Travel and explore the world
- Be there for my kids, friends and family

Frustrations

- There are too few hours each day
- I want to enjoy experiences, not get mired in the details
- My expectations sometimes exceed reality

I love getting out and meeting new people, that's why I pursued and excelled in my career. Now that my career is winding down I find enjoyment in my adult kids' activities and families. I also love travelling with my husband every year. We've also started taking weekend drives and are loving life.

User journey map

Marge is tech-savvy but wouldn't consider herself car-savvy. **She can tell SCCCS offers some of what she needs, but isn't sure if the company can do just what she needs without everything else.** But she likes that info about the owner is central to the story.

Persona: Marge

Goal: Find three services SCCCS offers and contact the company

ACTION	Navigate to the company's website	Read the services section of the site	Pick three services you would consider	Navigate to a social media profile for SCCCS	Determine if the company is right for me	Contact the company if they seem helpful and trustworthy
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FEELING ADJECTIVE	- daunted - curious	- interested - a little confused	- decisive - engaged	- impatient - hopeful	- apprehensive - confident	- excited - vulnerable
IMPROVEMENT OPPORTUNITIES	- Better search results	- Multilingual content - Images of cars I like	- Executive summary of services	- More social media sites that match what customers use	- Wayfinding for new customers or those unsure what to do next	- Provide multiple ways to contact (text / phone / email / thru site)

Competitive audit

Reviewing competitors' web sites 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.

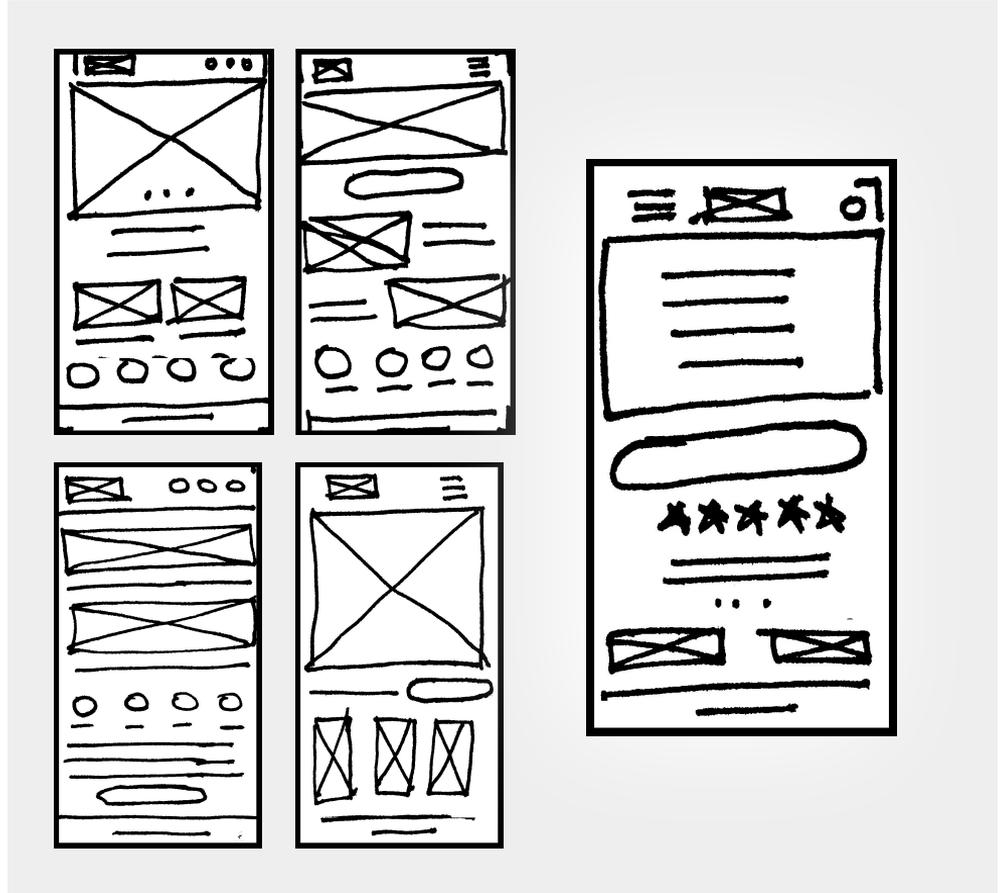
Goal: Compare the site browsing and contact experience of each competitor's website

A	J	K	L	M	N
Competitive audit					
	UX				
	Sessions		Interaction & Information		
	Contact experience	Features	Accessibility	User flow	Navigation
SCCCS	[OLD WEB APP] Good + Form, call, text and email options + Social links - Contact form lacking self-selection options for users	[OLD WEBSITE] Needs work + Concise info clearly articulates value - Missing storage and inventory info that company offers	[OLD WEBSITE] Acceptable + Alt text on images - English only	[OLD WEBSITE] Good + Straightforward user flow + Clear CTA on every page - No way for users to self-start buying process besides using contact info	[OLD WEBSITE] Needs work + Buttons are clearly marked & important content - Some broken links - Some broken graphics & layout
Westside Collector Car Storage	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	Needs work - Pages do not lead to clear user actions - Misleading button titles for content	Needs Work - Misleading button titles for content - Broken links
Private Car Storage	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	Acceptable + Straightforward user flow - Blog outdated and not useful	Good + Nav buttons are clearly marked - Small call-to-action links could be more prominent
EZ Storage	Outstanding + Contact for with user-selectable preferred contact method + Phone, form, email & text options	Outstanding + Everything that is needed, nothing that is not needed + Clear placement and hierarchy based on user need is evidence of businesses competence	Outstanding + English & Spanish content + CSS styles optimized for screen readers - No alt text	Outstanding + Straightforward user flow + Search option + Info hierarchy is tuned to users	Outstanding + Everything that is needed, nothing that is not needed + Prominent, intuitive next steps + Prominent search tool
Valley Car Storage	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	Needs work - Pages do not lead to clear user actions - Misleading button titles for content	Needs Work - Misleading button titles and content - Unnecessary submenus
Auto Vault Storage	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	Acceptable + Basic user flow is considered - Forces user into flows that work for the company, not the user	Good + Nav buttons are clearly marked - Too many different button types - Confusing - Bright red buttons are jarring - Don't know what to click on

Paper wireframes

Research insights point to two target areas for attention:

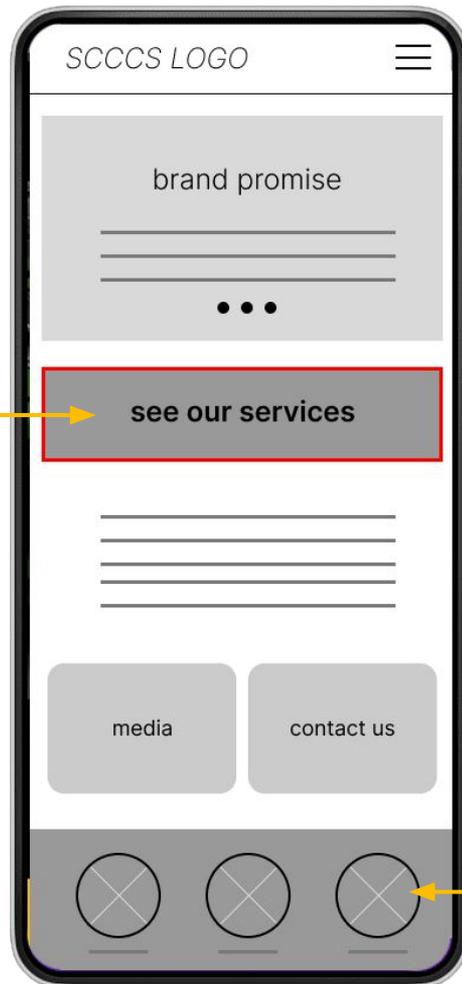
1. Providing an easy-to-browse and sleek site;
2. Providing clear, consistent contact links on desktop and mobile to make it easy for customers to contact us from wherever they are



Digital wireframes

By organizing primary pages and nav like a tour, we can guide users through our service, ending on a contact us page to learn more. **On mobile devices, contact buttons are present on each page for easy access.**

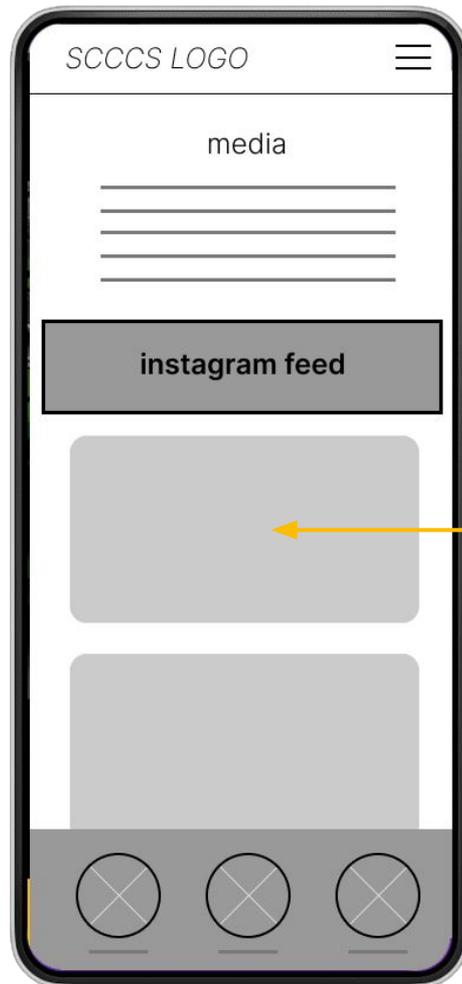
Primary user flow encourages users to start the tour.



Contact links include text, call, email and location (maps) buttons

Digital wireframes

User insights led to several ways to improve our web experience: multiple social media platforms to catch users where they spend time and including “MENU” label alongside the top nav (visible on mockups) to provide additional wayfinding.



Website integrated with social media account APIs to push social updates directly to website, reducing editing time required by client.

Usability study: findings

Users found the site informative and easy to use. Content mix was engaging, though we can tune images and content for a wider variety of users. We improved our app with a few targeted upgrades...

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 Key enhancement: set site to “dark mode” to differentiate

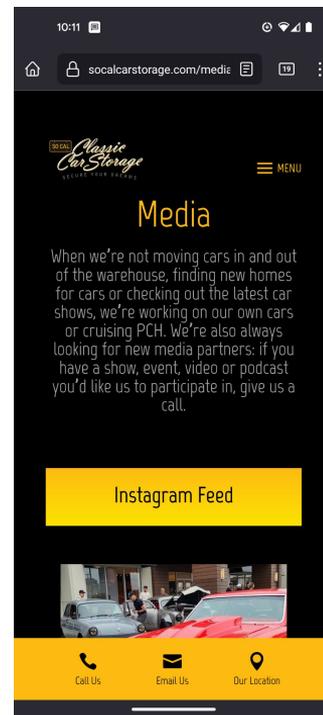
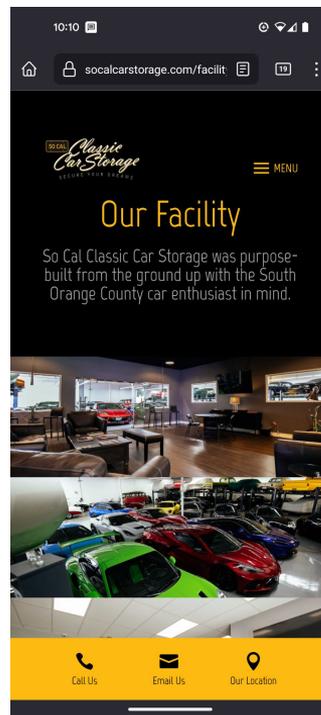
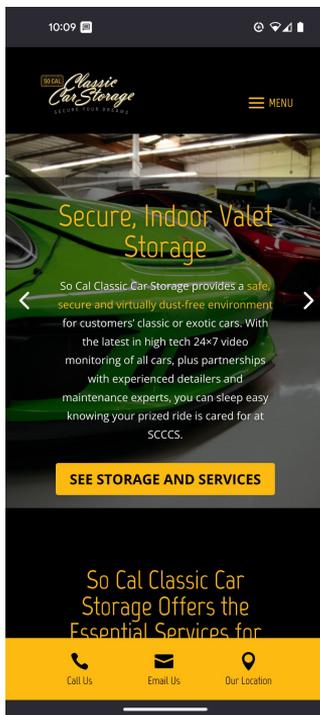
Round 2 findings

- 1 Media page lets customer update site more easily
- 2 More social links catch more users to spread the word
- 3 Car mix adjusted to appeal to more varied types of “car guy”

Refining the design

- Mockups
- Accessibility

Mockups



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

Wayfinding, especially on mobile devices, is designed to be accessible even for non-tech-savvy users, including those who are elderly or have poor vision. Mobile hamburger menu and contact options are more clearly marked and prominent to aid site use.

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 site functions.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

SCCCS gained a valuable brand hub with their new website, removing outdated services and unnecessary info. The new site provides a sleek, focused way for users to learn about services and company ownership.



What I learned:

Website best practices are rapidly changing, as are my own skills. I completed the site design that is currently online in 2021. If I were designing it today I would further improve mobile usability, accessibility and social media integration.

Next steps

1

This project reflects a real life client; I'll share the results of this case study with them and see if they are interested in a new phase of revisions to their website using learning from this project.

2

Prior to completing any revisions to the site, I'll recommend collecting web user data for 2-3 months so that we can use these as baseline numbers to compare against data collected after any changes we make.

3

It may also make sense to discuss overall branding and a brand refresh with the client, as the brand has now been active for several years and may eventually expand beyond the current region or to appeal to new target users.

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).

