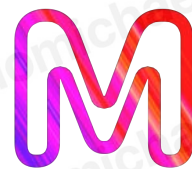


CARWISE



MICHAEL MONIZ

April 2021

What is CARWISE

CAREWISE is an all-inclusive website that allows users to trade-in or sell their current car, buy their next preowned car, get extended warranty, financing and insurance.



Empathize



Interviews

Participant 1

Age: 48
Place: Mississauga
Gender: Non-bianary
Occupation: Service Technology
Ethnicity: Asian

Michael: Because you recently bought a car and you bask you a few questions, OK?

Participant 1: Yes.

Michael: OK, so the first question is, when did you purchase your last car?

Participant 1: April First.

Michael: Ok, and was that the only time that you purchased the script

Participant 1: No I bought a. four cars and.

Michael: What was the last time that you bought a car

Participant 1: 2006.

Michael: OK, well. What happened? What happened in didn't happen in the previous experience? What was the experience to the to the ones before?

Participant 1: A whole lot better, because last time I bought online. Instead of going to a dealership,

Michael: How was that experience?

Participant 1: Amazing.

Michael: Can you explain why?

Participant 1: Because I didn't have to deal with not having

Michael: And what do you say, bullshit of the salespers

Participant 4

Age: 38
Place: Brampton
Gender: Female
Occupation: Furniture Designer
Ethnicity: White

Michael: When did you purchase your last car and was it the only time?

Participant 4: The last car purchased was in 2014, and that was the last car. It was the third car I have ever purchased.

Michael: And when was the time before that?

Participant 4: In 2010, 2012, sorry.

Michael: And what happened in your last purchase that was different from the 2012 purchase?

Participant 4: So we purchased a different type of vehicle. And. Yeah, so it's a different type of vehicle that we needed,

Michael: And you went from what to what?

Participant 4: So from a small SUV to a truck, so my husband needed it for work purposes.

Michael: And did you shop around and how many places did you go to before you bought your truck?

Participant 4: I trust. So we checked out a few dealerships that he was interested in because the car is mainly for him. So we went to two or three different dealerships that do sell the type of truck that he was looking for. And then also we looked online, mostly on AutoTrader. And. And yeah, I think that's it, and then we ended up finding something online on AutoTrader, but it was from a dealership. So then we ended up going to that dealership.

Michael: So was it like a proper like the proper name brand dealership or was it like a...

Participant 4: Yep it was a GM dealership?

Michael: Cool. So how did you purchase your car? Well, that's kind of how we did. How did you purchase your car online manufacturer dealership or a used car dealership? So we already went to that dealership.

Participant 4: Yeah. So it was the dealership, but it was a used vehicle. OK.

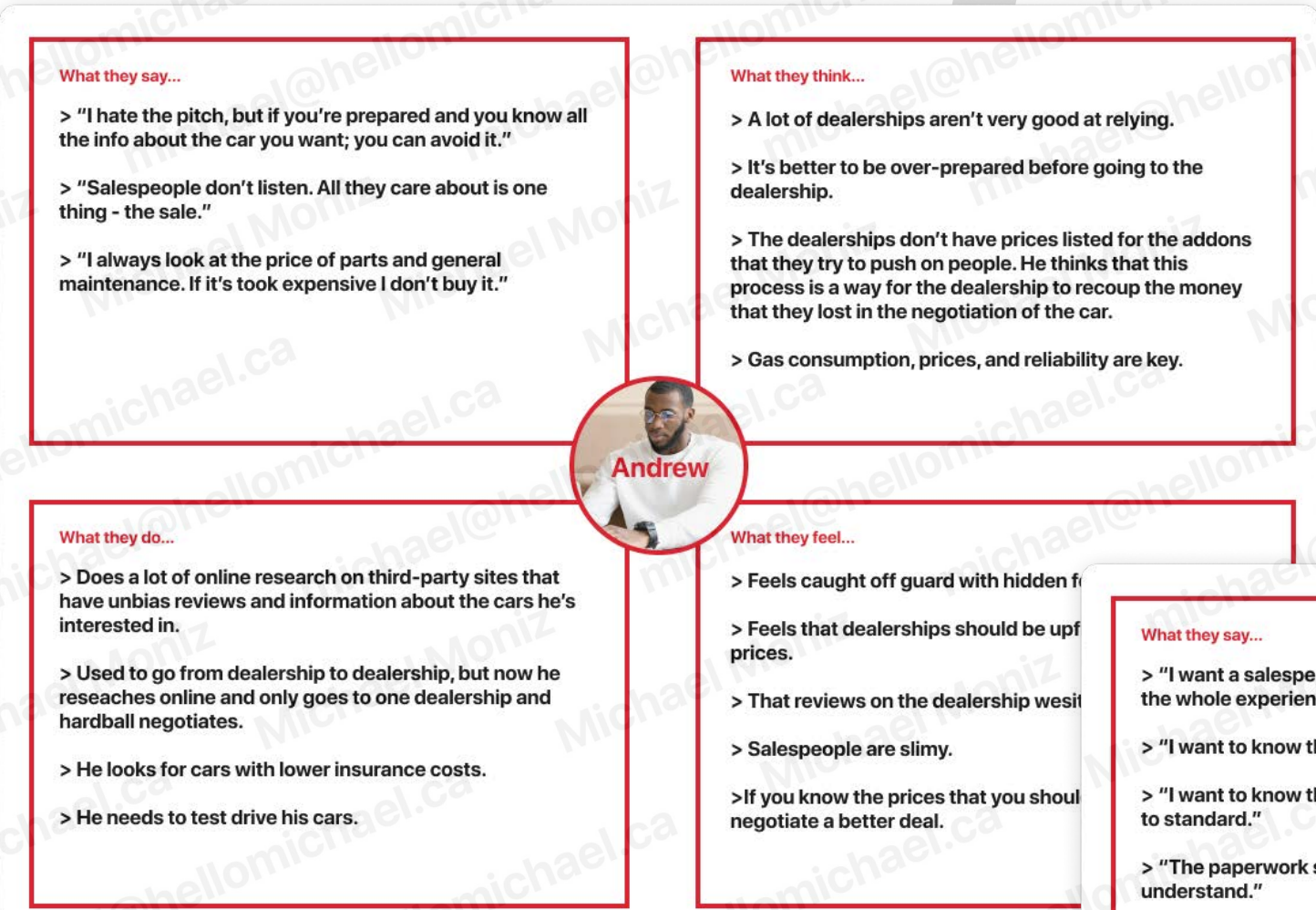
Michael: And why did you choose that method over other methods to purchase your car?

I first needed to know when the interviewees bought their last vehicle and what their experiences were like. I wanted to know if they experienced any pain points throughout their car search, car buying, car selling, financing, or insurance processes.

I then wanted to find out what they would change about each step along their journey of buying a new or used car.

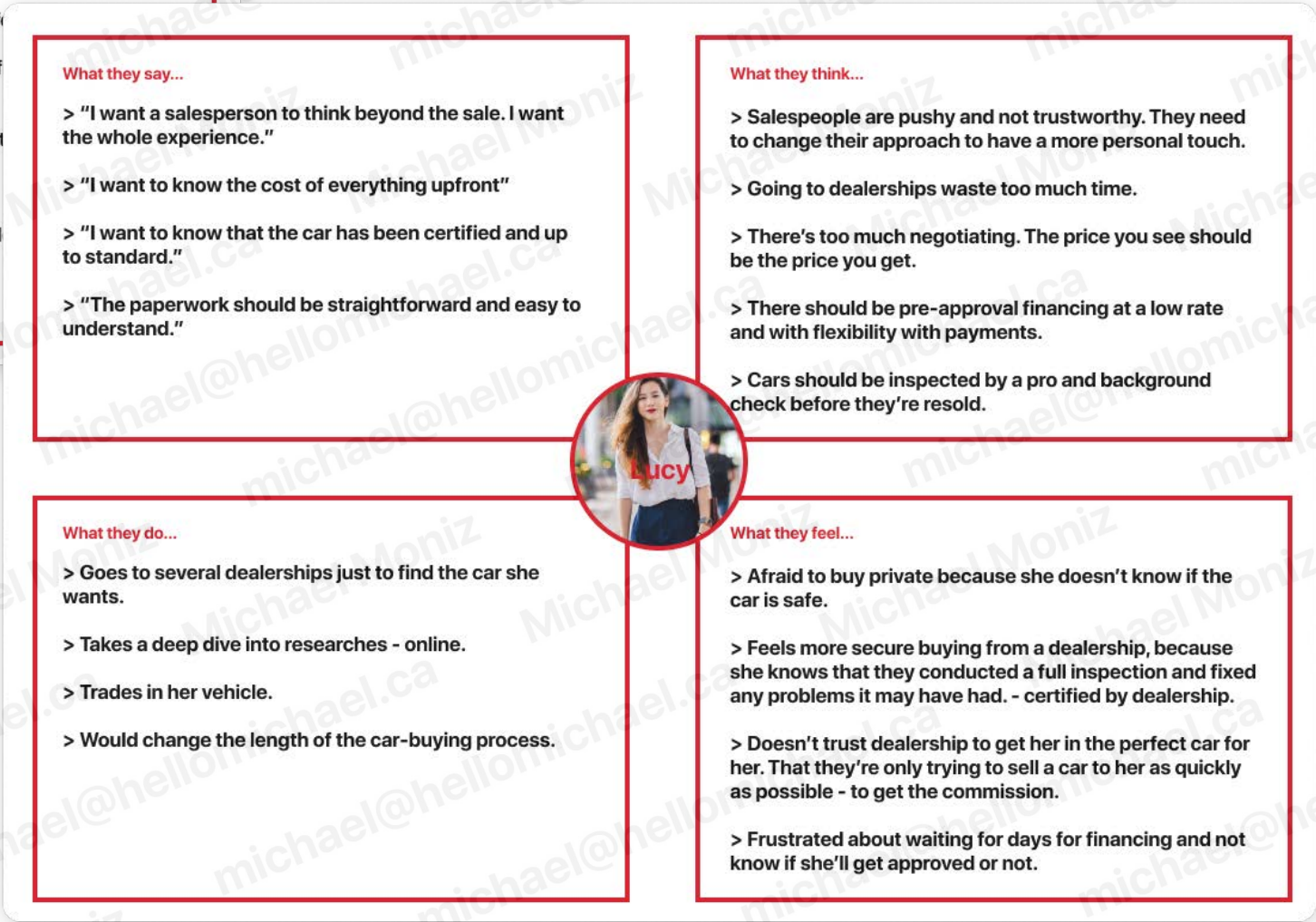


Empathy Maps



I started to understand that buying a car was an extremely frustrating process for all but one of my interviewees.

Empathy maps gave me the initial insights needed to begin pinpointing the user's pain points. I then created these aggregated empathy maps that represented my interviews as a whole.



Personas.

This was the perfect opportunity to look at the goals, characteristics and needs of the larger user groups.

I needed to identify patterns in their behaviour that might further point to common pain points that my interviewees experienced.





Lucy

Flight Attendant

I've been a flight attendant for 10 years, but this year I decided to go back to school to get my Masters in Psychology - while flying. The university is out of the way and hard to get to using public transportation, so I have to buy a car. I absolutely hated shopping for cars in the past and that still hasn't changed to this day.

About

- 28
- Vancouver, Canada.
- Flight Attendant
- Single with her cat Max
- Starting her Master's of Psychology

Wants & Needs

- > I want a salesperson to think beyond the sale. I want the whole experience to have a personal touch.
- > I want to know the cost of everything upfront.
- > I want to know that the car has been certified and up to standard.
- > I want to negotiate less.
- > Cars should be inspected by a pro and background checked before I buy it.

"I feel more secure buying from a dealership, knowing that they conducted a full inspection and fixed any problems the car may have. But, I don't trust the dealership to get me in the perfect car for me. It always feels like they want to seller me a car to get the commission as quickly as possible"

Tech

- Internet
- Social Media
- Online Shopping
- Gadgets
- Early adopter



Frustrations

- > Salespeople are pushy and not trustworthy.
- > Going to dealerships wastes too much time.
- > There should be pre-approval financing at a low rate and with payment flexibility.
- > Cars should be inspected by a pro and background check before they're resold.
- > Frustrated about waiting for days to know if I was approved for financing.



User Story

Lucy

As someone that doesn't know much about cars, I want to be able to easily find a certified pre-owned car, so that I can get to work and school knowing that it's safe to do so.



Andrew

Accountant

March/April 2021

I'm an accountant for a major Canadian corporation. I've been married to my husband Dominic for 5 years. We live in a detached bungalow in Scarborough with two fur babies Lola and Boy. I like to change my car every 2-3 years and have a love/hate relationship with the car-buying process.

About

- 39
- Toronto, Canada
- Accountant
- Married to his husband for 5 year
- Graduate of a photography school — 2002

Wants & Needs

- > I want to be able to look up the price of parts, general maintenance, insurance and financing. If it's took expensive I don't buy it.
- > I want do all my indepth research, complete with unbias thrid-party reviews at one place.
- > I want to test drive the car.
- > I need to know everything about the car I want before going into the dealership .

Tech

- Internet
- Social Media
- Online Shopping
- Gadgets
- Early adopter



Frustrations

- > I frustrated when I'm caught off guard with hidden fees. Everything should be listed up front.
- > Salespeople don't listen. All they care about is one thing - the sale.
- > I hate the pitch, but if I'm prepared and I know all the info about the car I want; I can avoid it. Problem is that the information is scattered over several sites and I waste hours researching.

"I used to go from dealership to dealership to talk prices, but now I reseach everything online and only go to one dealership and hardball negotiate."

MICHAEL MONIZ

This exercise helped me Identify improvement opportunities & reduced the impact of designer bias.

Lucy	Buying a certified pre-owned car with little knowledge of cars.						
Actions	Searches online	Asks her family for help	Calls several dealerships	Goes to dealership	Applies for financing	Buy insurance	
Task List	<div>> Search websites she knows.</div> <div>> Search on Google for additional resources.</div> <div>> Searches for third-party reviews.</div> <div>> Searches dealerships in her area.</div>	<div>> Calls up her parents.</div> <div>> Calls up her coustin's.</div>	<div>> Calls several dealerships to find the model that she's decided on.</div> <div>> Leaves vmails at several locations.</div> <div>> Asks if there's a guarantee for the car.</div>	<div>> Asks questions.</div> <div>> Goes on a test drive.</div> <div>> Looks at other cars.</div>	<div>> Provides credit card, employment, and other critical information needed to apply.</div> <div>>Look online for banks and financial institutions that will finance her car.</div>	<div>> Look online for insurance companies.</div> <div>> Provide personal info.</div>	
Feeling Objectives	<div>> Annoyed that she has to go to 10+ sites to get the info see needs.</div> <div>> Doesn't understand the terms that are used.</div>	<div>> Confused. Each family member that she speaks to has a contradictory opinion about the different car manufacturers.</div>	<div>> Frustrated that she's wasting her time calling all these dealerships to find the car she decided on.</div> <div>> Frustrated that it takes dealerships a day or two to reply.</div>	<div>> Pressured to buy a different car that she didn't want.</div> <div>> Frustrated that there's hidden costs when she's at the end of the buying process.</div>	<div>> Frustrated that there's no pre-approval for financing. She doesn't want to wait for days to find out if she's been approved.</div> <div>> Annoyed that she has to provide so much sensitive info.</div>		
Improvement Opportunities	<div>> Provide a centralized place to get customer reviews of cars.</div> <div>> Provide details about cars that's easy to understand.</div>	<div>> Provide pros/cons of different car manufacturers.</div> <div>> Provide user reviews of each make and model.</div>	<div>> Provide a search tool that will pinpoint the exact make and model that she wants.</div> <div>>Provide a 1 year pumper-to-pumper guarantee.</div>	<div>> Have a sidebar that lists all the fees and prices of the items that she's put in her cart.</div> <div>> Provide visable upfront prices along the buying process.</div>	<div>> Pre-approval financing option.</div> <div>> Safe and secure work flow to provide us with her info.</div> <div>> Provide 3-party quotes - guaranteed within minutes.</div>		

Andrew	Buying a car with an average amount of knowledge about cars.				
Actions	Searches online	Emails dealerships	Goes to dealership	Applies for financing	
Task List	<div>> Does an indepth online search of the cars he likes.</div> <div>> Searches for third-party reviews of those cars.</div> <div>> Looks up the price of parts, general maintenance, insurance and financing.</div>	<div>> Emails several dealerships for each car he's interested in with a prices that he's willing to pay.</div>	<div>> Goes on several test drives see and feel if it's the car for him.</div>	<div>> He prefers to get financing from the bank he deals with.</div>	
Feeling Objectives	<div>> Frustrated that all the information is scatter throughout the internet.</div> <div>> Wishes that there was a centralized place to find out costs.</div>	<div>> Frustrated that many of them don't even reply.</div>	<div>> Annoyed that the salesperson keeps trying to get him to buy something he doesn't want.</div> <div>> Hates the sales pitch.</div>	<div>> Nothing.</div>	
Improvement Opportunities	<div>> Provide a star system with how expensive things are for each car.</div> <div>> Provide customer reviews of each make and model.</div>	<div>> Provide prices that are fixed prices so that customers don't have to negotiate.</div>	<div>> Provide a 7-day/500km grace period to test and feel the car.</div> <div>> Provide a 100% money-back guarantee.</div>	<div>> Provide 3-party quotes - guaranteed within minutes so that he can compare with the rates of his bank.</div>	



Define



Problem Statements



Problem Statment

Andrew

Andrew is a working professional who needs to know that he's not overpaying for a car because he only needs it to get to and from work.



Problem Statment

Lucy

Lucy is a new masters-level student who needs the security of knowing that her car is safe and reliable because she doesn't want to run into any problems when she's getting around the city.

Ideate

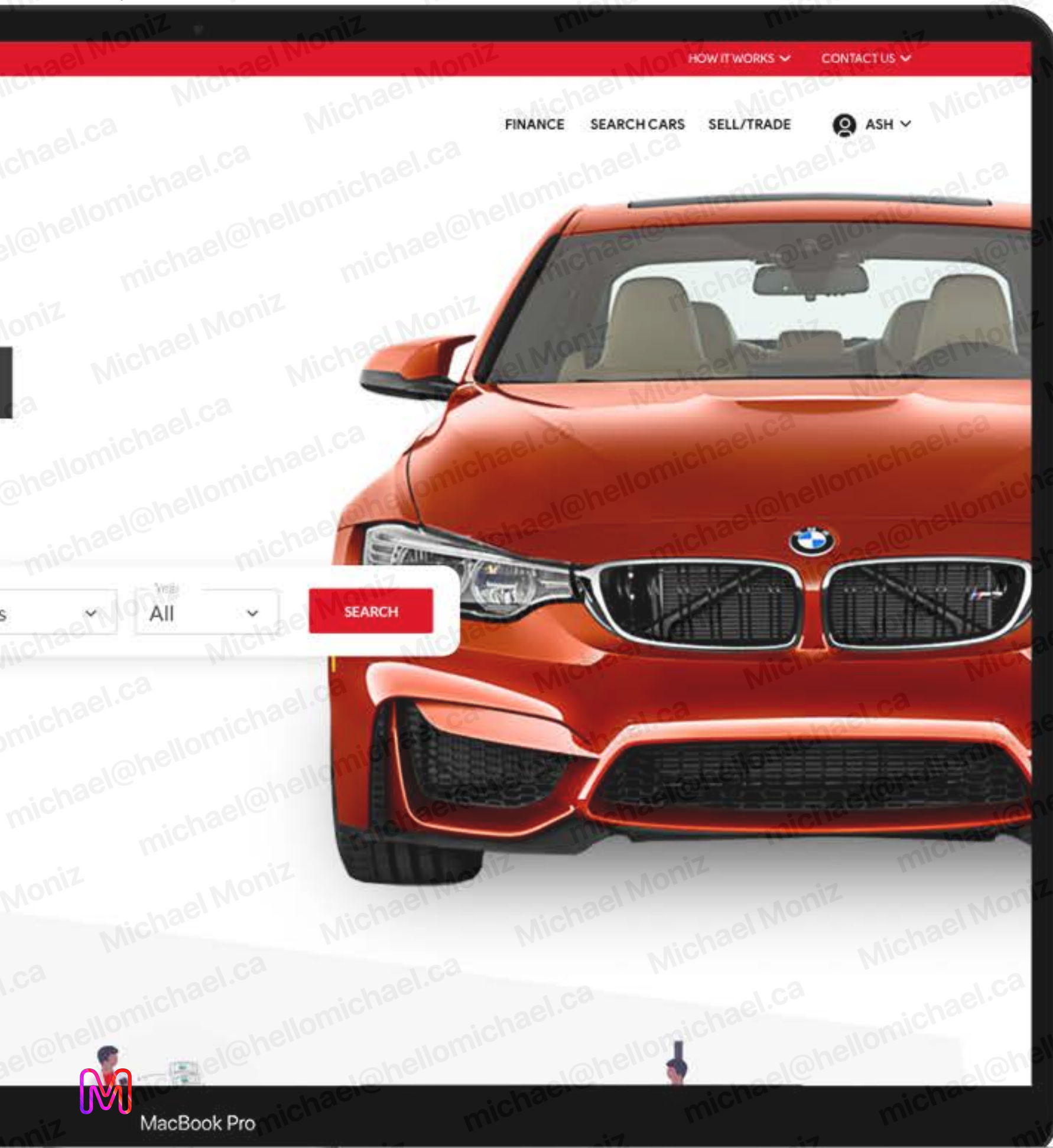


Competitive Audit

Analyzing competitors gave me a well-rounded foundation of knowledge about other car-selling websites in the market. It helped me create a product that was helpful and unique which added value for users.

	Competative Audit																						
	Competitor type	Link	Third-Party Reviews	Search Bar	Maintenance Expense	Certified Pre-owned	Basic Info	Fees up Front	Pre-approved Financing	CARFAX	Insurance Quotes	Financing Questionnaire	Negotiating	Transparant	VIN	Simple/Easy to Navigate	Easy to Find Info	Call Seller Directly	Flexible Payment Options	Car Delivered Home	Message/Updates/Comments	Tons of Car Pictures	Trade-in Option
Unhaggle	Indirect	https://unhaggle.com	NO	YES	NO	N/A	MINIMAL	N/A	N/A	N/A	N/A	N/A	SERVICE AT EXTRA COST	NO	N/A	YES	YES	N/A	N/A	NO	N/A	NO	NO
Car Complaints	Indirect	https://www.carc.complaints.com	YES	YES	YES	N/A	YES	N/A	N/A	N/A	N/A	N/A	N/A	YES	N/A	YES TOO MANY ADS	YES TOO MUCH CLICKING	N/A	N/A	N/A	COMMENTS	NO	NO
AutoTrader	Direct	https://www.autotrader.ca	NO	YES	NO	YES	YES	NO	THROUGH DEALER	NO	NO	NO	YES	YES	NO	YES	YES	DEALER /OWNER	THROUGH DEALERS	NO	MESSAGES	YES	DEALER /OWNER
CarGurus	Direct	https://www.cargurus.ca	NO	YES	NO	YES	YES	NO	THROUGH DEALER	NO	NO	NO	YES	YES	YES	YES	YES	DEALER /OWNER	THROUGH DEALERS	NO	MESSAGES	YES	DEALER /OWNER
Ontario Cars	Direct	https://www.ontariocars.ca	NO	YES	NO	NO	YES	NO	THROUGH DEALERS	NO	NO	NO	YES	NO	NO	YES	YES	DEALER /OWNER	THROUGH DEALERS	NO	MESSAGE	YES	DEALER /OWNER
Carvana	Direct	https://www.carvana.com	NO	YES	NO	YES	YES	YES	YES	YES	NO	YES	NO	YES	YES	YES	YES	YES	YES	YES	MESSAGE	YES	YES
Carnex	Direct	https://carnex.ca	NO	YES	NO	YES	YES	YES	YES	YES	NO	YES	NO	YES	YES	YES	YES	YES	YES	YES	MESSAGE	YES	YES





Goal Statement.

My website will let users sell or trade-in their car, buy a preowned car, purchase extended warranty & car insurance, and get financing which will affect those who don't have a lot of free time or knowledge about cars by providing them with full transparency and by providing all the information they need to make a fully informed decision.

I will measure the effectiveness by the number of sales recorded vs. the number of cars that have been returned after the 7-day trial.

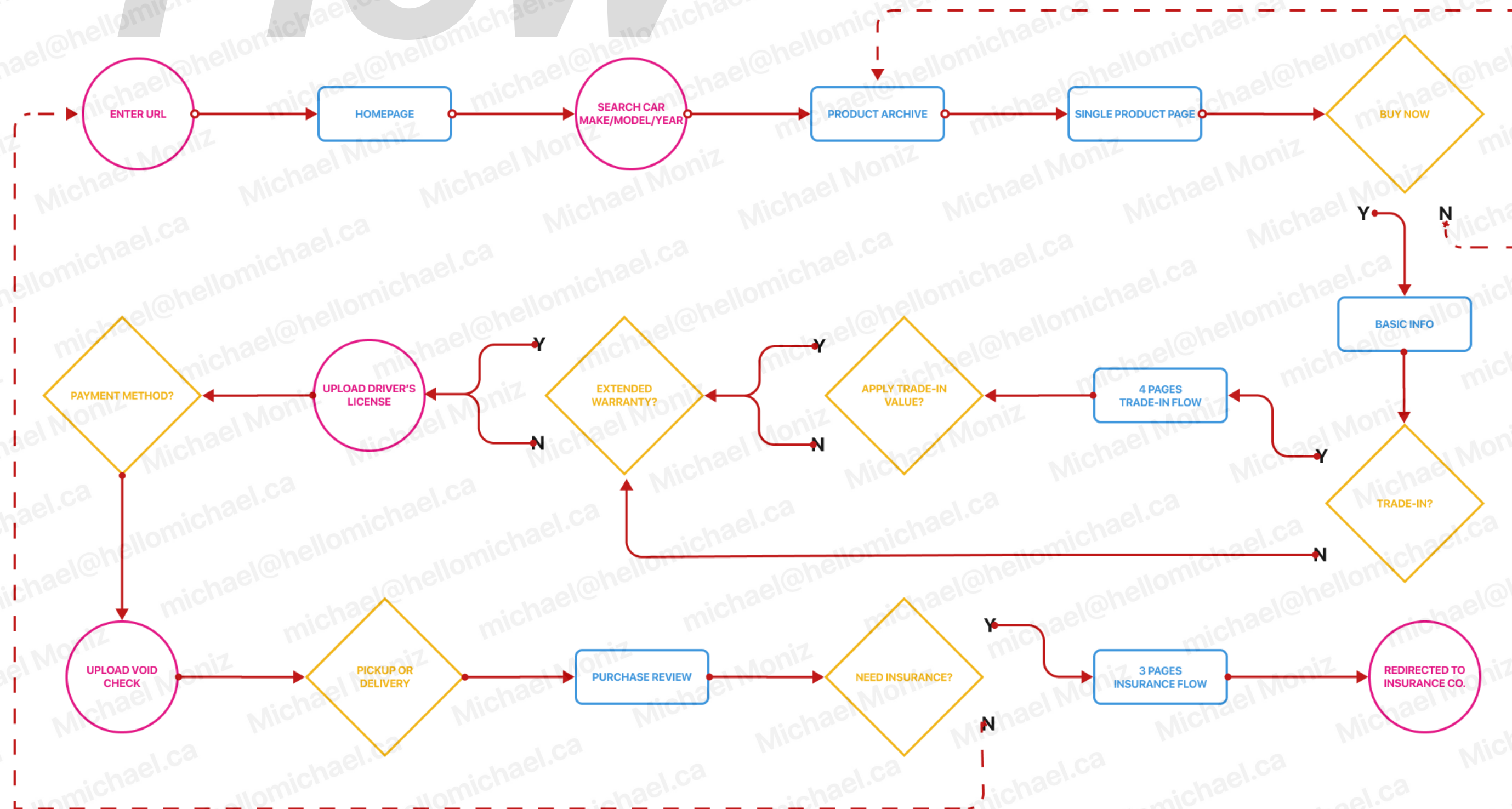


User Flow

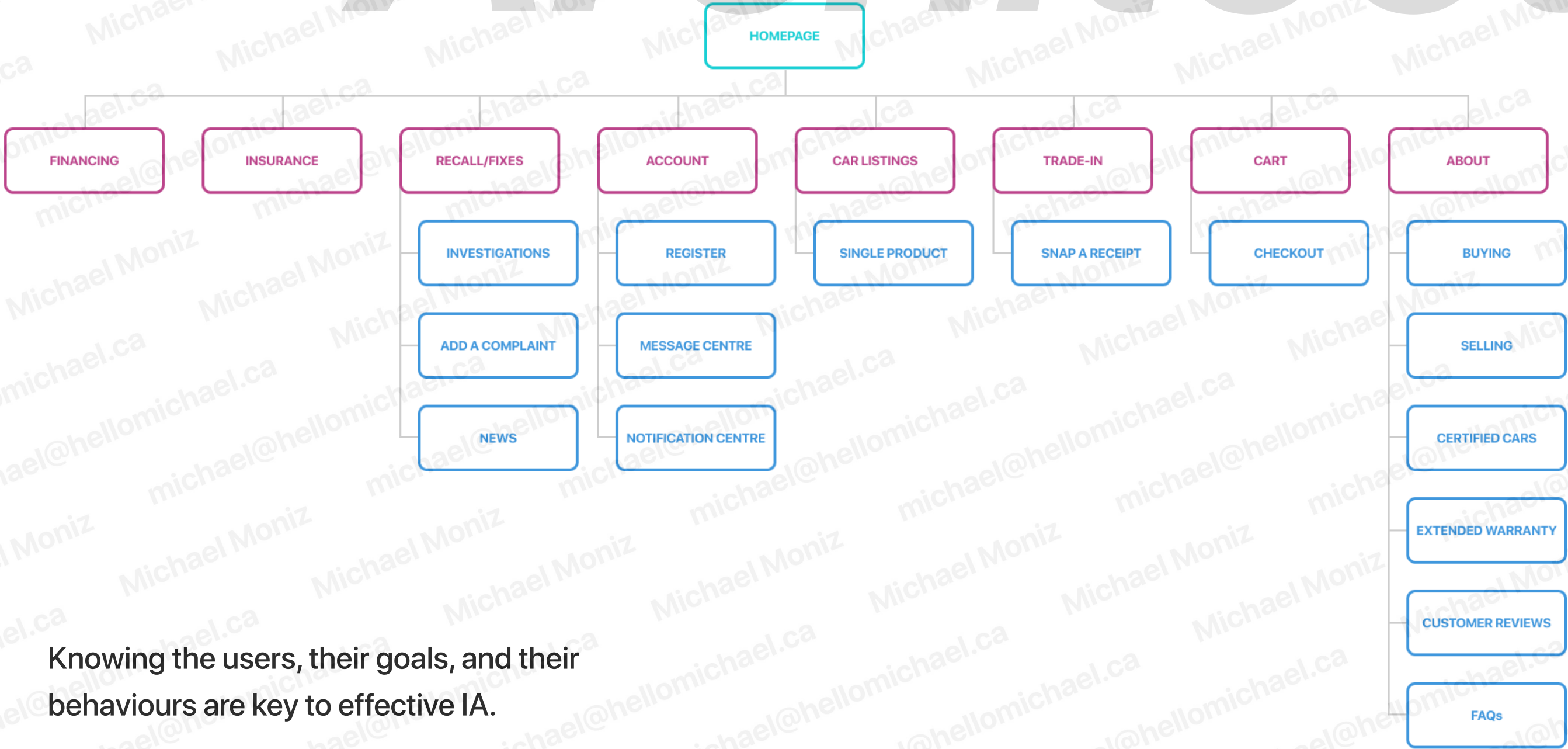
This initial user flow helped me picture the steps users would take as they moved through the app's receipt capture and filing flow.

It helped me determine:

- What actions the users would take in the app.
- What decisions they would have to make.
- What screens they would experience after taking action or making a decision.



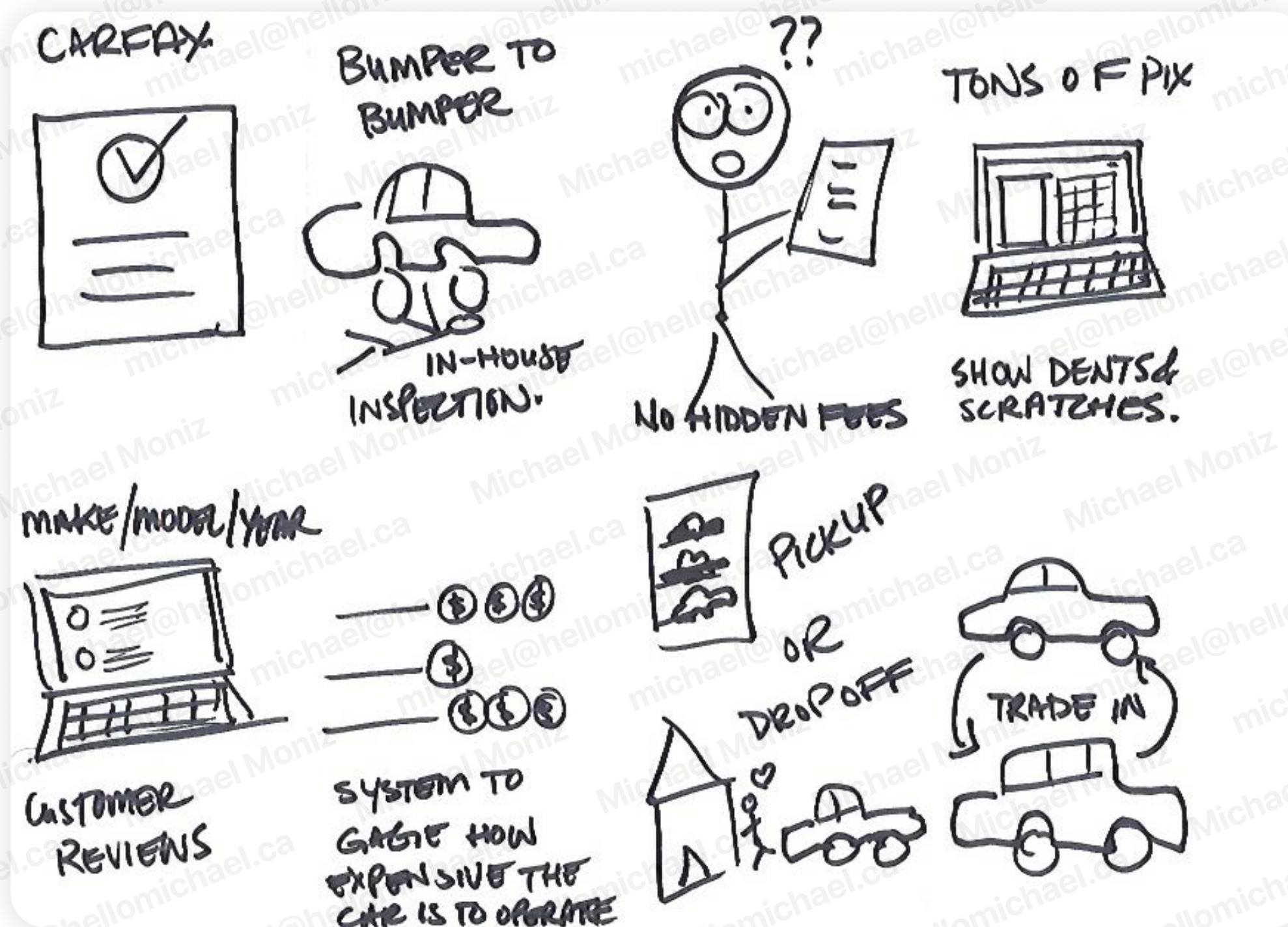
Information Architecture



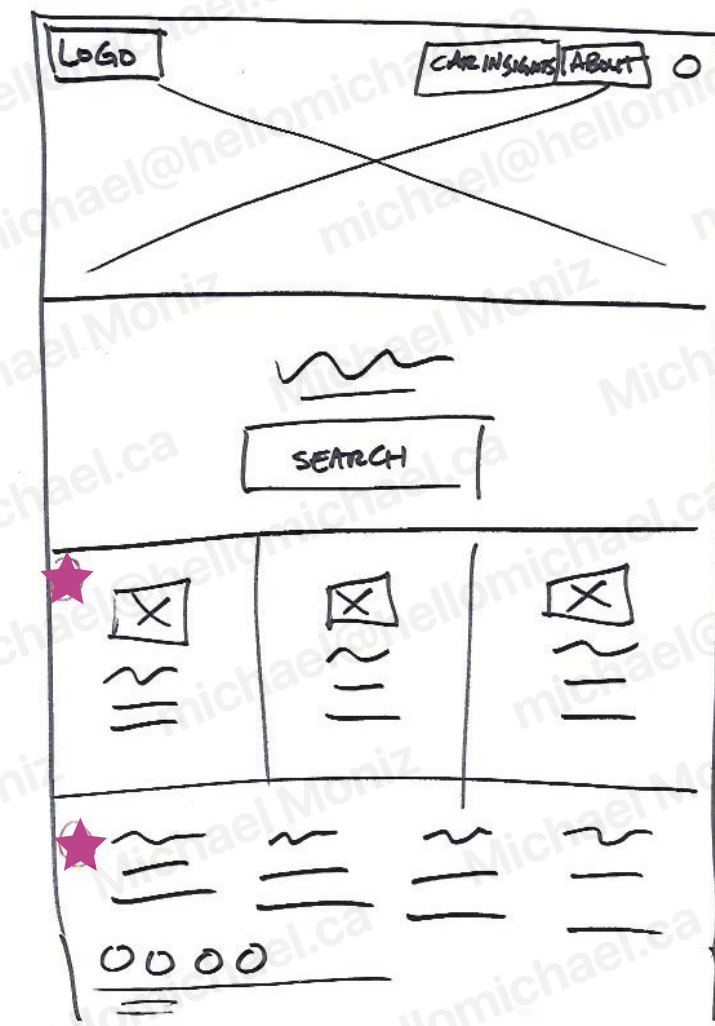
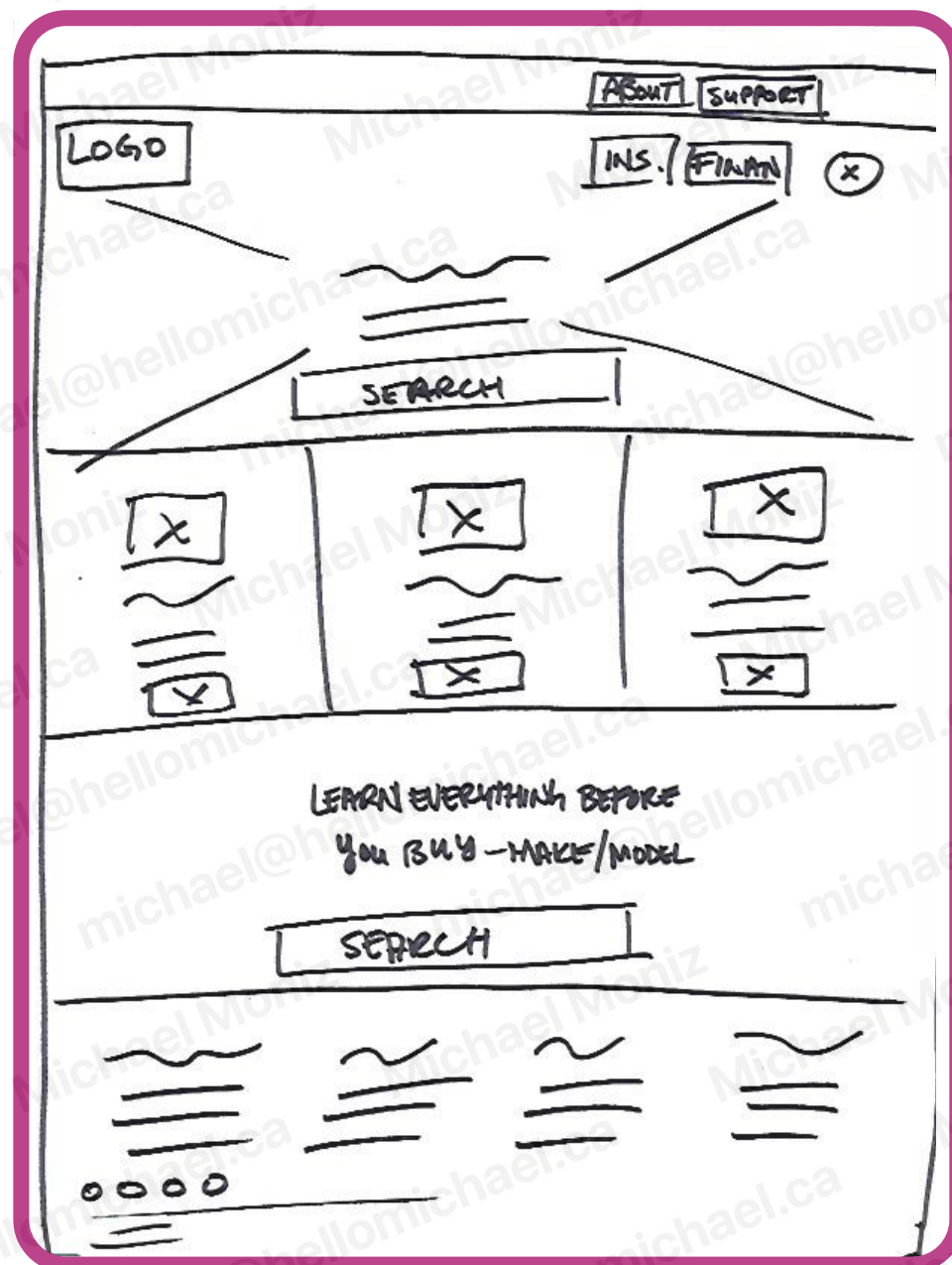
Knowing the users, their goals, and their behaviours are key to effective IA.



Crazy Eights



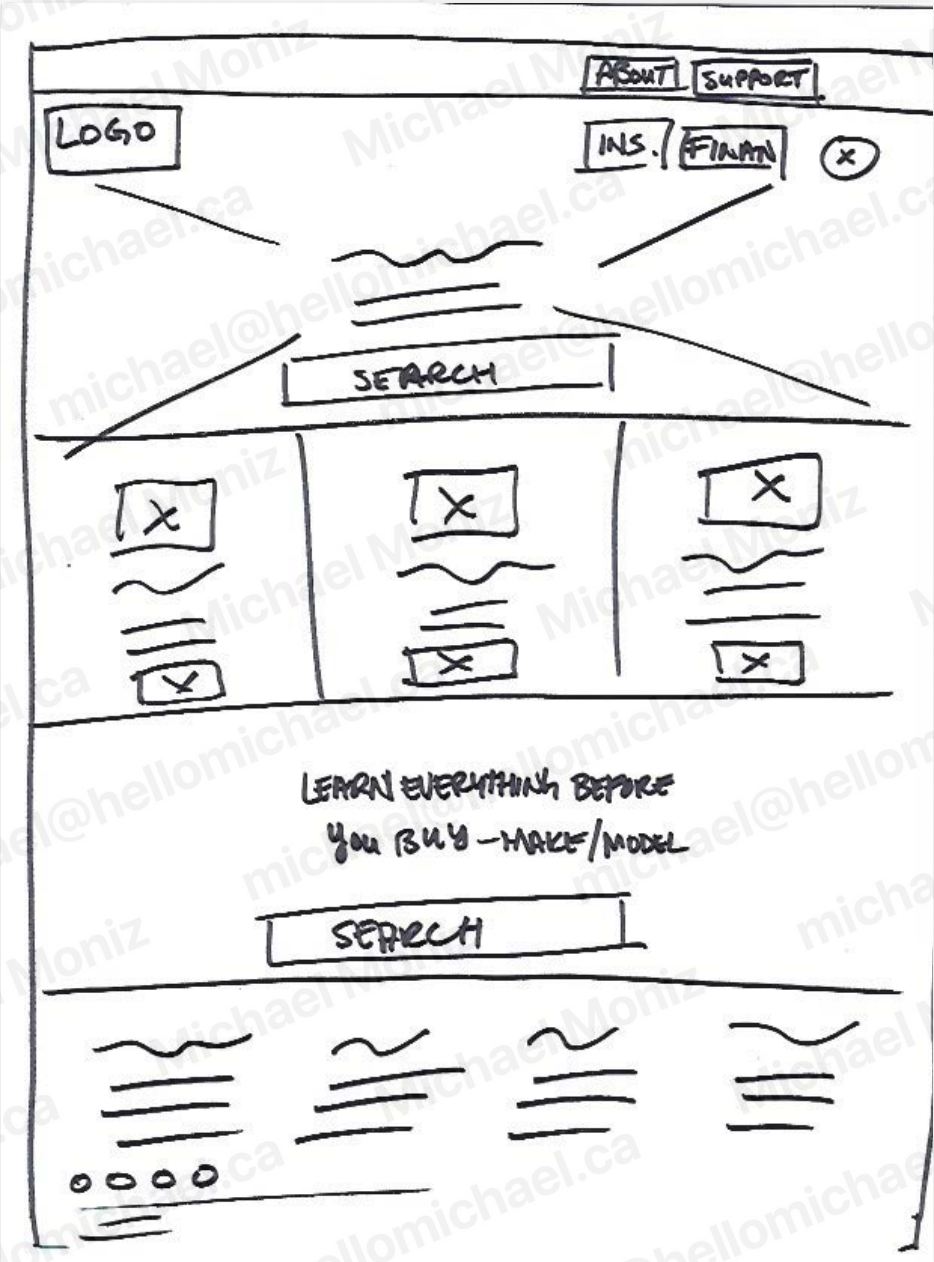
Wireframe Brainstorming

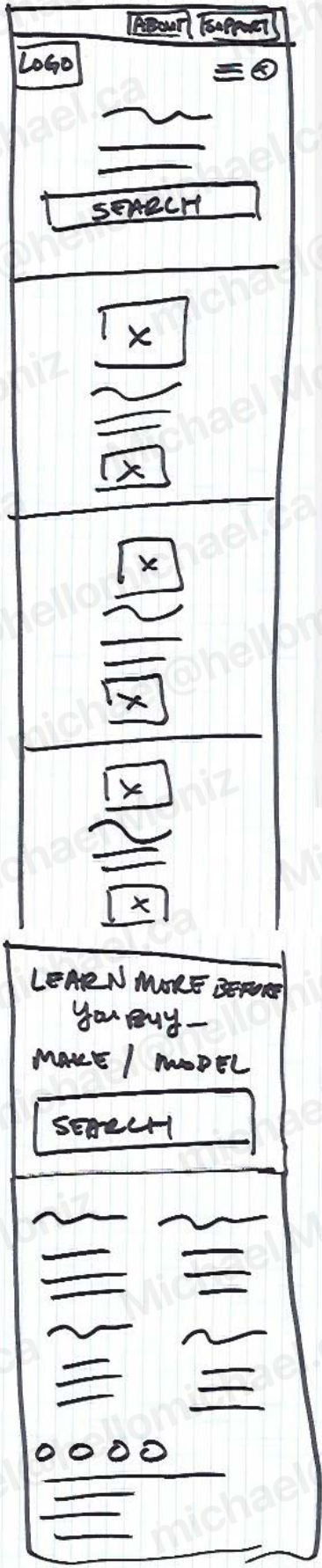


Prototype

First Iteration







Testing *First Iteration*



Script	<ul style="list-style-type: none">The study is accessible for use with a screen reader.In this usability analysis, I'm going to describe a scenario to you and ask you to complete a list of tasks. Try to complete the tasks as quickly as you can. I will provide you with feedback as we go along. Please take your time and provide your feedback as we go along. This website, so please take your time. <p>Scenario</p> <p>Your name is Ash, you're 41, and you live in the city of Toronto. You need a car to get around and you've decided to buy one. You've been looking at cars for a while now, and you've found a car you like. You've been looking at cars for a while now, and you've found a car you like. You've been looking at cars for a while now, and you've found a car you like.</p> <p>You notice that the website offers a trade-in offer, they have financing and they provide quite an advantage of all four.</p> <p>Please open the link and begin.</p> <p>(At shop archive page)</p> <ul style="list-style-type: none">Prompt 1: Did you notice more than one car with a trade-in offer?Prompt 2: What was the difference between the two cars? <p>(At Personal Details page)</p> <ul style="list-style-type: none">Prompt 3: How would you change the car if you could?Prompt 4: How would you change the car if you could? <p>(At Extended Warranty page)</p> <ul style="list-style-type: none">Prompt 5: How would you change the car if you could?Prompt 6: How would you change the car if you could? <p>(At Financing page)</p>	
	Introduction	<ul style="list-style-type: none">Title: Website for buying used cars.Author: Michael Moniz, UX Designer, michael@hellomichael.caStakeholders: Google UX Design Professional CertificateDate: April 22, 2021Project background: I wanted to explore the inner working of the used car industry in Canada and see if it could be improved.Research goals: How might we build an all-inclusive website that gives buyers everything needed to make an informed decision about the used car they're about to buy. This website will give prospective buyers peace of mind and a sense of security because the company fully inspects each car and does a thorough history check before reselling it. The decisions made in this study will make it easier for people to connect with quality cars.
	Research questions	<ul style="list-style-type: none">Are participants able to find a car and start the purchasing flow easily?Are participants able to explore and find the background of the vehicle type?Are participants able to easily obtain car financing?Are participants able to easily obtain car insurance?Are participants able to effectively buy a car with little or no problems along the purchasing flow?
	Key Performance Indicators (KPIs)	<ul style="list-style-type: none">Time on taskUser error ratesSystem usability scale (SUS)
	Methodology	<ul style="list-style-type: none">Moderated usability studyLocation: Ontario, Canada, remote (each participant will complete the study in their own home - over Zoom)Date: Sessions will take place during the week between April 23, 2021, and April 24, 2021.Length: Each session will last 10-20 minutes, based on a list of prompts.Compensation: No compensation.
	Participants	<ul style="list-style-type: none">Users with diverse abilities and perspectives who are looking to buy a used car.Two males, two females, one nonbinary individual, between the ages of 20 and 60 years old.

I asked myself these key questions and set out to find the answers:

How long does it take for the user to snap a photo of their receipt and attach it to their transaction?

Are there parts of the user flow where users get stuck?

Are there design changes I can make to improve the user experience?

Is there anything that users want to see added to this feature?

Are there any reasons why users wouldn't use this feature?



Usability Tests

After running my usability test I found that, generally speaking, there wasn't much friction with the flow throughout the full car buying process.

4 of 5 participants were confident and spoke in a positive tone throughout the usability test.

Usability Study

	USER 1	USER 2	USER 3	USER 4	USER 5
Doesn't see the two different searches		👁			
Doesn't see at the second Buy Now button		👁	👁		
Confused at the trade-in flow	👁	👁			
Confused at the financing flow					
Has trouble uploading their driver's license					
Has trouble uploading their void check					
Confused at the insurance flow		👁			
Feels frustrated at trade-in flow					
Feels frustrated at financing flow					
Feels frustrated at driver's license flow					
Feels frustrated at the insurance flow					
Speaks in an indifferent tone					
Speaks in a frustrated tone			👁		
Speaks in an annoyed or impatient tone			👁		
Speaks in a positive tone	👁	👁		👁	👁
Speaks in a confident tone	👁	👁		👁	👁
Once they understood the flow it got easier			👁		



Navigation: Buying Flow

Supporting evidence from the usability study.

- 3 of 5 participants had issue with the buying flow.

“Shouldn’t the _____ option be at the there?” (P2)



Personal Details

About 5 Minutes

Trade-in

About 5 Minutes

>

Extended Warranty

About 5 Minutes

>

Pickup or Delivery

About 5 Minutes

>

Financing

About 5 Minutes

>

Driver's License

About 5 Minutes

>

Payment

About 5 Minutes

>

Review Order

About 5 Minutes

>

Insurance

About 5 Minutes

>

Personal Details

Lorem Ipsum

First Name

Ash

Date of Birth

January 15, 1980

Personal Details

Address, Line 1

123 Test St.

Address, Line 2

City

Toronto

☒

Same as Delivery Address

Progress: Buying Flow

Supporting evidence from the usability study.

- 2 of 5 participants didn't realize that they had to scroll down to the bottom of the page and suggested that the "save & continue" button should also be seen above the fold.

"I didn't realize that I had to scroll down" (P1)

First Name

Smith

Suffix

None

Phone Number

416-555-1234

Province

Ontario

Postal Code

A1A 1A1

SS

SAVE & CONTINUE





2020 CAR MAKE
CAR MODEL

a

Car Reserved For:
20 : 00

All-in Price:
\$14,041

Review Page: Totals not Displayed

Supporting evidence from the usability study.

- 1 of 5 participants didn’t see the total floating at the top and wanted the total to be displayed on the review page.

“Shouldn’t there a total amount on the review page before I confirm?
(P1)

Personal Details About 5 Minutes	✓
Trade-in About 5 Minutes	✓
Extended Warranty About 5 Minutes	✓
Pickup or Delivery About 5 Minutes	✓
Financing About 5 Minutes	✓
Driver's License About 5 Minutes	✓
Payment About 5 Minutes	✓
Review Order About 5 Minutes	>
Insurance About 5 Minutes	>

Review Order

Lorem Impum

YOUR PURCHASE 2020 CAR MAKE/MODEL	\$25,000	Edit
TRADE-IN 2019 Honda Civic	- \$12,459	Edit
EXTENDED WARRANTY PACKAGE 3	+ \$1,500	Edit
FINANCING 48 MONTHS	\$293/mo	Edit
CAR PICKUP MILTON MAY 3, 2021 Change Date	\$0	Edit



Themes

Trade-in Sequence

Supporting evidence from the usability study.

- 1 of 5 participants brought up that they got confused at part 1 of 3 in the trade-in flow. They said that three forms came up for part 1 when logically each should have been slit. There should have been 5 parts.

“I kept exiting because I didn’t see myself progressing through the prompts, so I thought I was doing something wrong.” (PO)

GET YOUR OFFER

1 of 3 | BASIC INFO.

We need the most accurate info to get you the best value for your car

PLATE VIN

VIN 2T1BURHE7JC120239

SAVE & CONTINUE

2 of 3 | CAR FEATURES

2 of 3 | HISTORY & CONDITION

GET YOUR OFFER

1 of 3 | BASIC INFO.

We need the most accurate info to get you the best value for your car

2019 Honda Civic

TRIM LX 4D

SAVE & CONTINUE

2 of 3 | CAR FEATURES

2 of 3 | HISTORY & CONDITION

GET YOUR OFFER

1 of 3 | BASIC INFO.

We need the most accurate info to get you the best value for your car

KILOMETRES 24,952

POSTAL CODE A1A 1A1

COLOUR

TRANSMISSION Auto, CVT-I-S



Insights & Recommendations

- ✓ I need to change the side nav to read "Complete" when done.
- ✓ I need to change the order of the buying steps to flow better.
- ✓ I need to add a progress bar on the trade-in and insurance flows.
- ✓ I need to add additional financing month options.
- ✓ I need to amalgamate the trade-in flow (part 1) into one form.

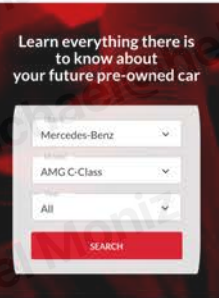
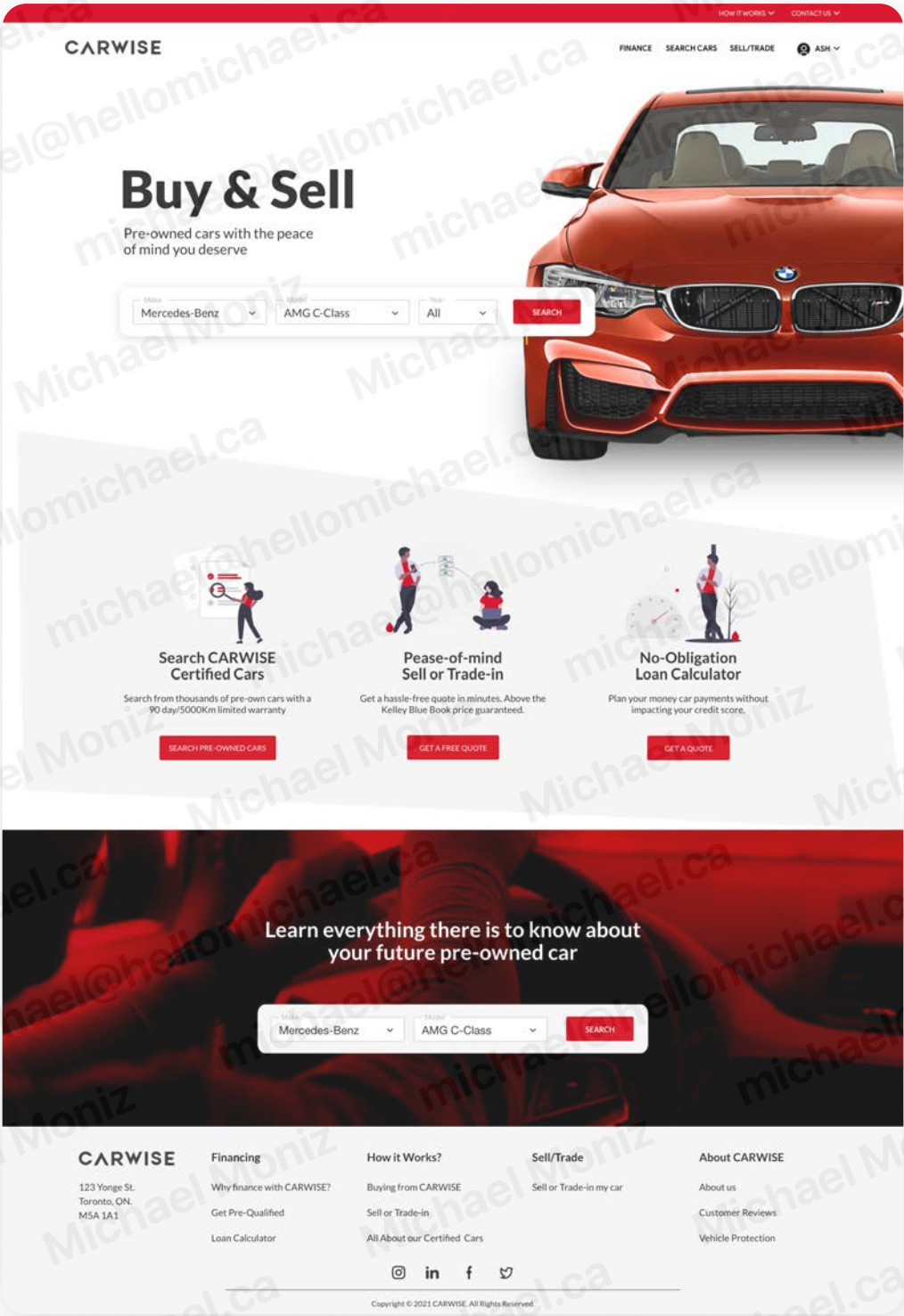


Prototype

Second Iteration




Homepage Responsive Design



Car Buying Flow

CARWISE

FINANCE SEARCH CARS SELL/TRADE  ASH ▾



2020 Mercedes-Benz
AMG C-Series

Car Reserved For:
5 : 00

All-in Price:
\$55,829.71

- Personal Details
COMPLETE ✓
- Trade-in
COMPLETE ✓
- Extended Warranty
COMPLETE ✓
- Driver's License
COMPLETE ✓
- Financing
COMPLETE ✓
- Payment
COMPLETE ✓
- Pickup or Delivery
COMPLETE ✓
- Review Order
About 5 Minutes >
- Insurance
About 5 Minutes >

Review Order

CONFIRM & COMPLETE

VEHICLE PURCHASE
2020 CAR MAKE/MODEL

\$68,338.71

TRADE-IN
2019 HONDA CIVIC

- \$16,459

[Edit](#)

EXTENDED WARRANTY
CARWISE PREMIUM COVERAGE

+ \$3,950

[Edit](#)

CAR PICKUP | MILTON
MAY 3, 2021 [Change Date](#)

\$0

[Edit](#)

PURCHASE TOTAL
INCL. TAXES

\$55,829.71

[Edit](#)

FINANCING
72 MONTHS

\$873.00/mo

[Edit](#)

CONFIRM & COMPLETE



Trade-in Flow

- a Progress bar was changed
- b Pages 2 & 3 were amalgamated into one

1

2

3

4

VIN / PLATE INFORMATION

We need the most accurate info to get you the best value for your car

VIN

LICENSE PLATE

VIN

2T1BURHE7JC120239

SAVE & CONTINUE

1

2

3

4

Get Your Offer

BASIC INFORMATION

We need the most accurate info to get you the best value for your car

Honda Civic

TRIM

LX 4D

KILOMETRES

24,952

POSTAL CODE

A1A 1A1

COLOUR

RED

GREY

☒ WHITE

BLUE

SILVER

BLACK

PURPLE

MAROON

PINK

GOLD

ORANGE

GREEN

BEIGE

BROWN

YELLOW

OTHER

TRANSMISSION

Auto, CVT-i-S

DRIVETRAIN

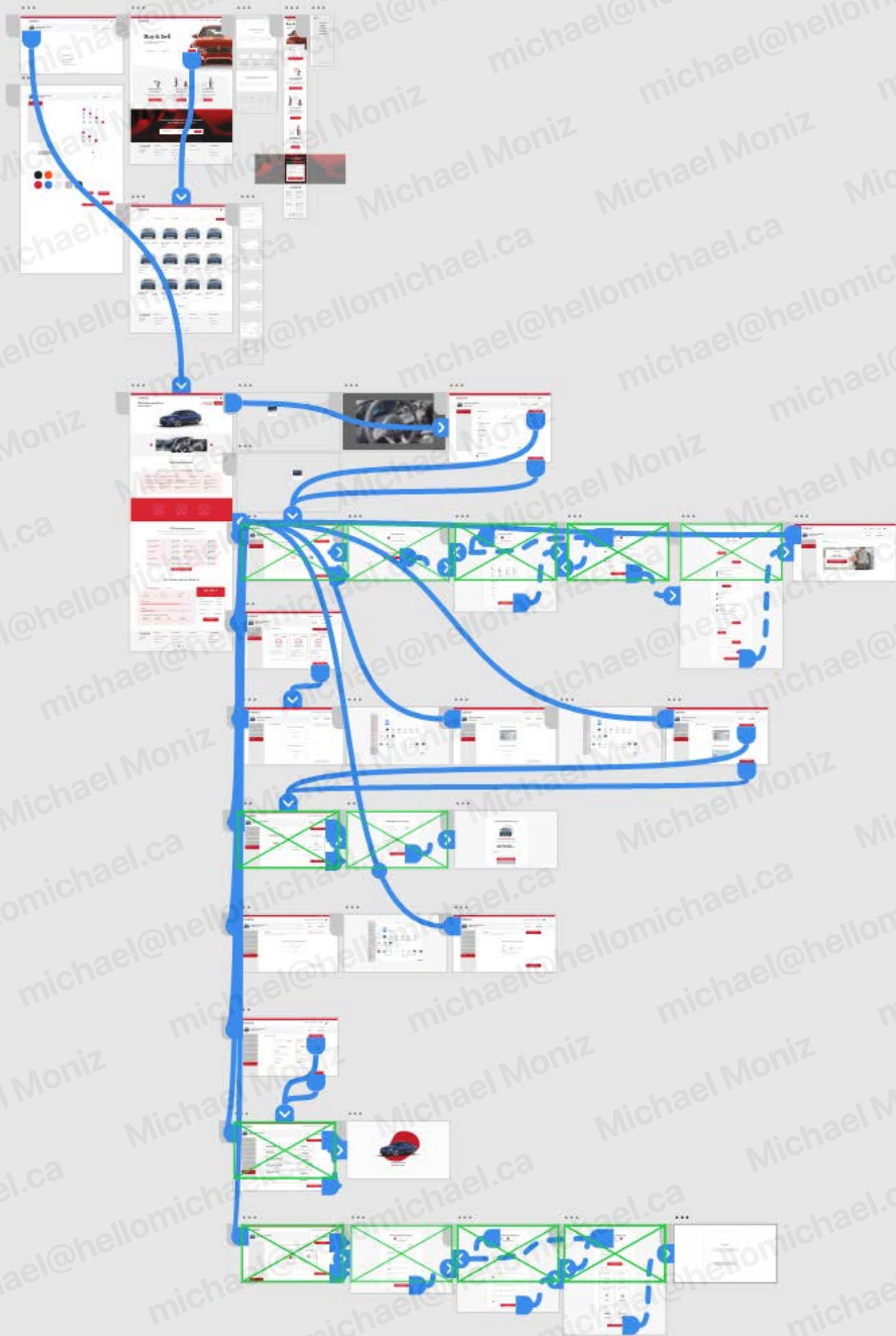
FWD

ENGINE

4-Cyl, 2.0L

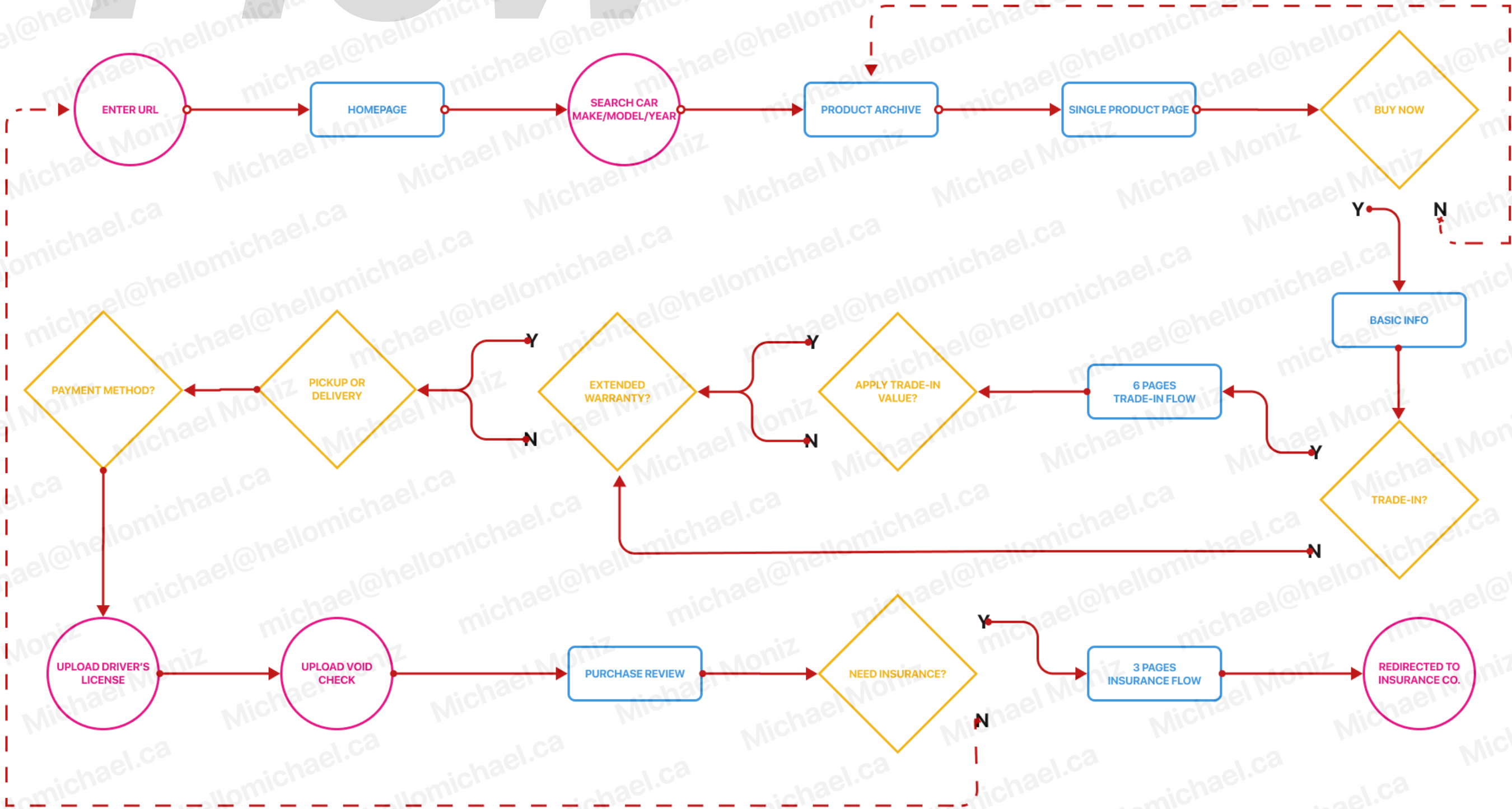
SAVE & CONTINUE





User Flow

This updated user flow reflects a more realistic flow in the real world.



Testing *Second Iteration*



Usability Tests

After running my second usability test, all users were successful in buying a car with no or little hesitation.

Usability Study					
	USER 1	USER 2	USER 3	USER 4	USER 5
Doesn't see the two different searches		⦿			
Doesn't see at the second Buy Now button					
Confused at the trade-in flow					
Confused at the financing flow					
Has trouble uploading their driver's license			⦿		
Has trouble uploading their void check					
Confused at the insurance flow					
Feels frustrated at trade-in flow					
Feels frustrated at financing flow					
Feels frustrated at driver's license flow					
Feels frustrated at the insurance flow					
Speaks in an indifferent tone					
Speaks in a frustrated tone					
Speaks in an annoyed or impatient tone					
Speaks in a positive tone	⦿		⦿	⦿	⦿
Speaks in a confident tone	⦿	⦿	⦿	⦿	⦿
Thinks it's very user friendly	⦿	⦿		⦿	⦿



“Select File” — Hard to see

Supporting evidence from the usability study.
1 of 5 participants said that they needed to think a little too much to upload their driver’s license. They suggested a secondary colour for the button.

“I was on a roll and I paused for a second at this point. The button should be highlighted in a different colour to pop out.” (P1)

Driver’s License

Driver’s License: Front



Driver’s License: Front



Input form adjustments

Supporting evidence from the usability study.

1 of 5 participants suggested that the select buttons (a) colour conflicts with the “save & continue” buttons.

1 of 5 participants suggested that “other” options should be added to the form.

“The colour conflicts with the action button of ‘save & continue’” (P1)



Get Your Offer

1

2

3

4

HISTORY & CONDITION

We need the most accurate info to get you the best value for your car

a

Has your car been in an accident?

NO ACCIDENTS

1 ACCIDENT

2+ ACCIDENTS

Does your car have any issues that would stop us from driving it?

YES

NO

b

Does your car need mechanical repairs or display dashboard warning lights?

☒ Engine (eg. Check engine light on dashboard)

☐ Transmission

☒ Air Conditioning

☐ Electrical (eg. SRS/airbag light on dashboard)

☐ Tire Pressure (eg. TPMS/tire pressure light on dashboard)

Are there any modifications to your car (Ex. Suspension, engine, etc.)?

NO

YES

Does your car have any exterior damage?

☒ Scuffs, Scratches, or Chips

☐ Fading Paint

☒ Dents or Dings

☐ Rust

Does your car have any interior damage behind normal wear?

☐ Noticeable Stains

☐

Insights & Recommendations

- ✓ I need to change the colours of the buttons.
- ✓ I need to add an "other" checkbox and input field for answers.



Prototype

Third Iteration



- a** All buttons have been changed to the secondary colour
- a** An “other” option with input field was added to each question
- a** The “select file” button was changed to the secondary colour

Driver’s License

Driver’s License: Front

DROP FILE TO UPLOAD

OR

c

SELECT FILE

Driver’s License: Front

DROP FILE TO UPLOAD

OR

SELECT FILE



1

2

3

4

Get Your Offer

HISTORY & CONDITION

We need the most accurate info to get you the best value for your car

a

Has your car been in an accident?

NO ACCIDENTS

1 ACCIDENT

2+ ACCIDENTS

Does your car have any issues that would stop us from driving it?

YES

NO

Does your car need mechanical repairs or display dashboard warning lights?

☒ Engine (eg. Check engine light on dashboard)

☐ Transmission

☒ Air Conditioning

☐ Electrical (eg. SRS/airbag light on dashboard)

☐ Tire Pressure (eg. Tire pressure light on dashboard)

b

☐ Other

Are there any modifications to your car (Ex. Suspension, engine, etc.)?

NO

YES

Does your car have any exterior damage?

☒ Scuffs, Scratches, or Chips

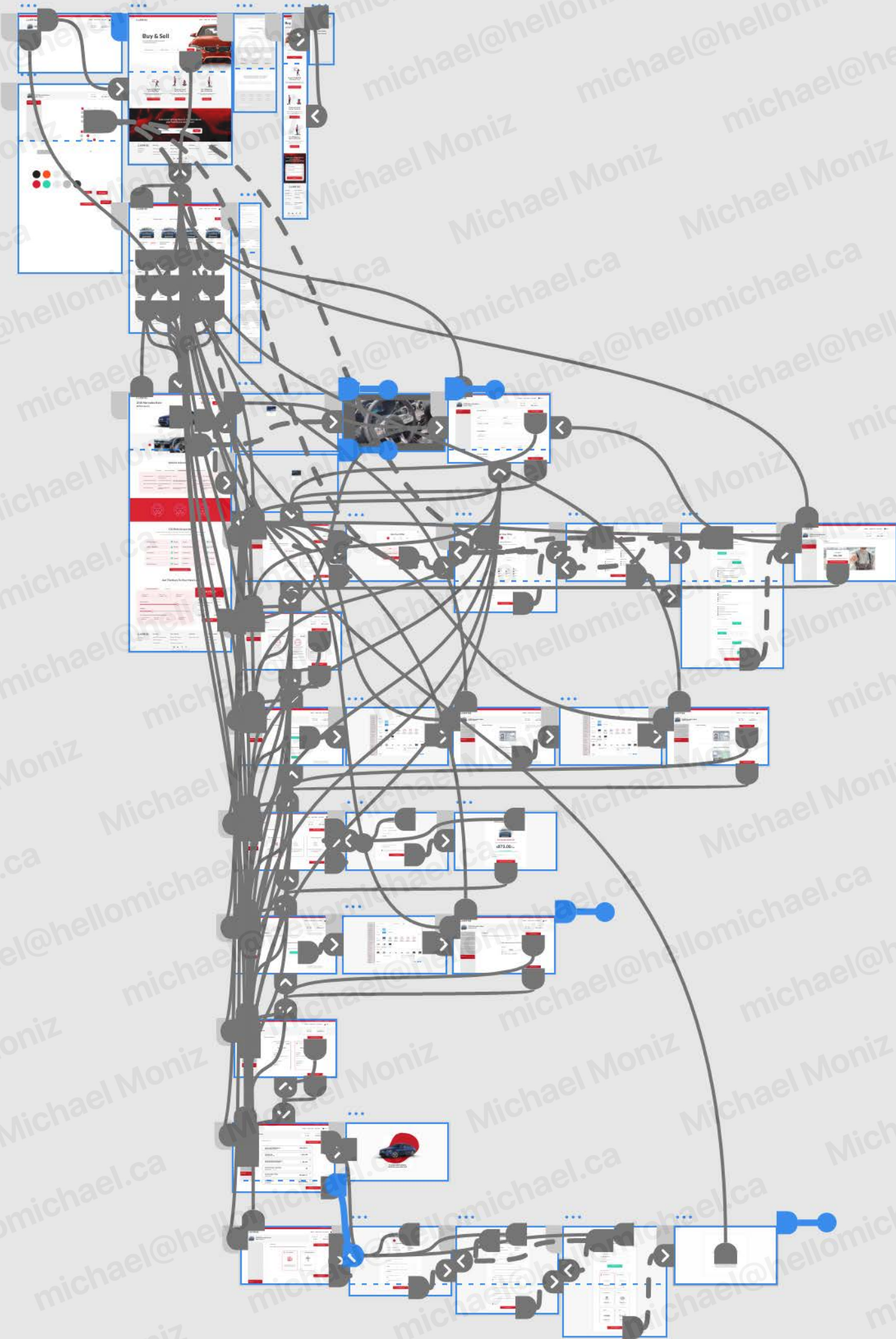
☐ Fading Paint

☒ Dents or Dings

☐ Rust

☐ Other

MICHAEL MONIZ



Style Guide





SEARCH

SELECT FILE

BUY NOW

✓ Passed

SAVE & CONTINUE

RECALCULATE



PRIMARY

#D60D1C



#16D1A6



#166DD1



SECONDARY

#B6B6B6



#E6E6E6



#FDEBED



#F5F5F5



HEADING FONT

Lato

FONT WEIGHTS

Bold

Regular

BODY FONT

Lato

FONT WEIGHTS

Regular

Light

Final Thoughts

Before starting this project I knew absolutely nothing about the car buying experience. But throughout the interview process, I quickly realized that buying a car is a frustrating and shady business. From trying to sell you rust protection without having a standardized price list so they can recuperate the money lost during negotiations to leveraging winter protection mats to pacify customers in order to make them feel like they accomplished something during the negotiation process. I heard countless horror stories that made my user experience journey for this project extremely easy to navigate.

The major pain points were selling their car at a fair price, buying a car from aggressive salespeople, and financing that didn't break the bank. When conducting my usability testing I heard several people say "too bad this site doesn't really exist!" There's definitely a demand for this kind of car-buying experience in Canada.

