

UX

User Experience

[UX] What is it?

The overall experience of a person using a product, such as an application or website, in terms of how pleasing or easy it is use.

[UX] Why do we care?

- **88%** of users are less likely to return after a bad experience
- **53%** of mobile users abandon their visit after 3 seconds of loading
- **75%** of consumers judge a site's credibility on how it looks

Source: Hubspot,

<https://cdn2.hubspot.net/hubfs/2799924/Design%20Blog%20Infographics/Infographic-UX-Statistics-and-Insights-Toptal.pdf>

**A user's experience directly
reflects on the brand,**

(or product or service)

and ultimately impacts the bottom line.

Who's a user for our clients?

Consumers, travelers, chefs, business owners and operators - anyone and everyone who will interact with the brands and products we market. They can be quite a niche audience at times.

Driving to the heart of the target.

**We've all had good and bad [user]
experiences.**

It's frustrating to use a product or system that is
poorly designed.

Especially if you have to use it.

How can we:

1. See what users are experiencing?
2. Learn from it.
3. Create better experiences going forward?

Design Sprints

The user is king *[sorry, content]*.

The entire design sprint process is user-centered.

It builds products and services based on
a solid understanding of the user's wants and needs

and asks for feedback and validation directly from them
towards the end of the sprint.

Considers all perspectives.

Design Sprints gather everyone in one place.

This means that there's less of a bureaucracy and siloed structure in the organization because the process facilitates cross-team collaboration.

It's efficient and effective.

A sprint aims to cut inefficiencies and ineffective discussions.

A sprint forces you and your team to focus and work towards something realistic.

Manages expectations.

There is clear visibility and alignment from everyone on Day 1.

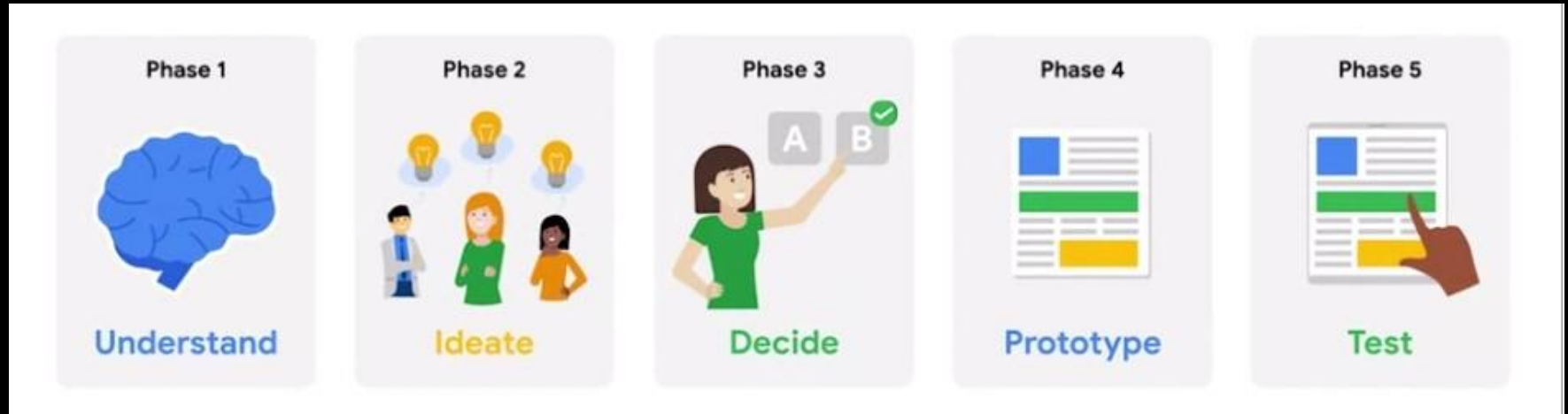
Getting buy-in early on and throughout the sprint builds trust and respect between all parties.

Learn fast, fail fast.

The sprint helps to obtain a clear vision of the goals upfront.

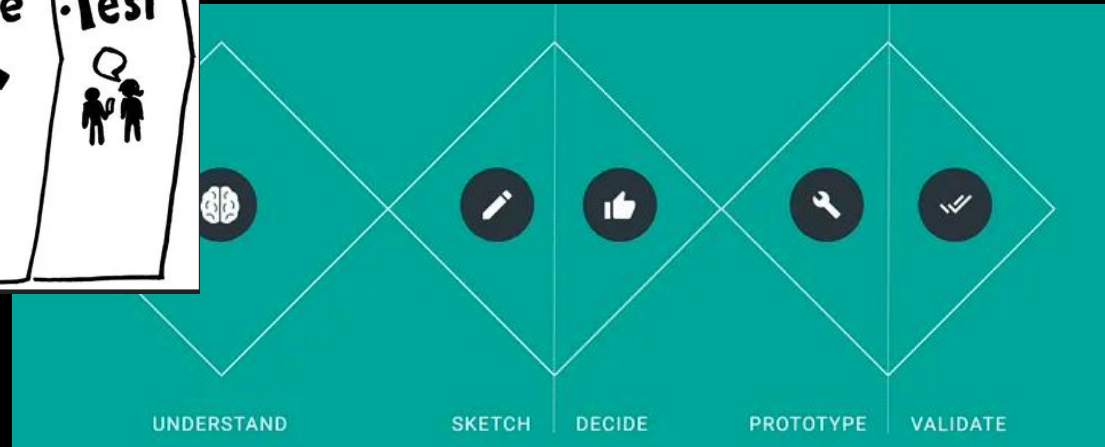
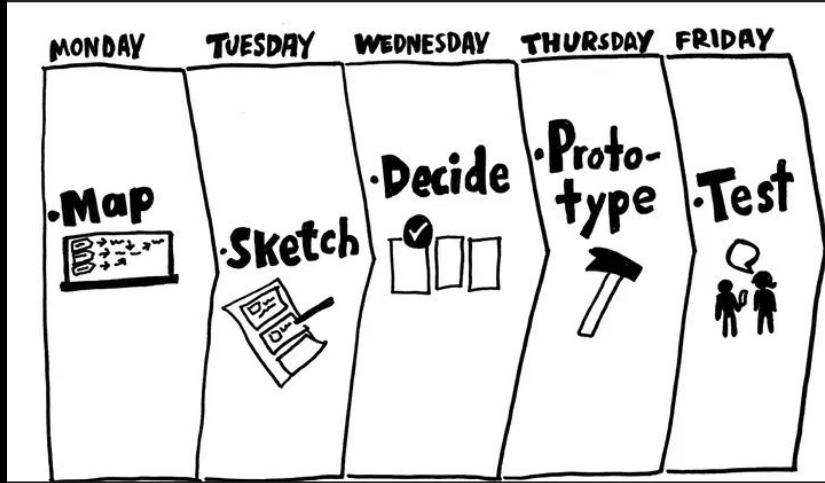
It forces you to make critical decisions and solve complex problems.

How Google defines it.



[rinse & repeat]

How others define it:



FIVE FULL DAYS?!

[Must be nice!]

These 5-day models lean towards continual product, service or website development.

However, we can take the steps and use them in any time frame or cycle for continual benefit.

We did.

Design Sprint Challenge [Digital]

1 - Understand

We used a tool to randomly generate a design sprint prompt [get us thinking out of the norm]

We immediately fell into the trap
of thinking about the project
from the perspective of
anyone but the user.



We soon realized and focused our perspective.

USER:

- User is trying to buy a used car
- Sell your car? Escrow for private party?
- Wants image to see what buying
 - 360 view of car
 - see from all angles
 - Video
 - Models, features
- Test drives, AR/VR?
- Preferred location test drive set up? Pressure of the dealer
- Ease of financing for user
 - Figure out price range
 - Preapproved? Which to look at?
 - Payment calculator
- How do I ask questions without being bombarded
- How do I know I can trust results?
 - Resource educate the user - how to spot scams? How to check engine light?
 - Edmunds, kbb reviews
 - ^ consumer reports
 - Car fax
 - Recalls
 - Safety ratings
 - Customer ratings/reviews
- Post purchase support
 - Maintenance schedules
 - Warranties?
 - Manuals?
 - Used parts - ebaymotors, dealers, scrap yards,
 - Uber eats for mechanics
 - towing?

DIFFERENTIATORS?

- Have to be user focused:
 - Better for user?
 - White space?

Ties back to seller/small dealer

Marketplace for small retailers? Buy local?

PAIN POINTS

How we can make sure that it's trusted - either dealer or private party

Guarantees? 6 months?

Hidden fees

Carvana failing?

Disclaimers everywhere

Creative in proper places

Shop cars based on monthly payment/how much can you afford

Not car or brand specific - find all sedans for 300/mo

Run numbers and come up with results - car dealer advisor

Disrupter of the dealership industry? Tough partner with the dealers

And built a survey.

Design Sprint Challenge - Initial Survey

As an exercise only, we're working on an app to help folks through the process of buying a car -- from initial research to final purchase (and everything in between and after)!

Please answer the following questions openly and honestly about your experiences when purchasing a vehicle. Answers are anonymous and only used for general research for finding solutions for this app.

Thank you for taking the time to complete this brief survey.

When buying a car, you have done or will consider: *

- ☐ Going to a car dealer
- ☐ Buying from a private seller
- ☐ Get recommendations from friends
- ☐ Look at online reviews, car magazines, or videos
- ☐ Review Consumer Reports
- ☐ Use a search website or their app (cars.com, kbb.com, edmunds.com, craigslist, Facebook marketplace, ...)

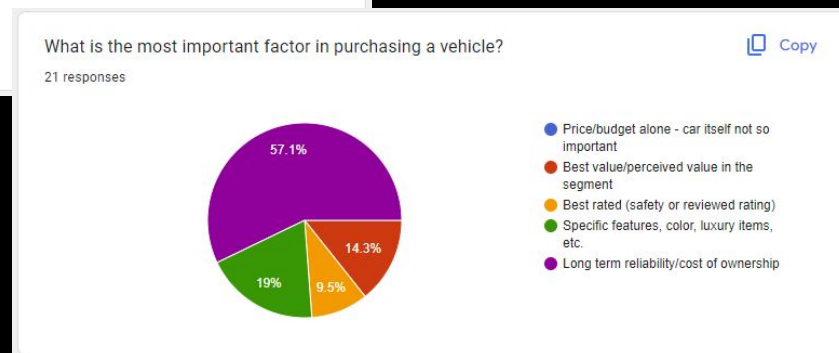
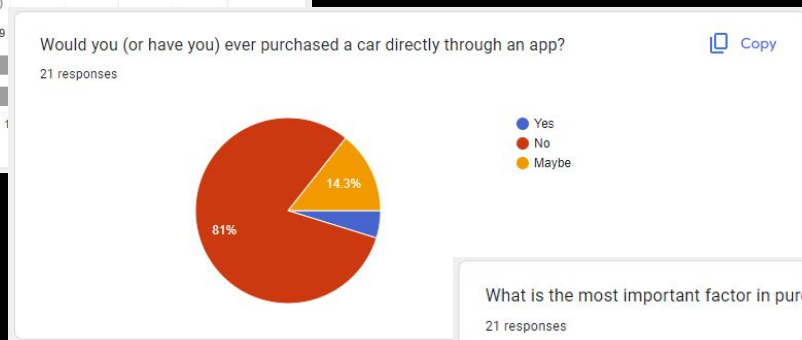
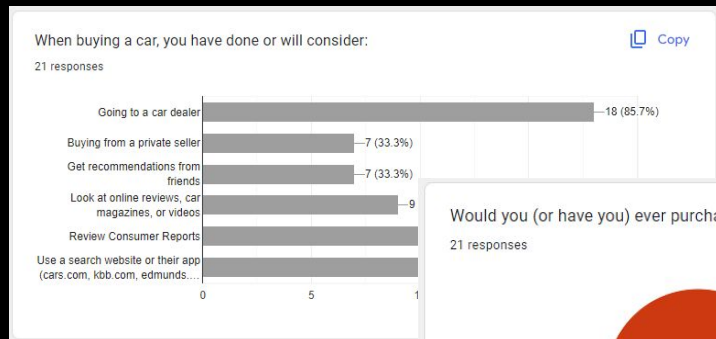
... have you) ever purchased a car directly through an app? *

... purchased a car sight unseen? *

... able are you with the vehicle buying process? *

Least Comfortable 1 2 3 4 5 Most Comfortable

With real results.



And learned from it.

- Car dealer app - focus on dealers/dealer listings
- Selling an imperfect product
- Not in app purchase
- People are comfortable with the process
- Split on enjoying it
- Easier tag/title
- For our ease, just buying a car
- Link to kbb/edmunds for your trade-in value
- Video dealer walkaround/in depth - scrape YT for independent reviews
- new/used split desire
- Majority don't warranty
- Long term reliability/cost of ownership most important (show in listings?) carfax, safety
- Request a test drive, long term test drive
- 50 miles or less
- Focus on cash/finance - payment shopping
- Sign in, personalize? Credit score? Shop by payment not total price
- Help in education on vehicles? Pointing to consumer reports
- Comparison
- Informed choice
- How to get rid of the pushy sales, untrustworthy - personality
- Time spent at the dealership - can we speed up the transaction? Pretransaction stuff in the app? Fun way.
- EXCITING TIME FOR PEOPLE, MAKE IT FUN, MAKE IT EXCITING
- Car buying assistant - to help make the right decision, rent a mechanic

2 - Ideate

What the app does:

Buying a new/used car from a list of dealers

Sort by:

Make

Model

Year

Body style

Engine

Transmission

Fuel type

Location (under 100 miles?)

Listings show:

long term reliability/cost ownership

Independent video reviews (influencers, publishers)

Dealer walkarounds of exact car

Price, mileage, features, photos

Things to watch out for about particular makes/models/years

Watch out for these shady practices

Listings also sortable by payment amount (real time results)

Provide credit score

Down payment

Trade in value (link to get value)

Show time/length of loan

Able to schedule a test drive, test drive at home?

Comparison right in view, select to compare - chart view

Final part of funnel - click to buy (set up buying at a dealer)

Fill out pre-dealer info to speed up buying process

Show up at dealer or dealer comes to you to finalize test drive, walk around, final sign off/payment

What the app is like:

fun/engaging

Trustworthy

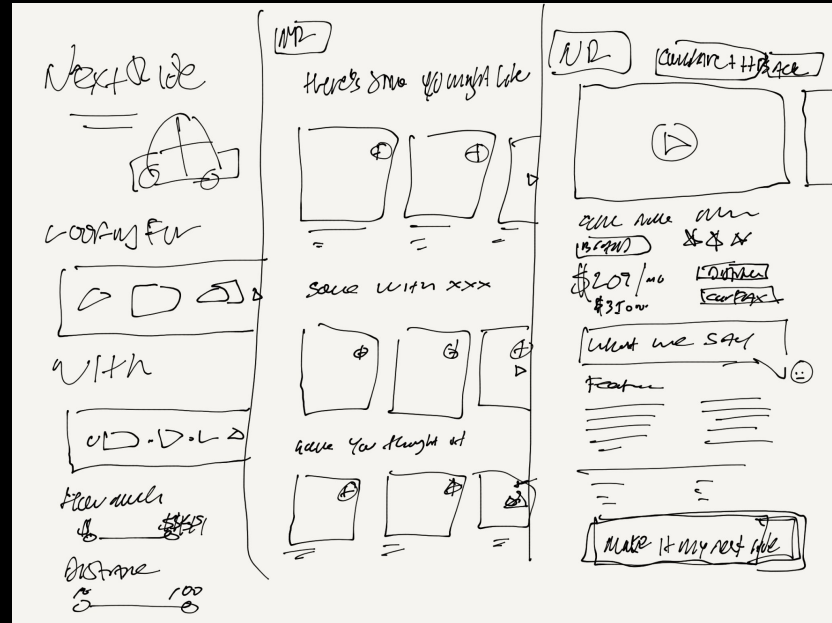
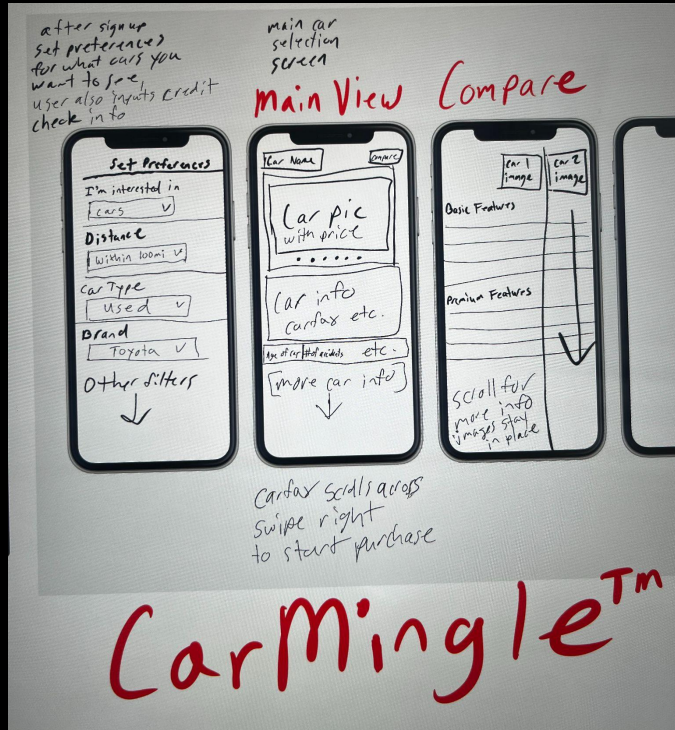
The app that is supposed to be deleted

Weight to the brand/personality

Play with big bold type/ui, its own look.

Simple.

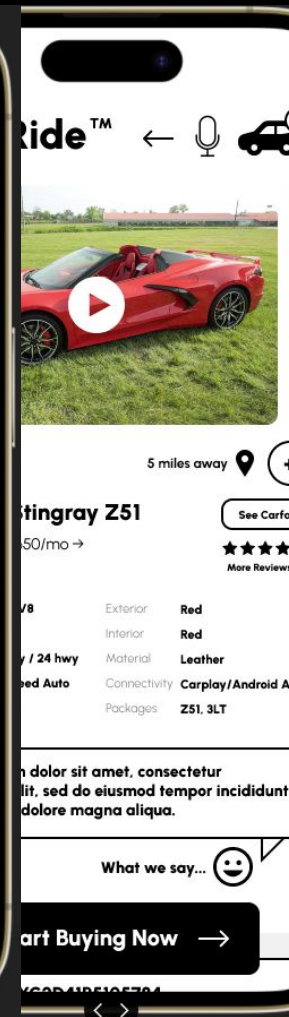
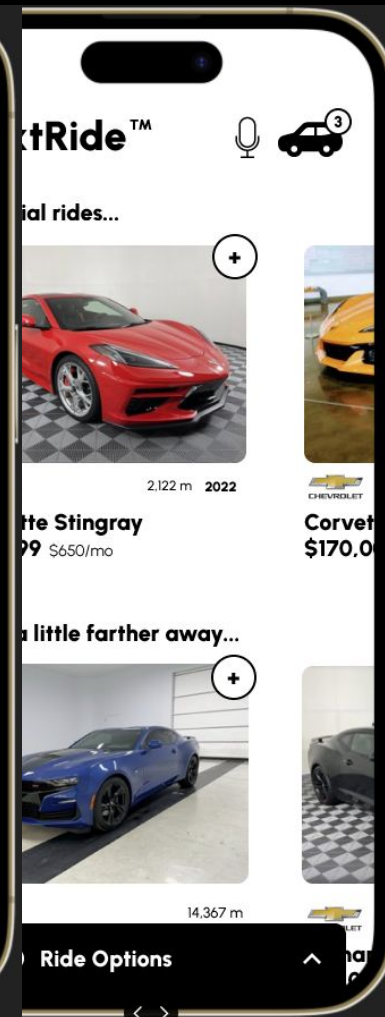
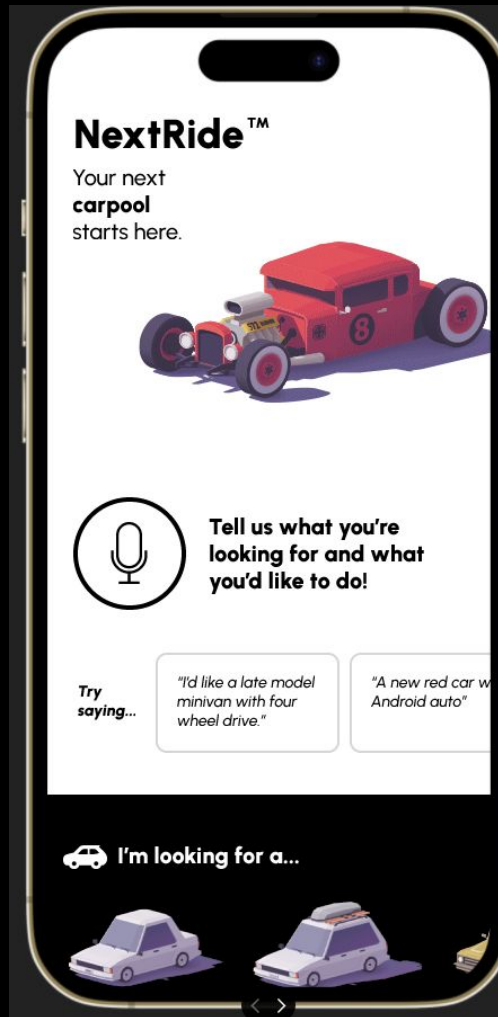
3 - Decide



4 - Prototype

&

5 - Test



Key Takeaways

- Getting answers from outside the room, across ages, states and demographics helped us separate opinion from target truth.
- Seeing the app goals (sell cars) from the user's perspective led us to disruptive and engaging ideas
- Collaboration and ideation was stimulating, fun and got us all excited about the project.
- Quick sketches helped us identify solutions... fast.
- We all learned a lot about prototyping and the benefits of seeing the project come to life early.

Already
at work.



Balt. Co.



Concept A [mobile]



Concept B

Potential Going Forward

- Getting us all thinking about the user
- Ownable research & data...on our target [B2B, FB&H, Travel/Tourism, etc.] to drive decisions - closer to the target
- Cross-team collaboration early & often - always on the same page
- Enhanced wireframes, better presentations, and a more informed (and wow'd) client
- A/B Testing, upgraded maintenance & revenue/value opportunities
- Better product & results - proving our Agency value

Thank YOU!

Any questions?