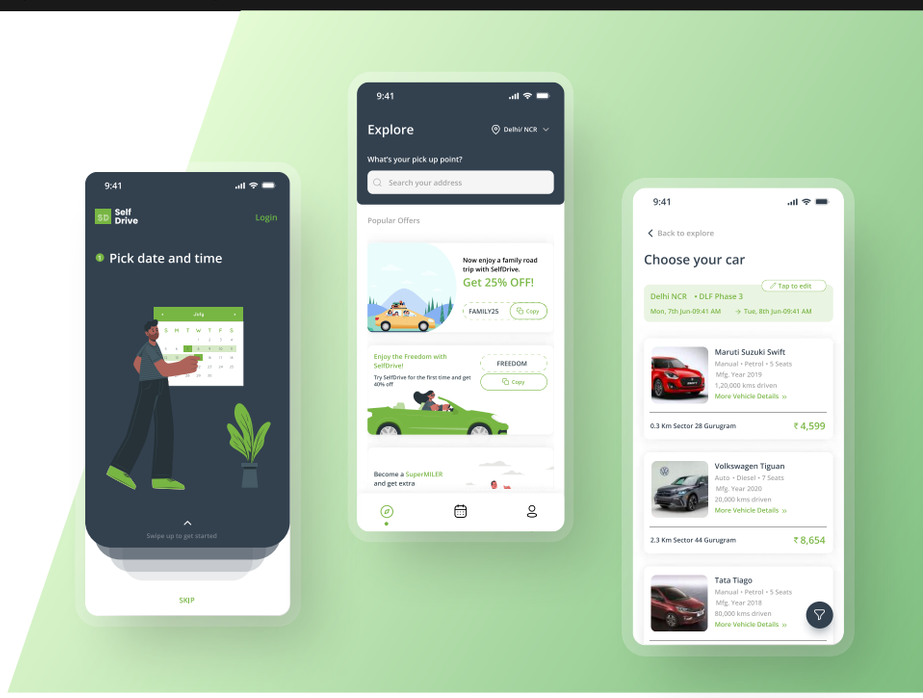
Rotate your phone for a better experience/view

GRID DESIGN
by squareboat



SD

SelfDrive

Self-driving car booking platform that lets users to book a car for any date and time.

The following case study is a conceptual work

Work we did.

MOBILE APP

Tools we used.

FIGMA

Overview.

SelfDrive is a car sharing platform that enable users to book a self drive car on rent by providing an experience that is user centric and focus on quick and easy booking and leads in providing user delight.

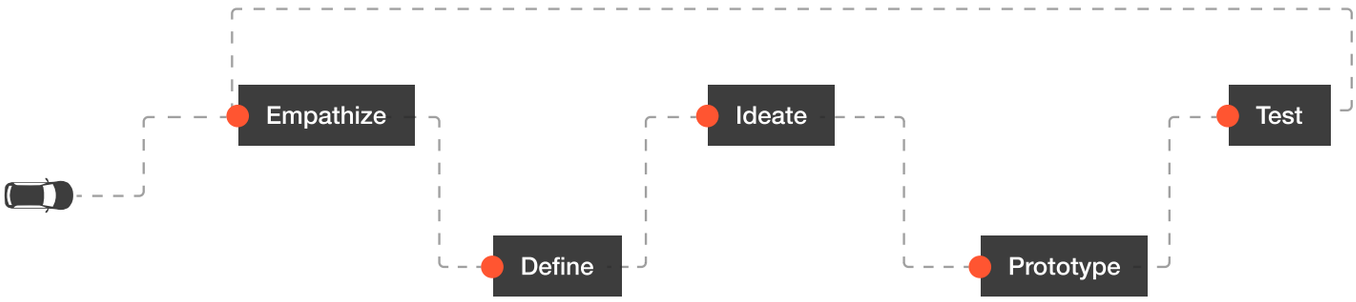
THE OPPORTUNITY.

How might we simplify the navigation system and the booking flow for the app users.

SD

DESIGN RESEARCH

We adhered to this **design process** to ensure a smooth steer ahead



Qualitative research was conducted to understand why and how decisions were taken

Ten individuals were interviewed one at a time, they were of different age groups and are coming from different job profiles.

01 How often do you like to travel?

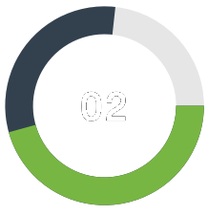
02 How many of you like to do road trips?

03 Do you use SelfDrive?

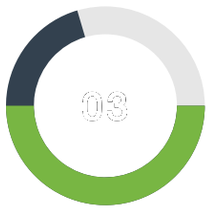
04 What was your experience while using SelfDrive? Where do you finding difficulty?

Quantitative data summary

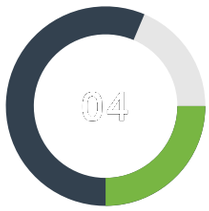
- 52% Yes
- 15% No
- 33% Not really



- 42% Yes
- 35% No
- 23% Not really

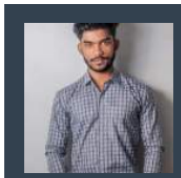


- 50% Yes
- 22% No
- 25% Not really



- 25% Good
- 55% Bad
- 20% Can't say

User personas were created to empathize with the end users



Mayank Gupta
IT Professional
28 years old
Bengaluru, India

"I love doing road trips and self drive car rental services really help me to fulfill that but getting a good experice from the services out there is a real task"

Personality

Observant

Ready to learn

Tech friendliness

Motivation

Mayank being a travelling junkie like to do trips a lot also on the other hand he likes driving different cars too, he wants to check and rent a self drive car easily and effectivly. Mayank being a travelling junkie like to do trips a lot also on the other hand he likes driving different cars too, he wants to check and rent a self drive car easily and effectivly.

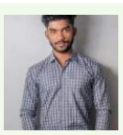
Goals

- Wants an easy-to-use online/ app platform for quick access.
- Detailed information about the car available so that he can make a better decision while booking.
- User friendly interface that have lower learning curve and everything stays at one place.

Pain Points

- Wants an easy-to-use online/ app platform for quick access.
- Detailed information about the car available so that he can make a better decision while booking.

We created a customer journey to assess the needs and behaviors of users as they engage with the product



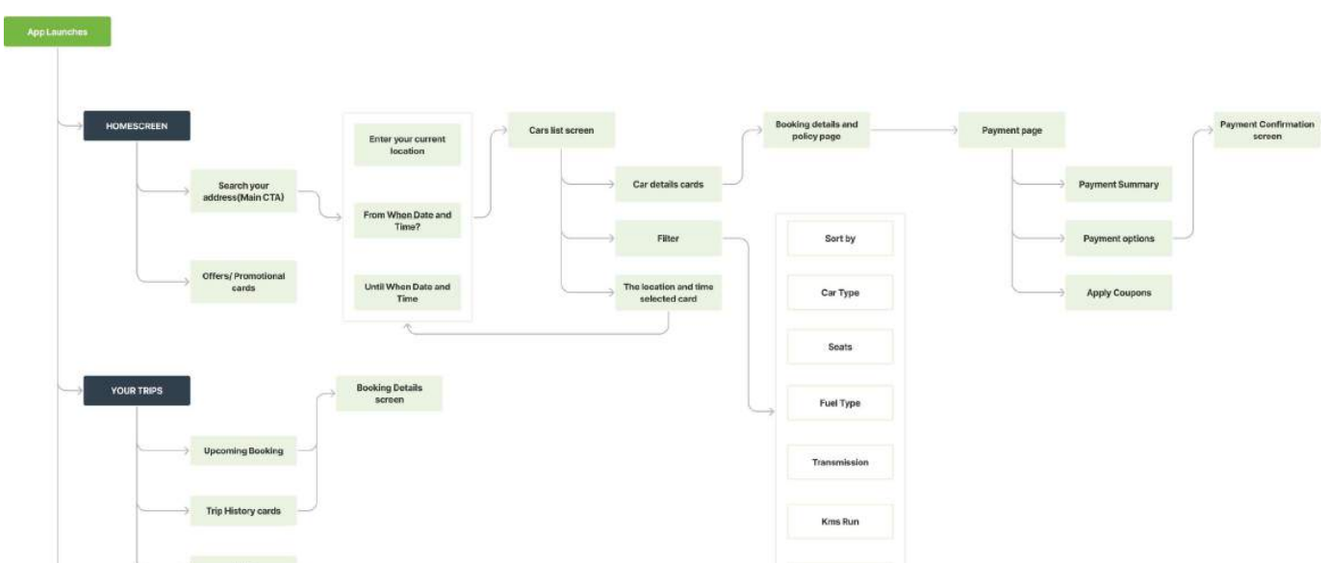
User Persona
Mayank Gupta
28 years old · Bengaluru

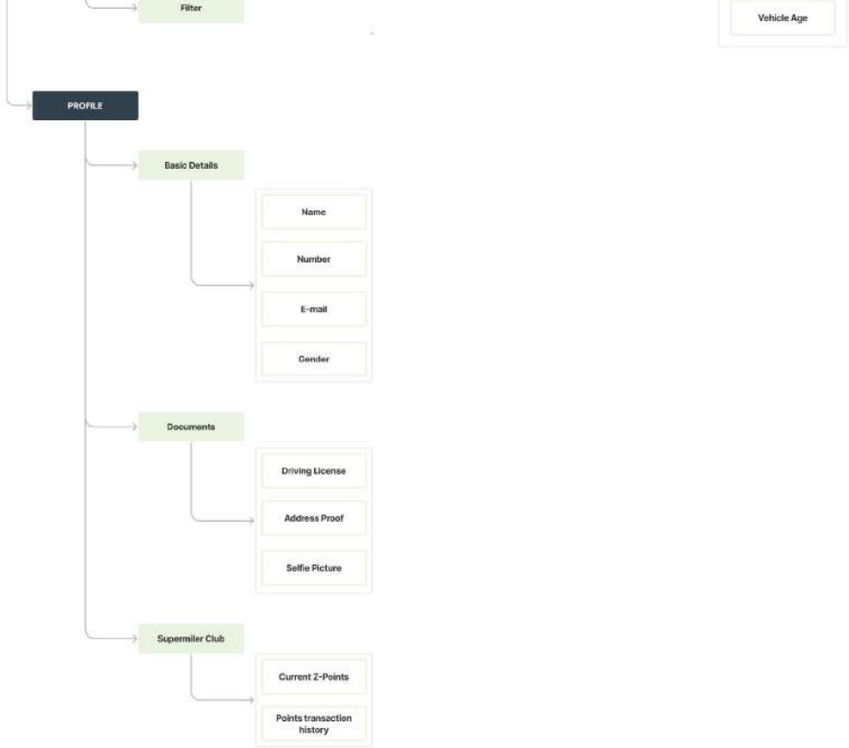
Mayank wants to look for a self drive car for the upcoming weekend. He wants a car of good condition and also at a good rate. Also want to have all sort of payment methods in place.

Flow	Research	Decision	Booking	Payment	Booking Confirmation

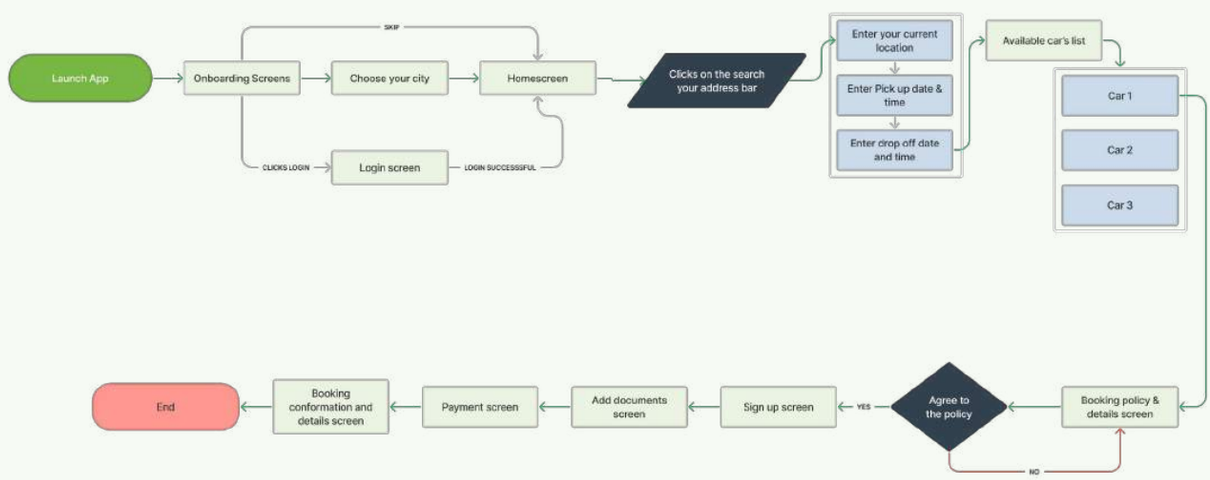
Touchpoint	Wanted to go on a road trip, therefore looking for a self drive car on rent on the app store.	Went for the SelfDrive app, downloaded and installed on the phone.	Onboarded the app. Start entering the location details and selecting the time locations and start exploring available cars.	After deciding on the vehicle he moved to the payment page and looked for the available payment methods.	After completing the payment the booking confirmation page came with all the booking details, which the user is re-checking.
Thinking	• Confused after looking at all the options. • Stressed which will offer the best service	• Will the app work for me? • Will the app provide the best experience?	• Will I get to select booking time for all over the day? • Will the car I want be in good condition?	• Will the payment method that I want be available or not? • Will the transaction go smoothly?	• Finally the booking completed and now I can do the road trip over the weekend.
Feeling	😐	🤨	😌	😑	🙂
	• Confused	• Intriged, Worried	• Relaxed	• Tensed	• Happy, Relaxed
Pain Points	• Finding a good way to know which app is good. • Better way to identify the major features of the app	• Doubtful about the decision • Ensure if he will get a good deal or not.	• Cautious about if the cars will be available or not on the desired dates.	• Tensed if the payment will be successful or not.	• What if the booking will be canceled, will there be a refund? • What are the policies?
Expectations	• A good app that provides a good experience and service.	• The app's experience should be great, Hope it is not complicated or cluttered.	• Hope he can see more details about the car's condition.	• A much simpler and easy to understand payment screen.	• A much more detailed page of the confirmed booking.

We created **information architecture** to build the content structure and facilitate seamless navigation





User flow for the booking of the slots and a car for first time user



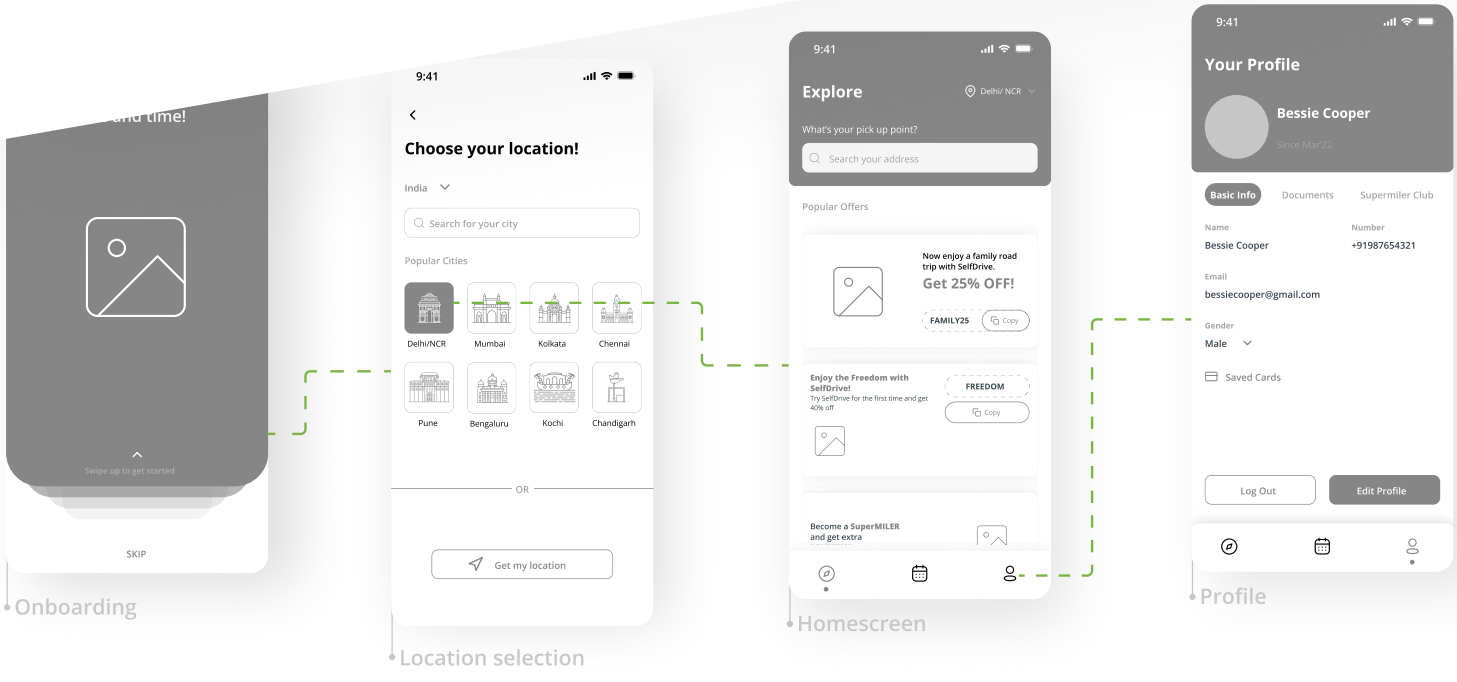
Competition analysis of the other products helps in making the best decisions

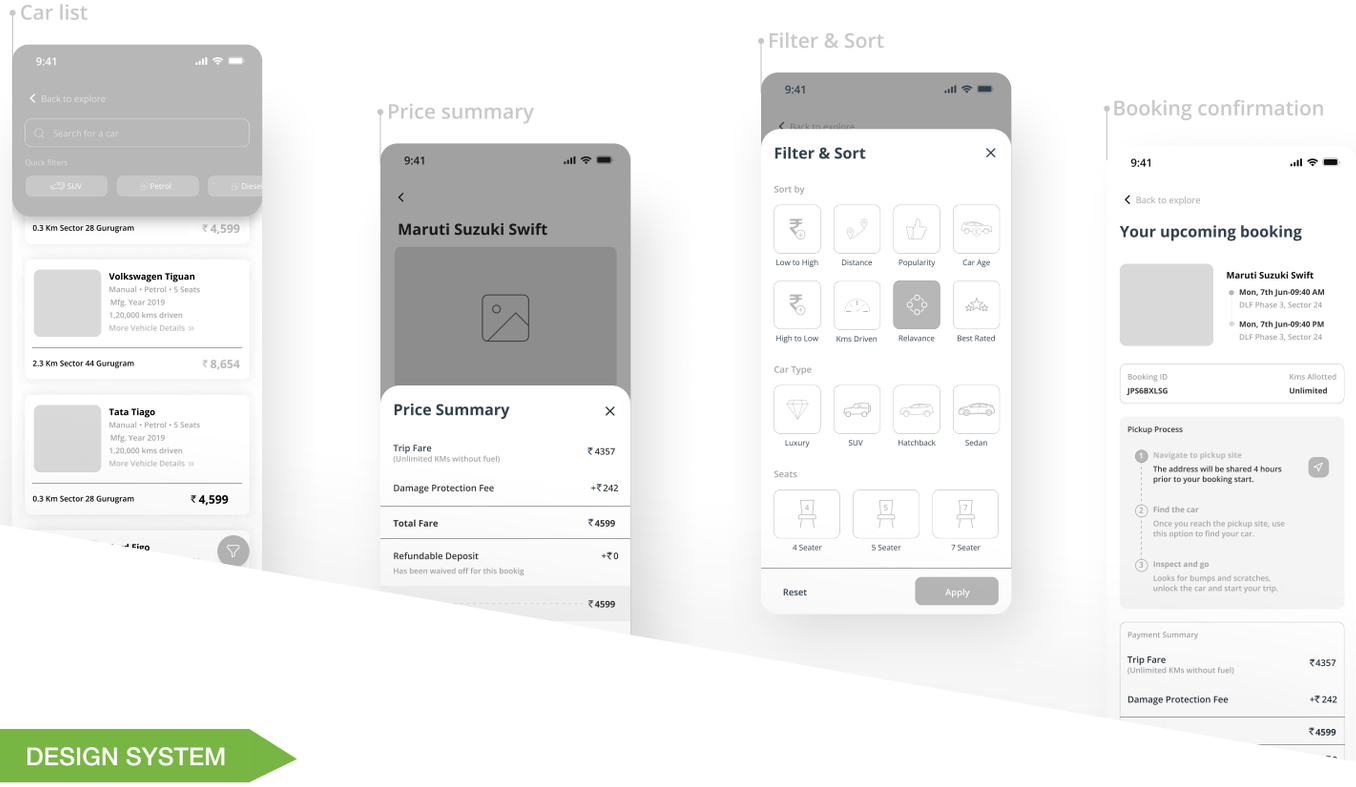
Features | Brands

Onboarding	✗	✓	✓
Social Logins	✓	✓	✗
City Change	✓	✓	✓
Extensive Car Details	✗	✗	✗
Filter	✓	✓	✓
Car Search Feature	✗	✗	✗

WIREFRAMES

Wireframes were created to obtain a general idea of the complete user flow





DESIGN SYSTEM

Typography and colors used

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

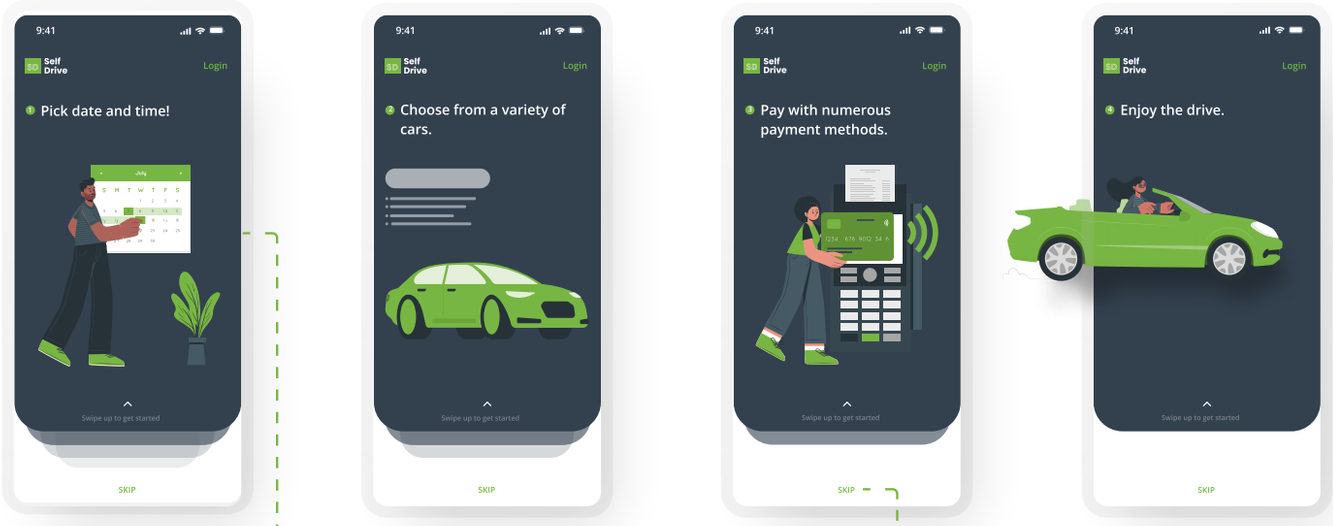
0123456789

Regular **Semibold** **Bold**

#78B643	#33414F	#F1F8EC
#A4A4A4	#101010	#FFFFFF

UI SCREENS

Onboarding helps the user understand the app’s key features



01

Swipe up interaction

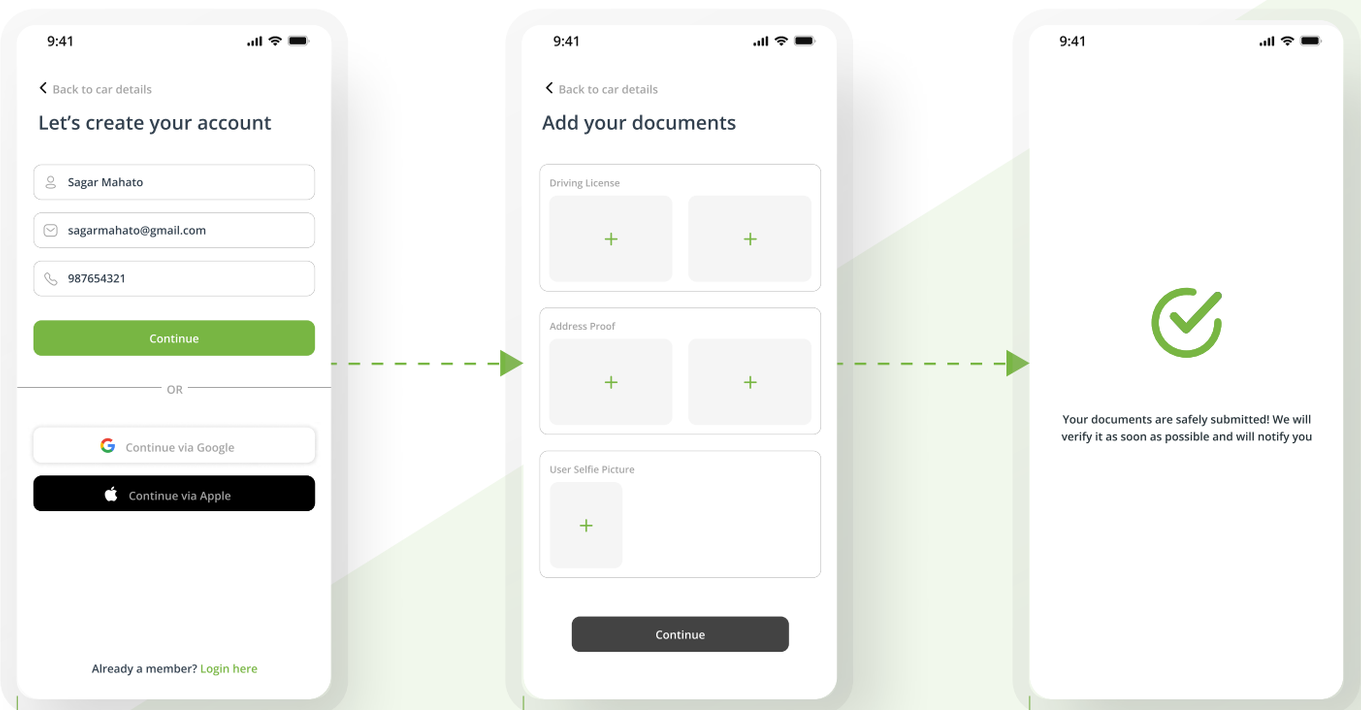
Swipe up interaction for the card feels more intuitive for the user to view and move to the next card.

02

Skip

The skip option is always accessible to the user.

A good **login/ sign up** helps the user to quickly onboard the app



Login Screen

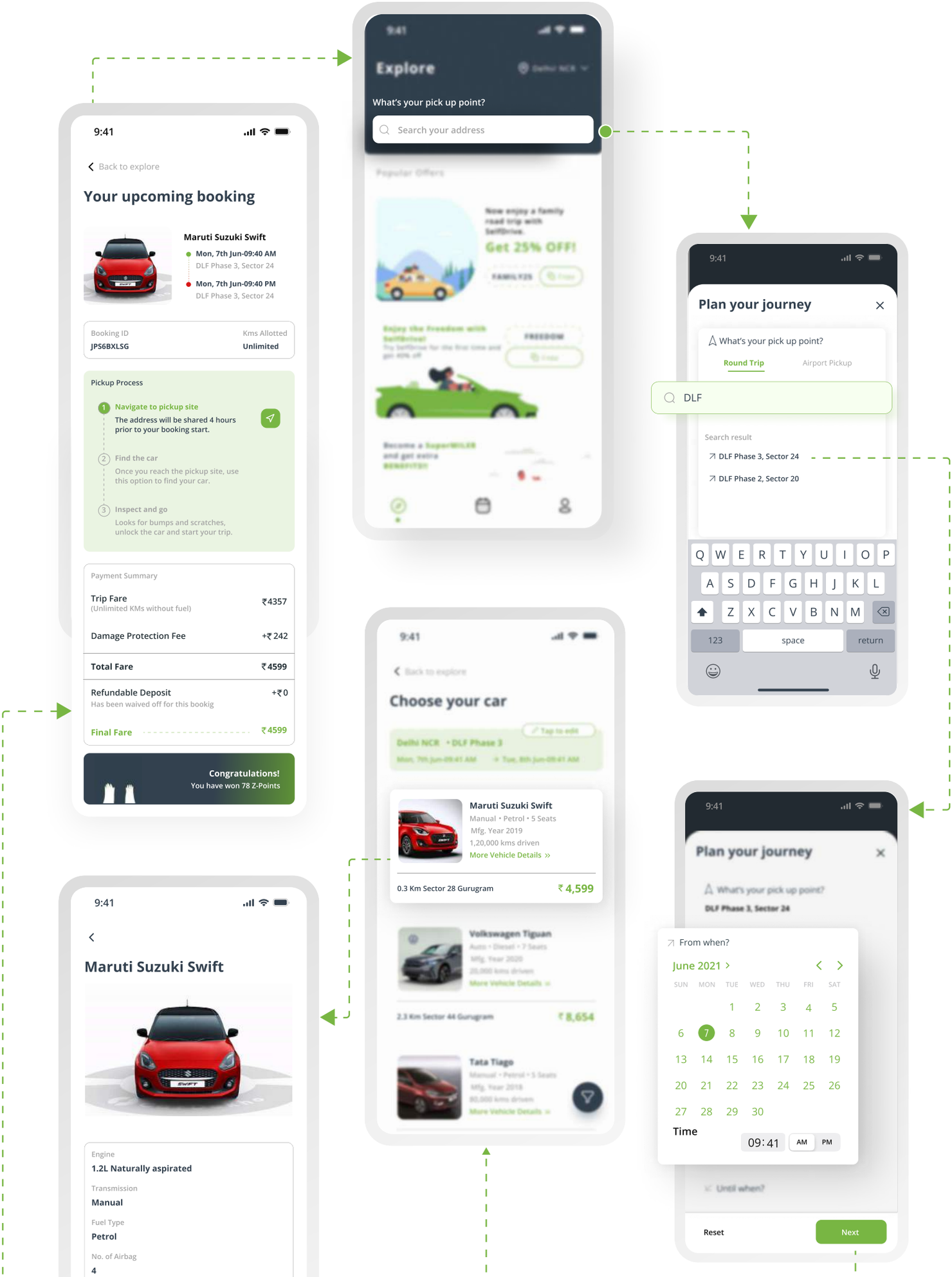
Upload Documents

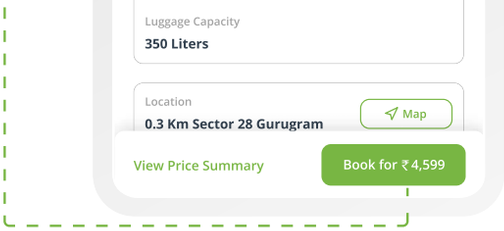
Success Screen

Do trip **bookings** in just a few clicks and in an intuitive manner

Buckle your seat belt! We are finding the best cars in town for you.

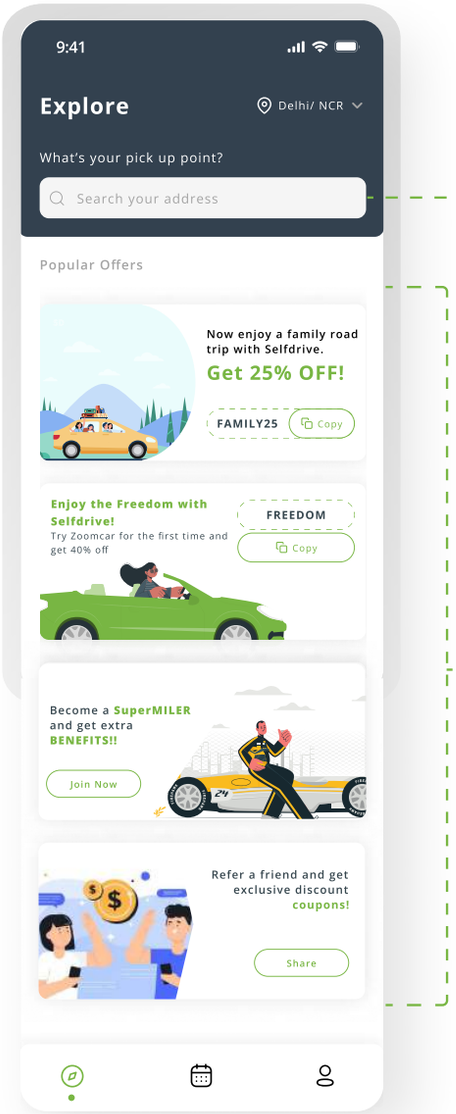
Planning for a journey and selecting the location and time is simplified by dividing it into 3 cards that auto-expand and compress when one task is completed.





A more comprehensive **homescreen**

A homescreen where the user can easily see the division between the call to action and the explore section.

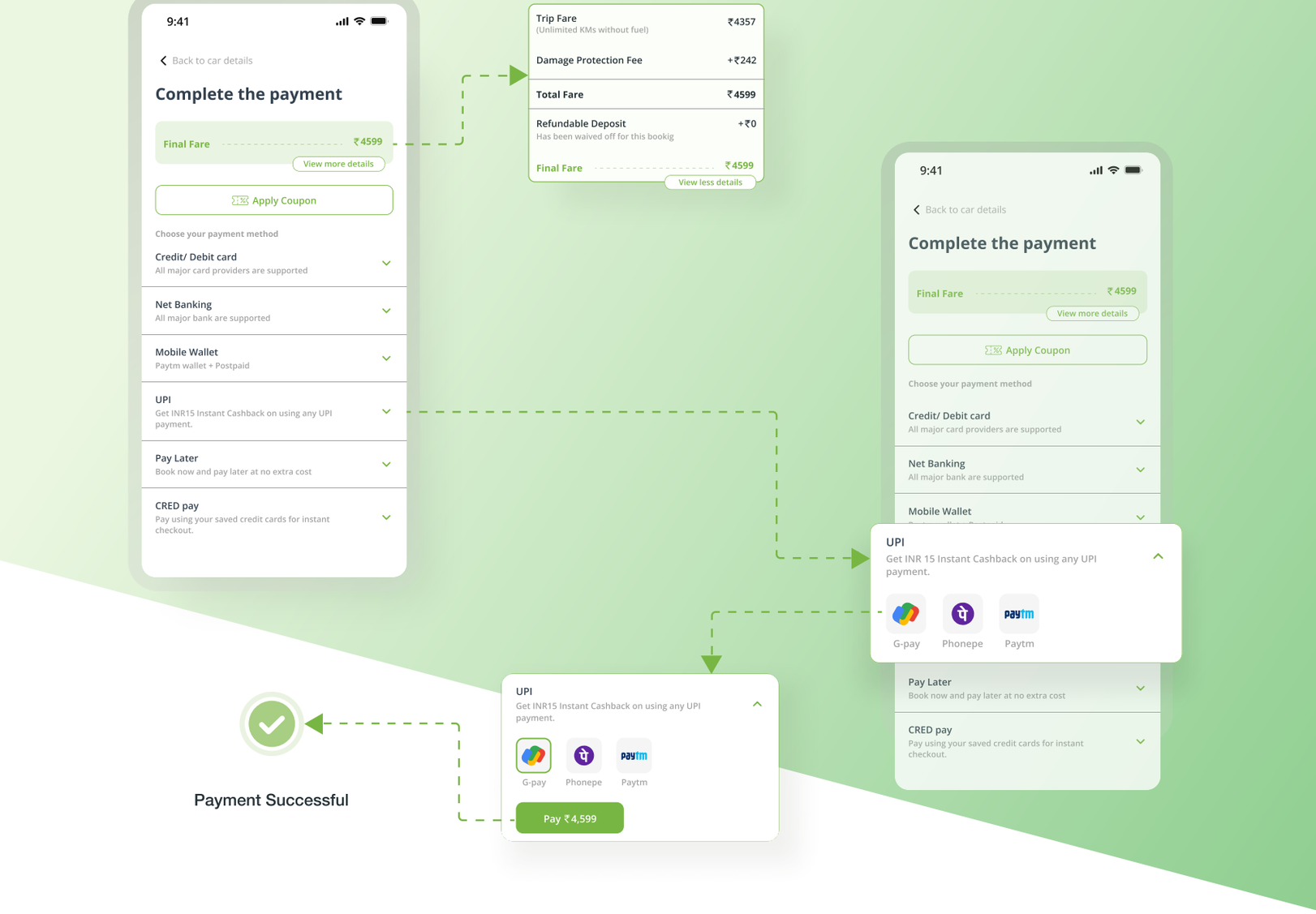


Fixed search section for quick access to slot booking.

Different cards for offers and promotions so that they are easily accessible and by the users.

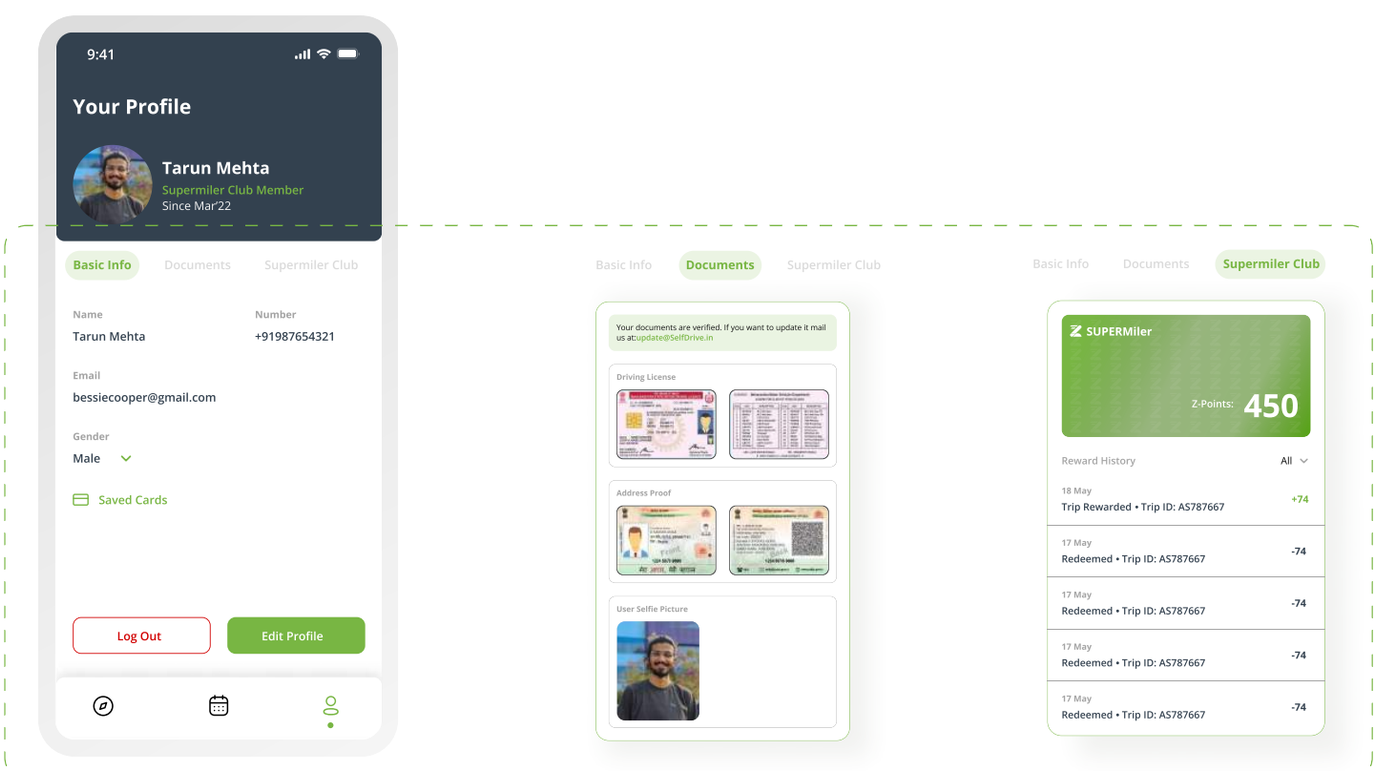
A complete **payment** page

The updated payment page is where the user can easily view the price summary in just one click and can access any of the payment methods.



An all in one **profile** page

The profile page is a comprehensive all-in-one section where the user can find the basic details, the documents that they have submitted and track the points.



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We at Squareboat build beautiful, scalable and feature-rich web and mobile applications that solve real customer problems.

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We are creative hooomans who are obsessed with crafting seamless digital experiences that affect the lives of our users whilst sipping a lotttt of coffee!

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