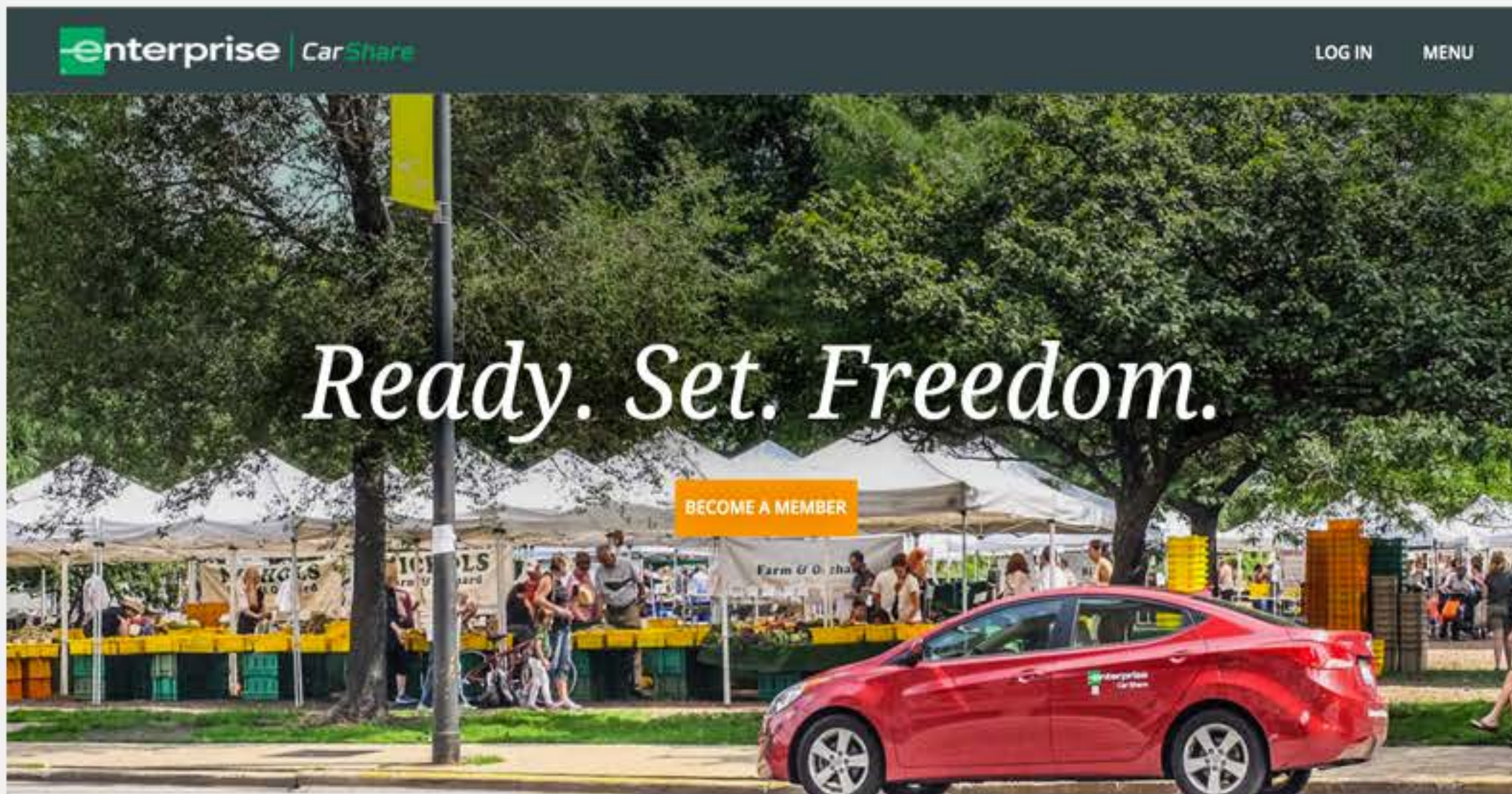




Application Exploration
by
Ryan Brownlow

Competitor Landscape

Enterprise Car Share



enterprise Car Share

LOG IN MENU

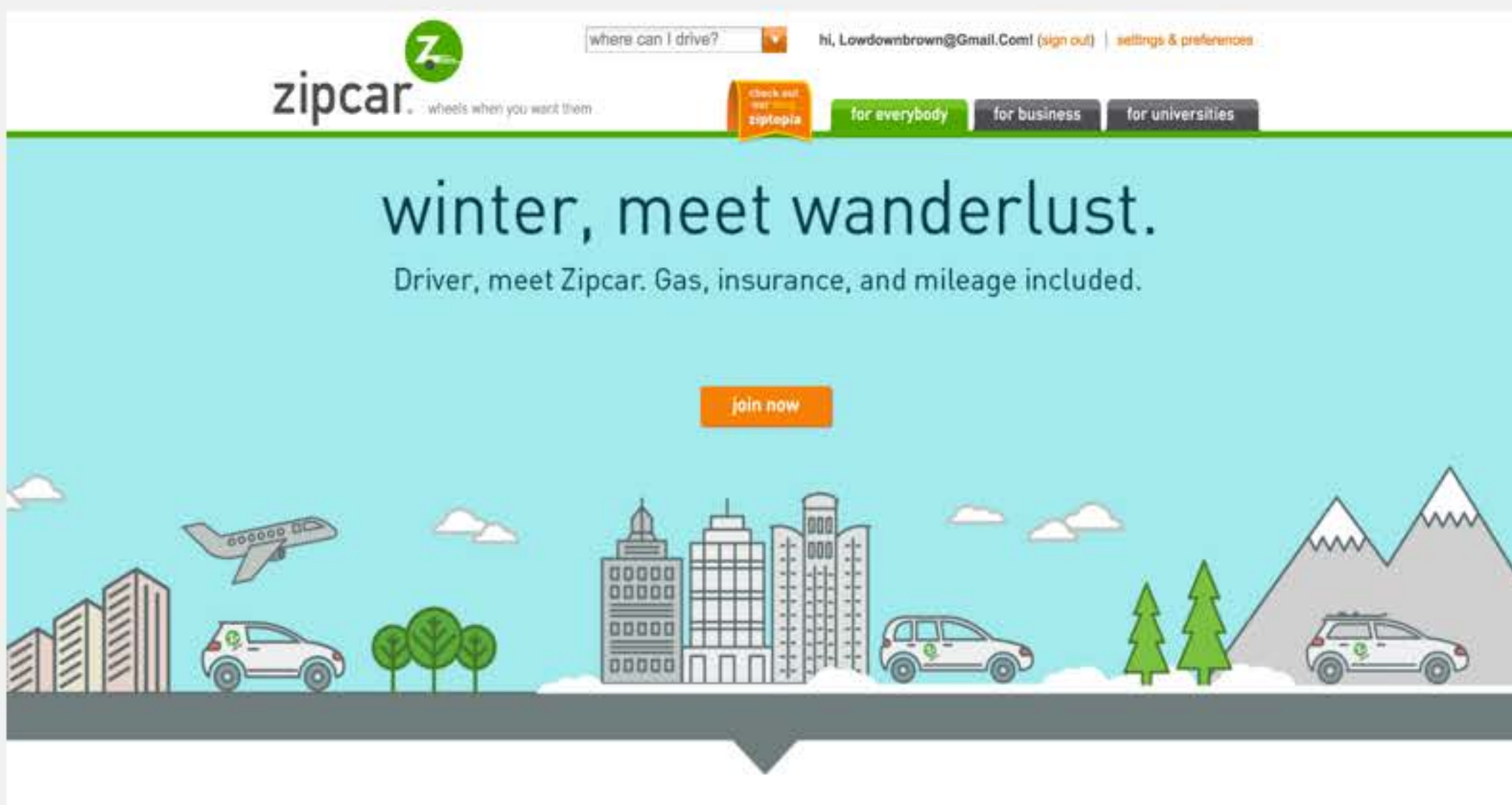
Ready. Set. Freedom.

BECOME A MEMBER

Farm & O. the

A red Enterprise Car Share car is parked in front of a market stall at an outdoor market.

Zipcar



zipcar wheels when you want them

where can I drive? hi, Lowdownbrown@Gmail.Com! (sign out) settings & preferences

Check out zipcar for everybody for business for universities

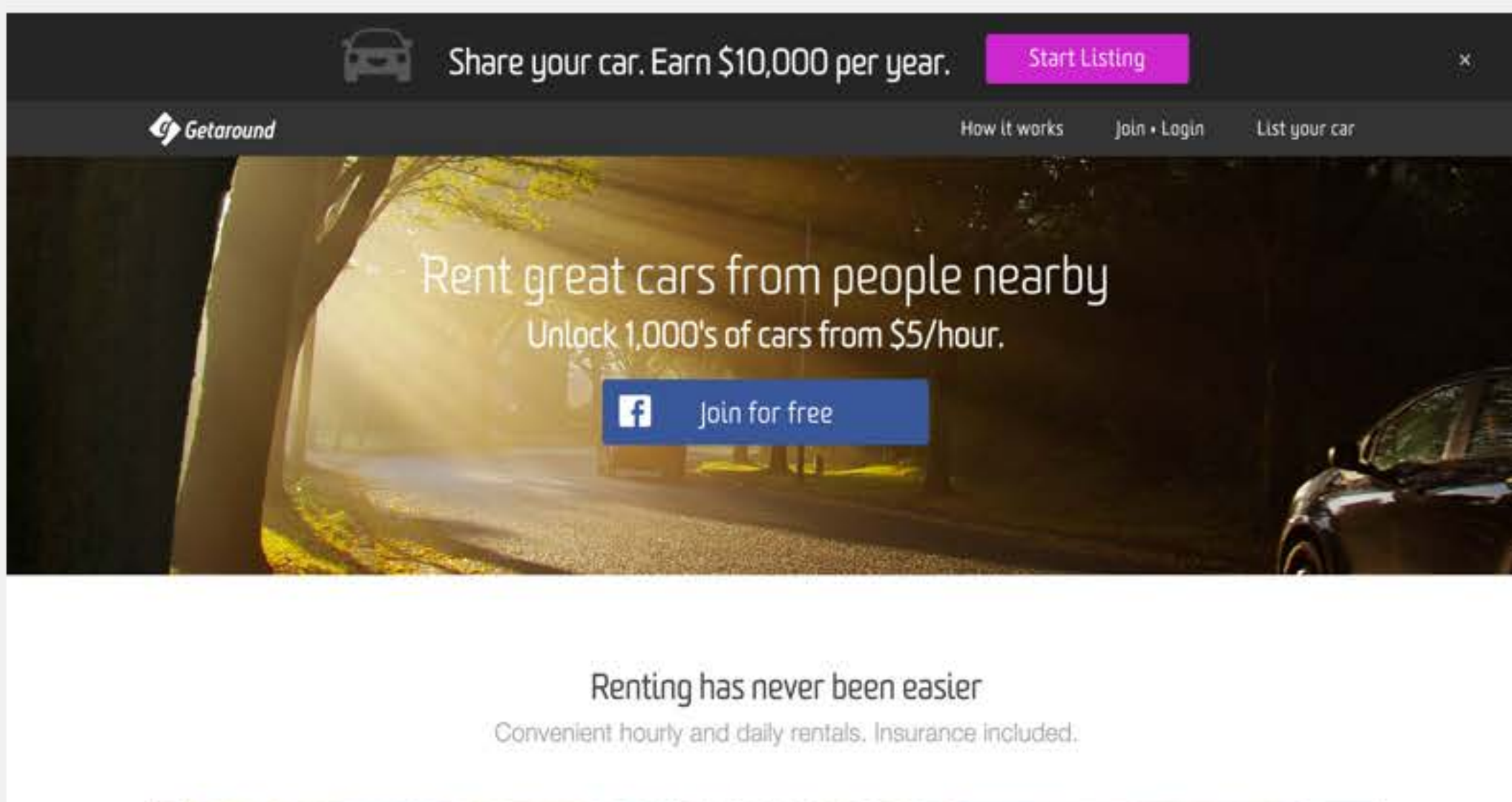
winter, meet wanderlust.

Driver, meet Zipcar. Gas, insurance, and mileage included.

join now

A stylized illustration of a city skyline with a car, trees, and mountains.

Getaround



Share your car. Earn \$10,000 per year. Start Listing

Getaround How it works Join • Login List your car

Rent great cars from people nearby

Unlock 1,000's of cars from \$5/hour.

Join for free

Renting has never been easier

Convenient hourly and daily rentals. Insurance included.

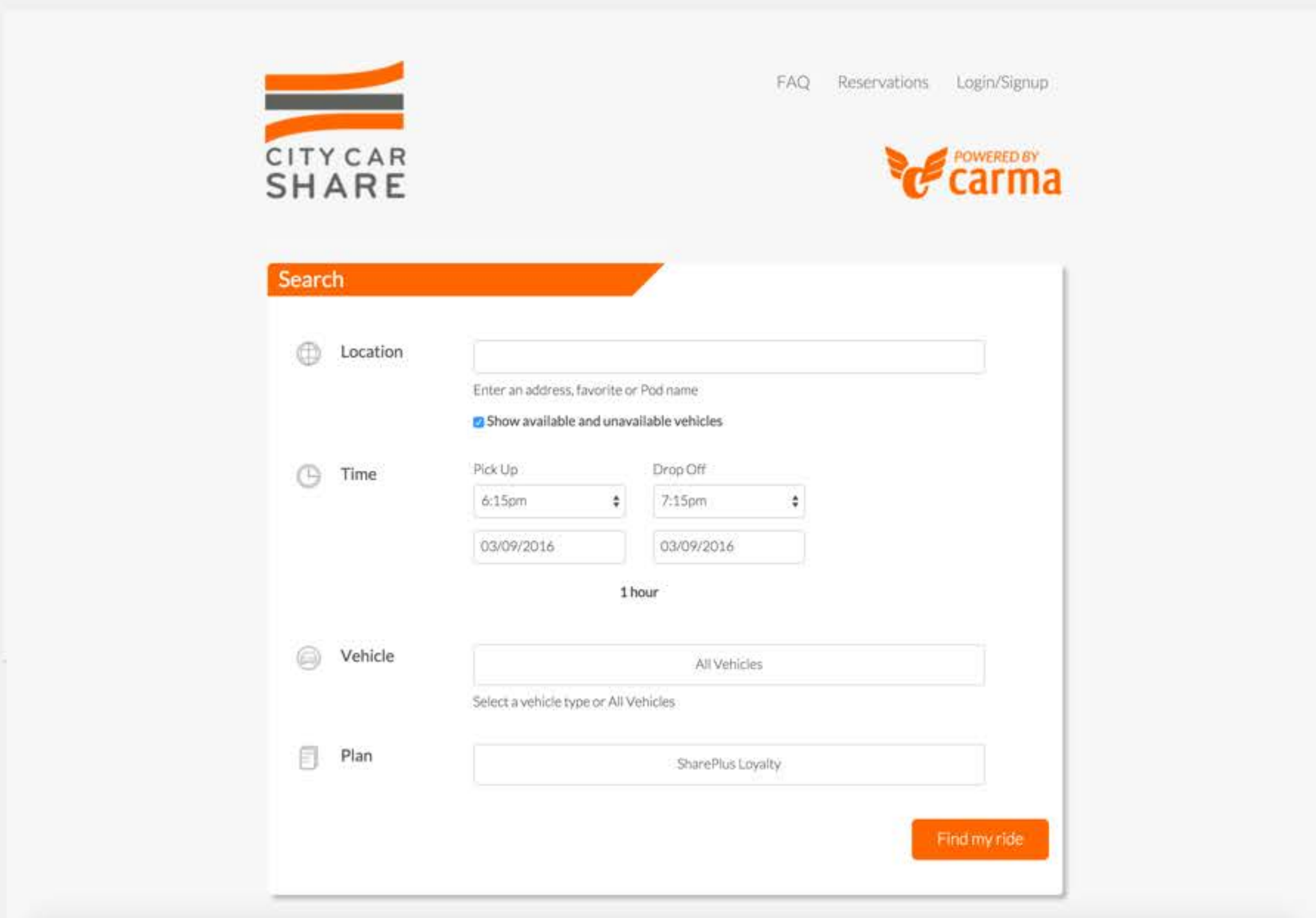
A dark car is parked on a street at night.

Issues observed with current app

Homepage does not tell me clearly what I am here for.
No information or incentive to join.



Once I log in my choice is limited to filling out the form. What else can I do?
Can I browse or see things on a map?



Issues observed with current app

Search results are confusing and hard to determine when the car is available and what is the best way to adjust my search.

Search

Date & Time


Pick Up
5:45pm
03/09/2016

Drop Off
6:45pm
03/09/2016

1 hour

Pod / Location
SAN FRANCISCO, CA

Enter an address, favorite or Pod name



Vehicle Type
All Vehicles

Show available and unavailable vehicles

Plan
Login to see your plan.

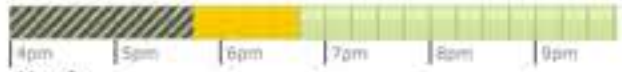
Search Results

Keep selected locations open ⓘ

- 11th & Market (on-street) - Pod #306 - (San Francisco / SOMA)**
0.08 miles from your search location.
1 vehicle type found
- Gough & Market - Pod #101 - (San Francisco / SOMA)**
0.21 miles from your search location.
1 vehicle type found
- Jessie & 9th - Pod #220 - (San Francisco / SOMA)**
0.25 miles from your search location.
2 vehicle types found
- Octavia & Lily (on-street) - Pod #346 - (San Francisco / Hayes Valley)**
0.27 miles from your search location.
1 vehicle type found
- Grove & Franklin (Inside Performing Arts Garage) - Pod #214 - (San Francisco / Hayes Valley)**
0.28 miles from your search location.
1 vehicle type found
- Ivy & Gough - Pod #298 - (San Francisco / Hayes Valley)**
0.29 miles from your search location.
2 vehicle types found
- Polk & Grove - Pod #192 - (San Francisco / Civic Center)**
0.3 miles from your search location.
1 vehicle type found
- Gough & Grove - Pod #3 - (San Francisco / Hayes Valley)**
0.31 miles from your search location.
5 vehicle types found



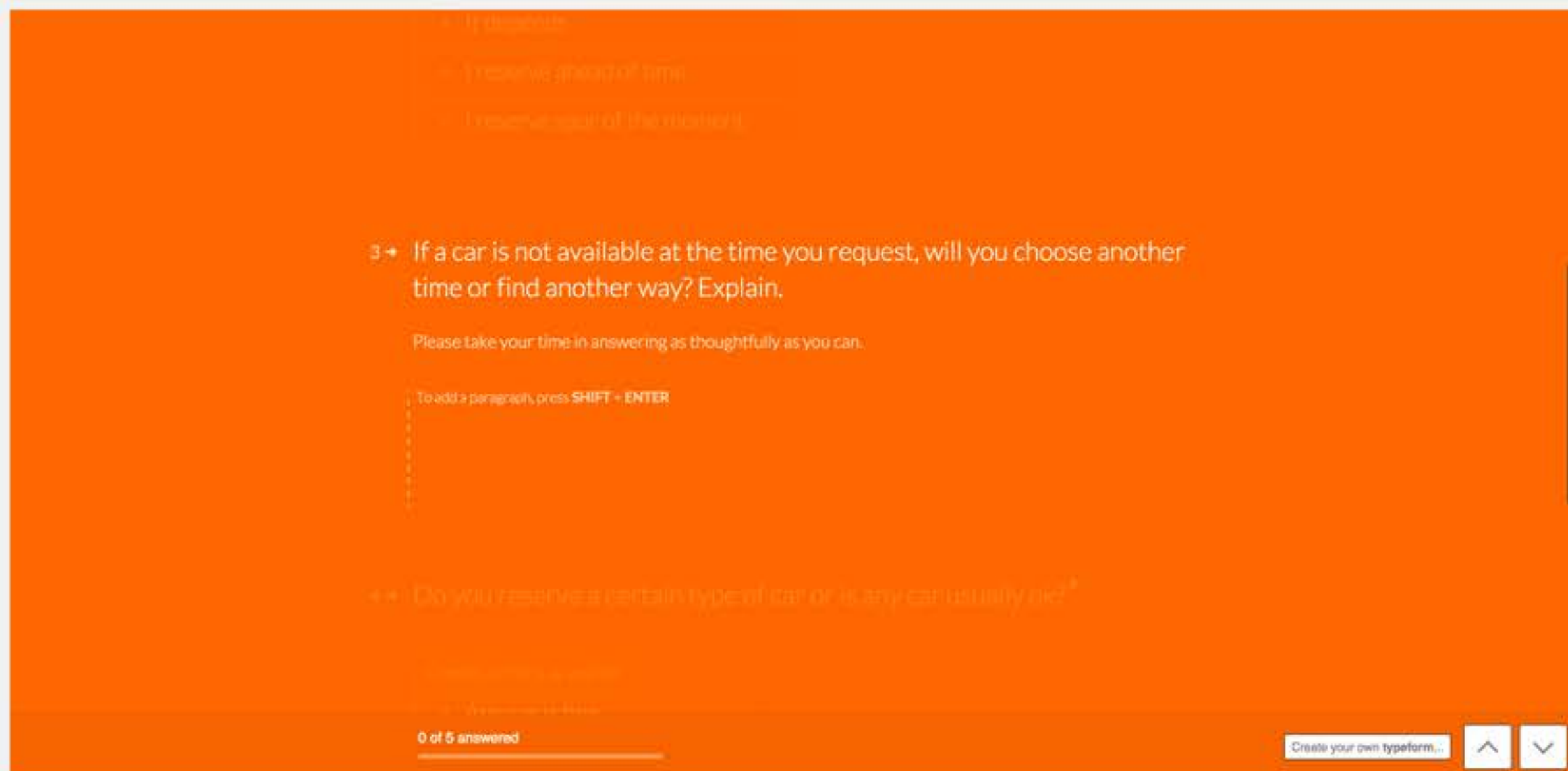
Toyota Prius Hybrid



Reserve

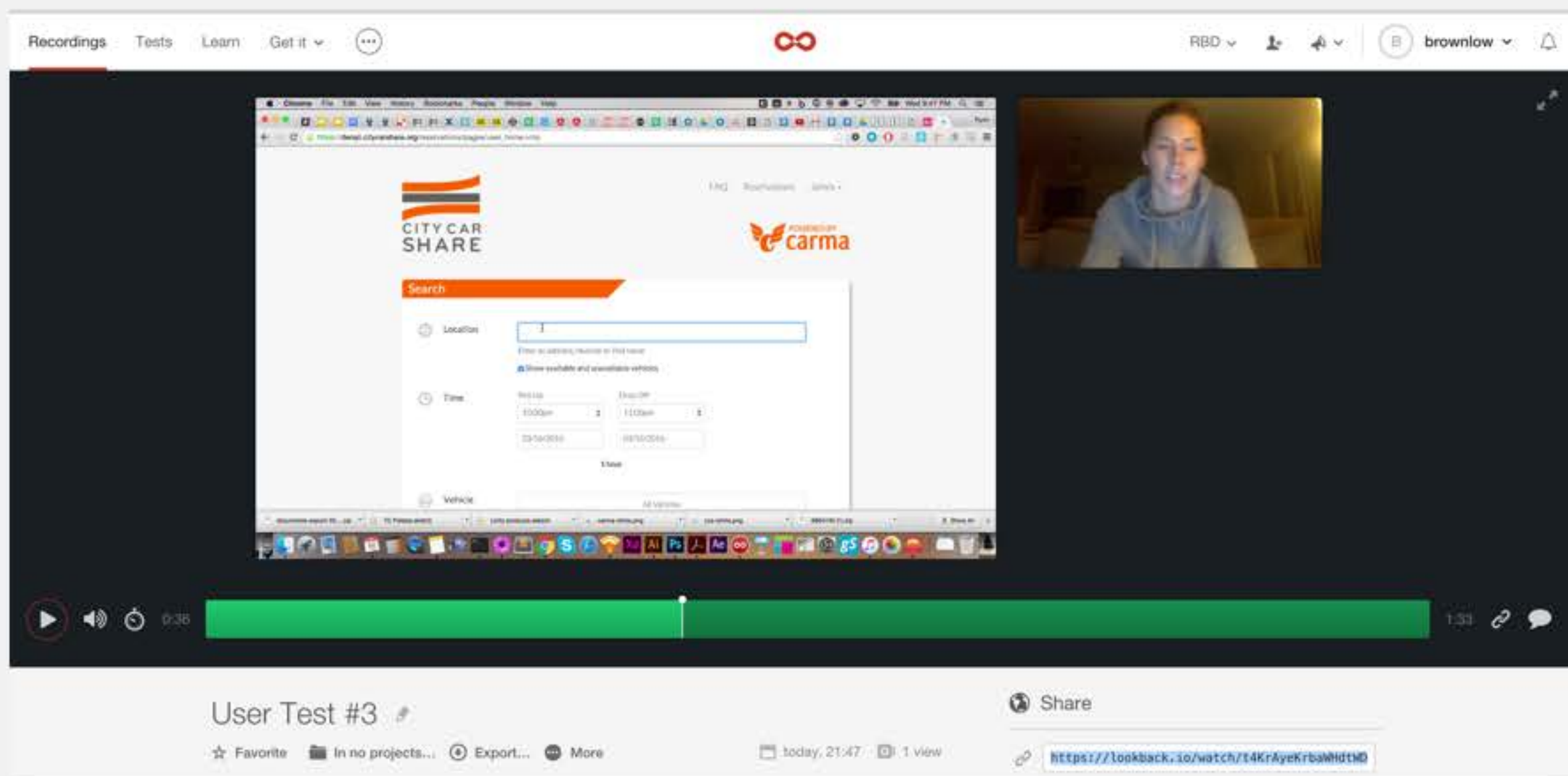
User Survey

I created a short user survey and asked a few people to complete it. This gave me insight into what is most important to people.



User Testing Currnet App

I recorded people using the current City Car Share / Carma app to get a feel for where users were encountering issues and what was working well.



The screenshot displays a user testing session for the City Car Share / Carma app. The main window shows a search interface with fields for Location, Time, and Vehicle. A video player shows a user's face in a small window. The video title is "User Test #3" and it has a share link: <https://lookback.io/watch/t4KrAyeKrbawH0tMD>. The video player shows a progress bar at 0:36 and a total duration of 1:33. The video title is "User Test #3" and it has a share link: <https://lookback.io/watch/t4KrAyeKrbawH0tMD>. The video player shows a progress bar at 0:36 and a total duration of 1:33.

Jessica - subject #3

Research Conclusions

- Price is not a major factor when choosing a car, since price does not vary much between standard car types.
- Users ask for more map results.
- Results that match my search result are most important.
- Users will book cars both spur of the moment and scheduled ahead of time. As needed. Neither seems to be more prominent. (limited user testing)
- Availability and proximity are the main concerns when reserving a car.

