

# UX OPTIMIZATION & AUTOMATION

AN EXPLORATION INTO SERVICE DESIGN SOLUTIONS FOR | DUB DUB AND AWAY

## Abstract

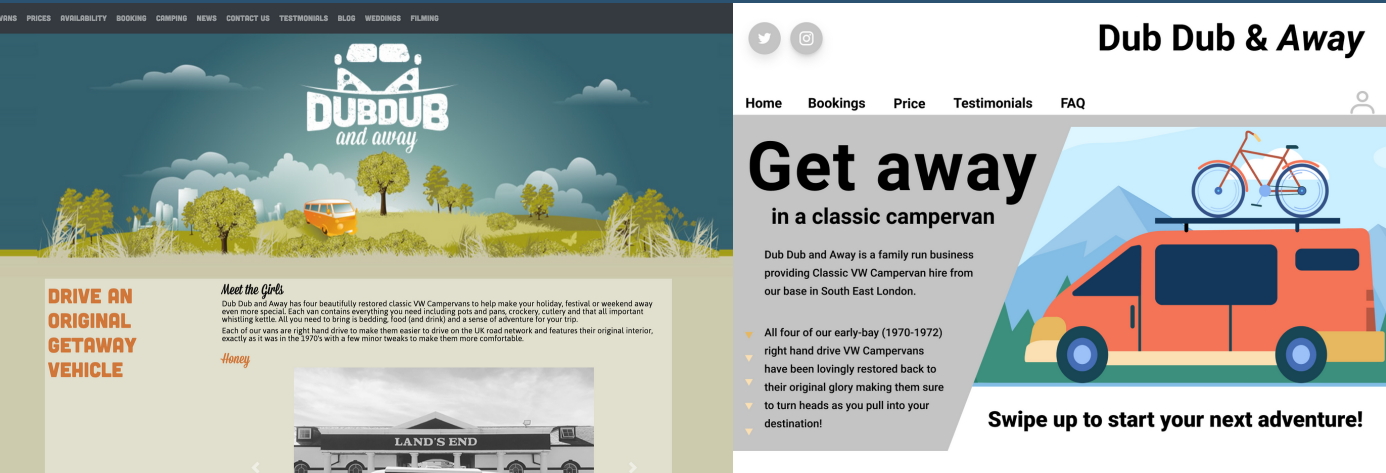
This dissertation investigates possible design solutions using a service design approach intended to minimize the involvement of business owners through automation while simultaneously improving the customer experience. A holistic design solution is required to improve the site's functionality. These enhancements will allow customers to track their progress while having access to collaborative documents required prior to departure. Automated responses following customers completion of required commitments minimizes the temporal investment of the business owners.

## Introduction

**Dub Dub and Away (DDA)** is a VW Bus campervan rental company owned and operated by Tim and Jo with a fleet consisting of four vintage vehicles, each equipped with entirely originally parts making for a nostalgic and rare car rental experience. Their business processes are currently run manually making for a large energetic investment from the owners inspiring their interest in automating and digitizing procedural elements. Although they express interest in maintaining the businesses individuality, there is concern over the inefficiencies of their website design and booking phases motivating an exploration into improving their customers UX. There are also hopes that with these improvements more time can be allocated towards marketing and client acquisition.

### Original homepage

### Updated homepage



## Research

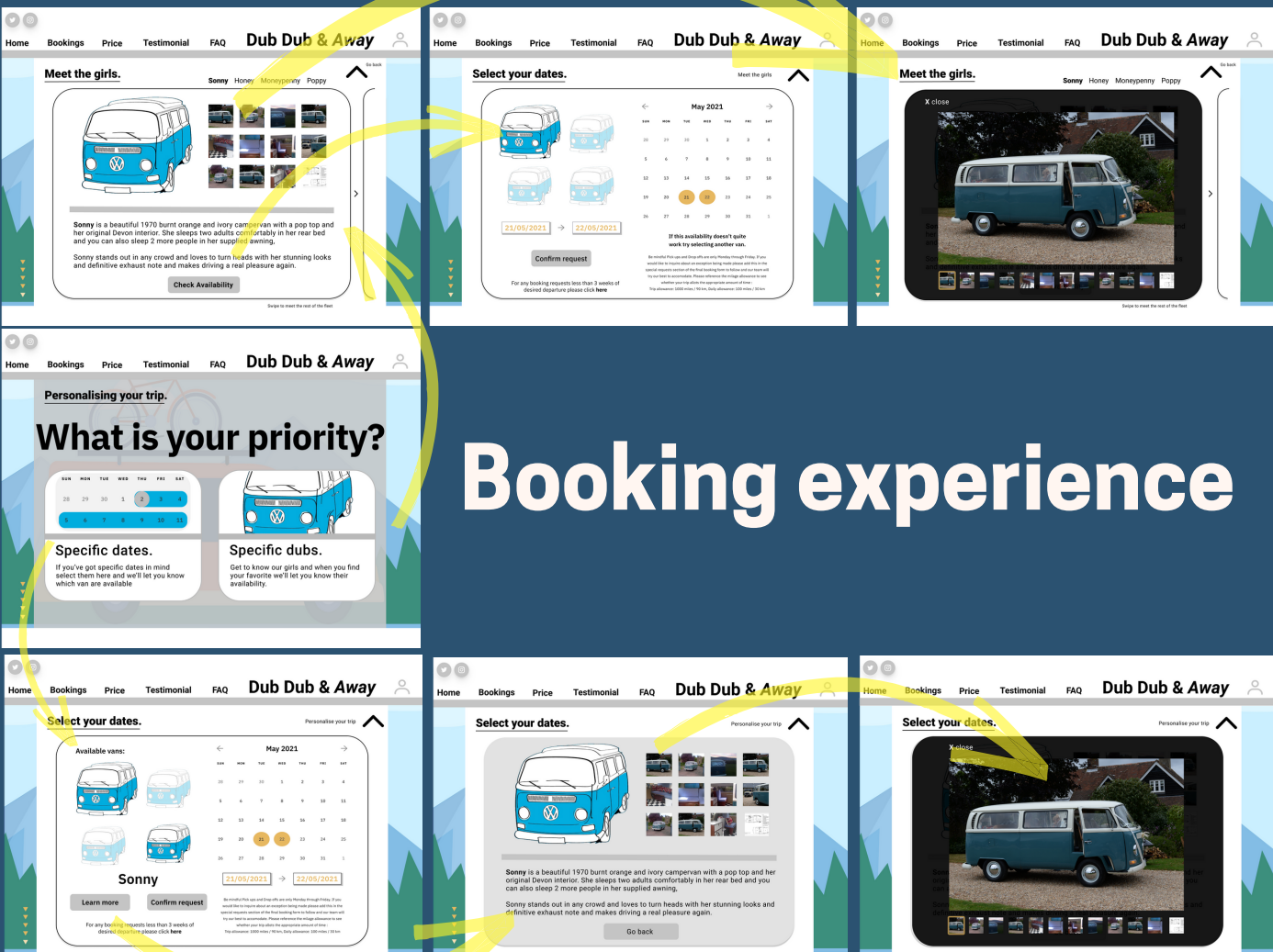
**Initial survey:** Deployed to DDA customers with questions regarding any pain points experienced with previous bookings and which devices were used throughout the booking process.

**Second survey:** Used to validate the previous survey responses due to lack of participants. Asked questions regarding a hypothetical campervan renting experience. The primary intention was to understand user preferences for booking sites and recruiting participants with experience renting cars. Those participants were asked for contact information to participate in a short user interview of which 12 completed.

**User interviews:** 12 user interviews were completed in two phases. The first set of questions echoed those of the original survey. The second phase asked specific questions regarding participants feelings toward the current DDA site using a task completion exercise.

**Tree Test:** Finally, a hybridized open and close tree test was conducted to understand what information users prioritized on the sites homepage. The most relevant words participants reported were cross referenced with the rest of the websites tabs to see which parallels would be drawn.

## Booking experience



## Results

**Initial survey:** 4 respondents used a smart phone and computer throughout the booking process. 100% reported prioritizing a specific van rather than specific dates for their trip. 75% of users also reported having no experience driving a campervan.

**Second survey:** Results concluded that out of 39 responses 84% preferred the interface of Airbnb over other booking sites. Of the 20 respondents that claimed they had rented a vehicle before, 13 left emails to be contacted for interviews.

### User interviews:

- 7 of the 12 users claimed they would prioritize dates for their trip and then see what vehicles were available (in contradiction to the DDA customer survey).
- The most relevant information on the site were home, booking, pricing, and testimonials with pricing having the most importance.
- 6 users reported preferring Hertz to other car rental companies with 3 using a smart phone to created their booking and 3 using a computer.
- 11/12 users reported never driving a campervan before.
- All participants preferred that a user manual be in a digital copy, with some expressing interest in the ability to search for keywords.
- Preferred method of communication during trip; text.
- Regarding attitudes towards the current site, participants used phrases such as "outdated homepage, lacking contrast, irrelevant information, outdated photos" while suggesting improper use of space.
- When asked to complete the task of a booking request participants reported having little difficulty but did report feeling like the task took longer than expected.

**Tree Test:** Result from 32 participant were overwhelmingly similar to the following images:

## Conclusion and Future Explorations

Although much preliminary research guided the design modifications, further testing must be done to assess potential inconsistencies and ensure the proposed solutions are impactful. There should also be consideration for an interactive van manual and vehicle operation testing prior to the customers departure date to minimize the amount of potential emergency inquires during their trip. Lastly a database with specialized mechanics would be useful for customers experiencing car trouble on their journey, allowing the DDA business owners to save time associated with searching for solutions.

