CARS24

UI/UX Case Study

PROJECT OVERVIEW

About the project

A strategic initiative to optimize the end-to-end customer experience at Cars24, focusing on streamlining the car selling process. Utilizing data-driven insights to enhance operational efficiency, improve customer satisfaction.

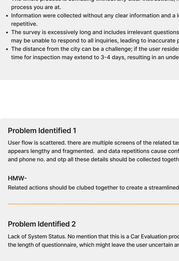
My Roles & Responsibilities

- Understanding the users pain points
- Analysing the user journey
- Research on Cars24 direct and indirect competitors
- Low fidelity wireframes
- High fidelity prototype

Tools Used :FIGMA **Time Period** :48 hrs

DESIGN PROCESS

CURRENT INTERFACE



COMPETITORS ANALYSIS

CarDekho

- Clearly segregated
- Offers comprehensive search and comparison tools.

droom

- quick valuation process and convenient
- Camera search
- Scan Option available
- Views count

Spinny

- Consistent Brand Identity
- Clear CTAs
- Modern, gamified interface

carwale

- Information density
- More traditional UI

RESEARCH INSIGHTS

- The whole process is confusing without any clear instructions, not knowing which part of the process you are at..
- Information were collected without any clear information and a lot of questions/ steps felt repetitive.
- The survey is excessively long and includes irrelevant questions, resulting in instances where users may be unable to respond to all inquiries, leading to inaccurate pricing.
- The distance from the city can be a challenge; if the user resides far away, the anticipated date and time for inspection may extend to 3-4 days, resulting in an undesirable experience.

Problem Identified 1

User flow is scattered. there are multiple screens of the related tasks which makes the overall process appears lengthy and fragmented. and data repetitions cause confusion. Location Detection, House Number and phone no. and otp all these details should be collected together.

HMW-
Related actions should be clubed together to create a streamlined, smooth flow.

Problem Identified 2

Lack of System Status. No mention that this is a Car Evaluation process. There is no progress bar to indicate the length of questionnaire, which might leave the user uncertain and confused.

HMW-
Using elements such as System Status, Progress Bars, and Primary-Secondary Calls-to-Action to provide users with feedback and facilitate informed decision-making.

Problem Identified 3

Unclear Visual representation in the case of Estimated Car Value, doesn't offer affordance to user, leading to confusion. The scale is very subjective without any scale to refer to leabing the users very confused.

HMW-
Define the criteria to evaluate Car condition. Eg :-
Good Condition = Minor accidents, scratches and dents, Rust-free, good mileage, etc.

Problem Identified 4

Inconsistency in icons/actionable buttons or repetition of buttons can confuse the user eg. Toggle button and Check boxes used for permissions. One style should be used

HMW-
Using same icon to show tool-tip, same actionable button for giving permissions and not repeating information

WIREFRAMES

HI-FI WIREFRAMES

I have designed the user interface exclusively for the selling process, starting from the initial stage where the seller inputs their car details, progressing through online assessment, price estimation, and concluding with booking an on-site evaluation.

THANK YOU