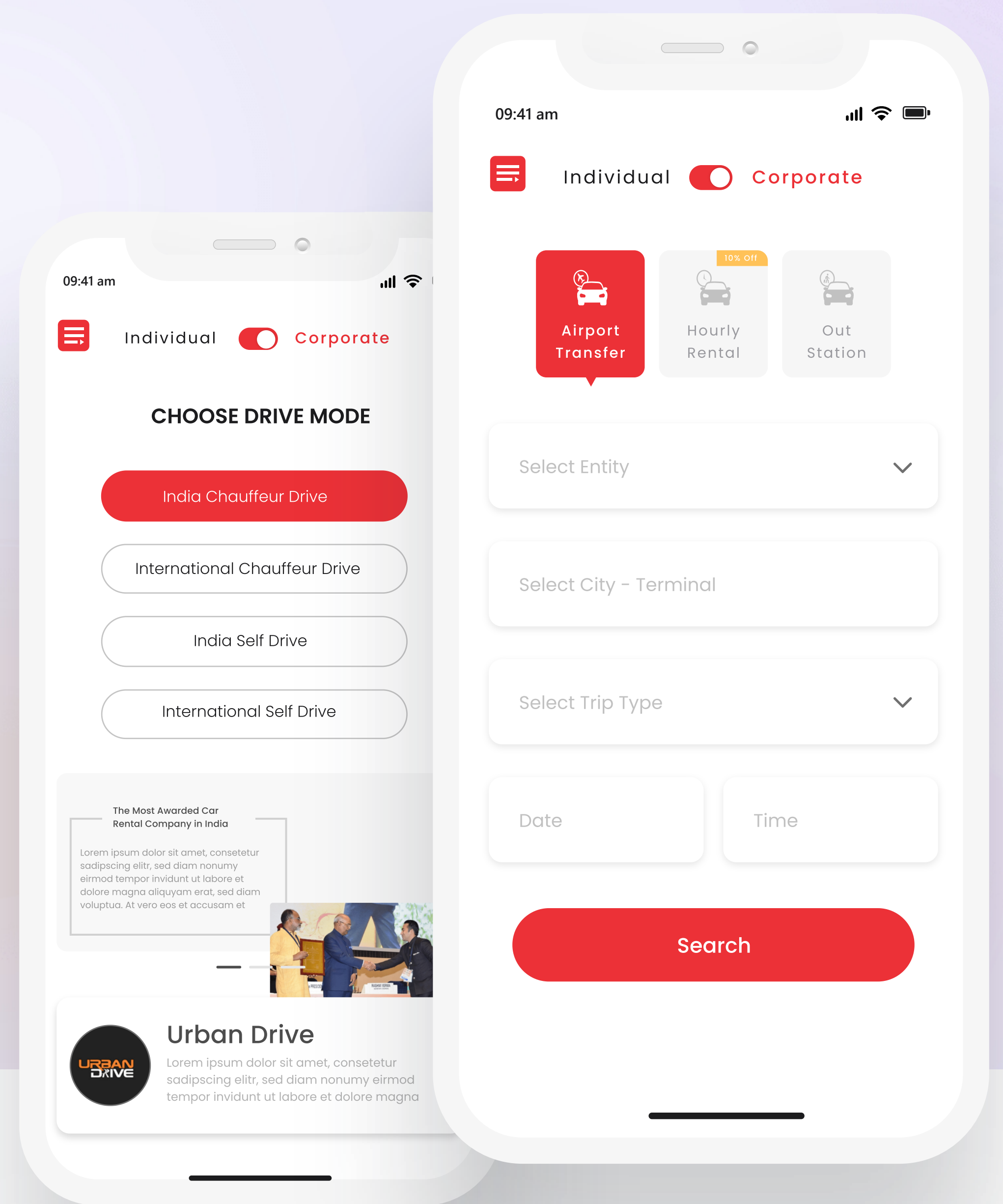




# Rental Car Mobile Application

Rental car mobile app with three major segments - Airport Transfer, Hourly Rental, and Out Station

Role: UI/UX Designer



## Overview

One of the finest people mobility companies in India with separate divisions serving Corporate executive car rental and employee transportation, serving travel agents, tour operators & Event management companies for their ground transportation needs. Eco has always been a leader in tech with in house technology driving every aspect of the business to offer a seamless experience to our customers.

## Purpose Of Application

The purpose of our rental car mobile application is to provide users with a seamless and user-friendly platform for effortlessly renting vehicles tailored to their specific needs. Whether it's an airport transfer, a quick hourly rental, or an exciting outstation adventure, our app aims to simplify the car rental process. By offering a diverse range of vehicles, transparent pricing, real-time availability, and exceptional customer support, we empower users to book and manage their rentals with ease. Our ultimate goal is to redefine the way people experience car rentals, making it a hassle-free and enjoyable part of their journeys, no matter the destination or occasion.

## Project Overview

14 Weeks

Timeline

30+

Screens



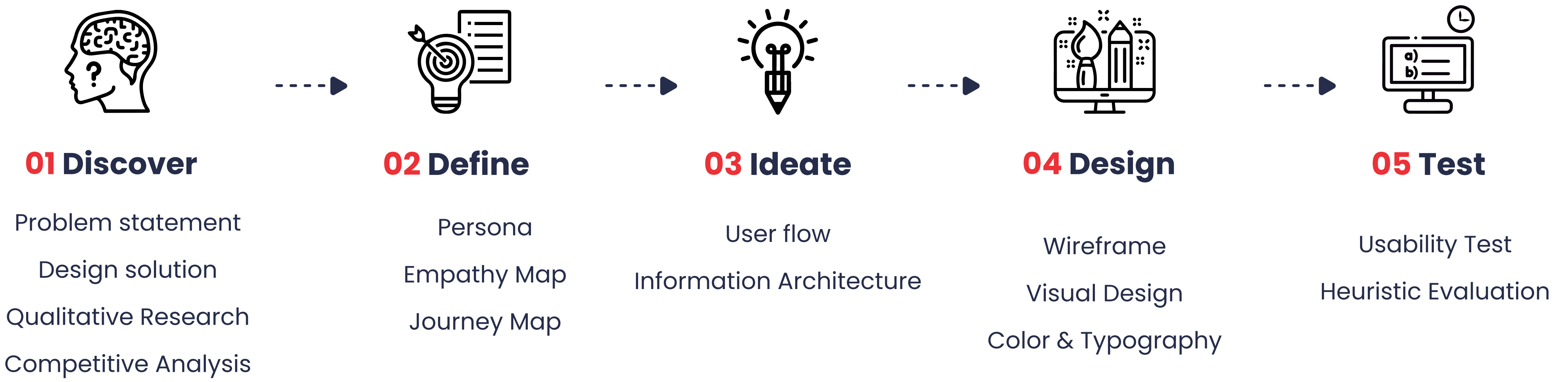
Tools

Android/iOS

Project



# Design Process



## 01 Discover Phase



### Problem Statement

Many users face challenges when it comes to renting cars efficiently and conveniently through existing platforms. Traditional car rental services lack seamless user experiences, leading to frustrations such as complicated booking processes, limited vehicle options, unclear pricing, and inadequate customer support. Moreover, users often struggle to find rental cars tailored to specific needs, such as airport transfers, hourly rentals, and outstation trips, in a single, user-friendly platform.

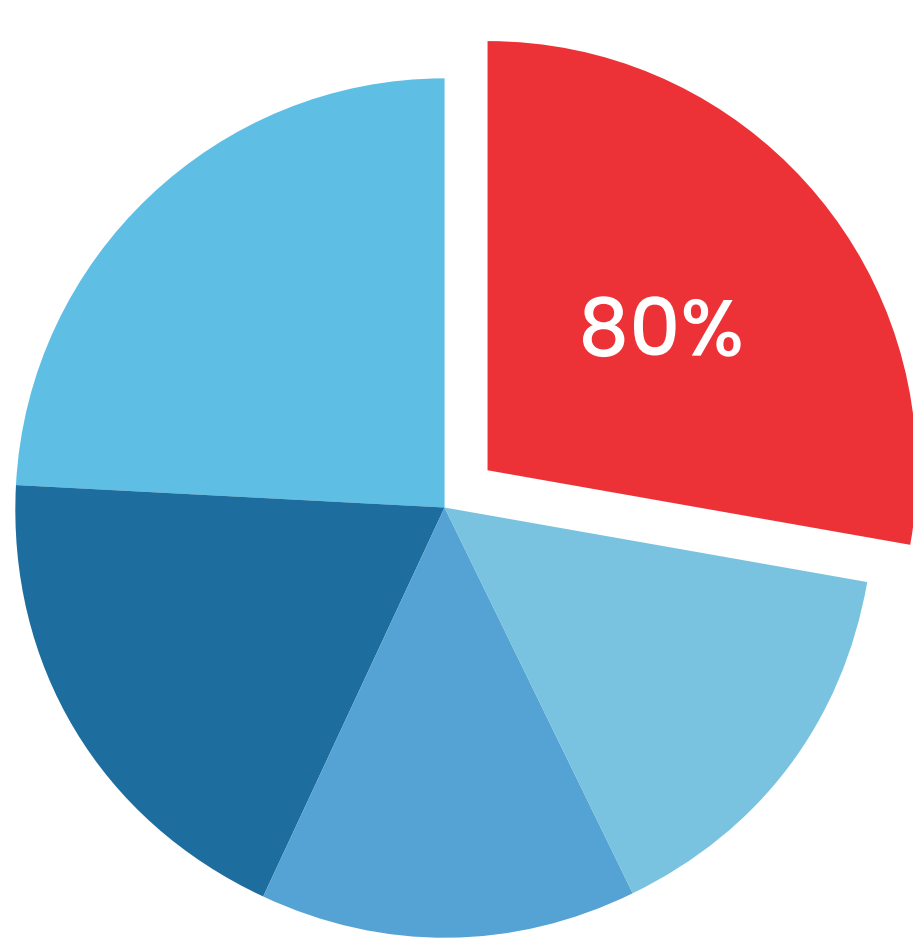
### Solution

ECO ren a car is a revolutionary solution designed to provide a seamless and user-friendly car rental experience for our customers. By addressing the pain points identified in existing car rental services, our app aims to redefine the way users' book and manage rental cars.

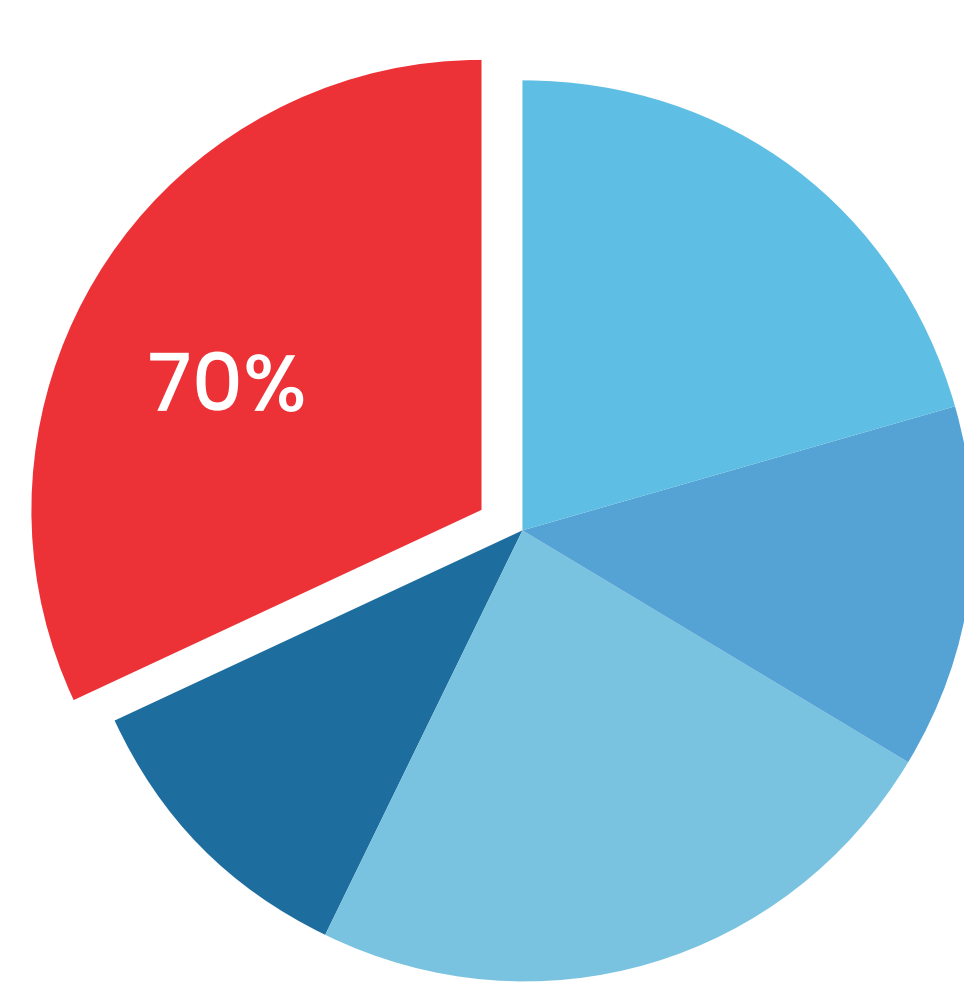
- ★ Simple and Intuitive Booking Process
- ★ Real-Time Availability and GPS Tracking
- ★ Diverse Rental Options
- ★ 24/7 Customer Support
- ★ Transparent Pricing and No Hidden Fees
- ★ Secure and Convenient Payment Options

### Qualitative Research

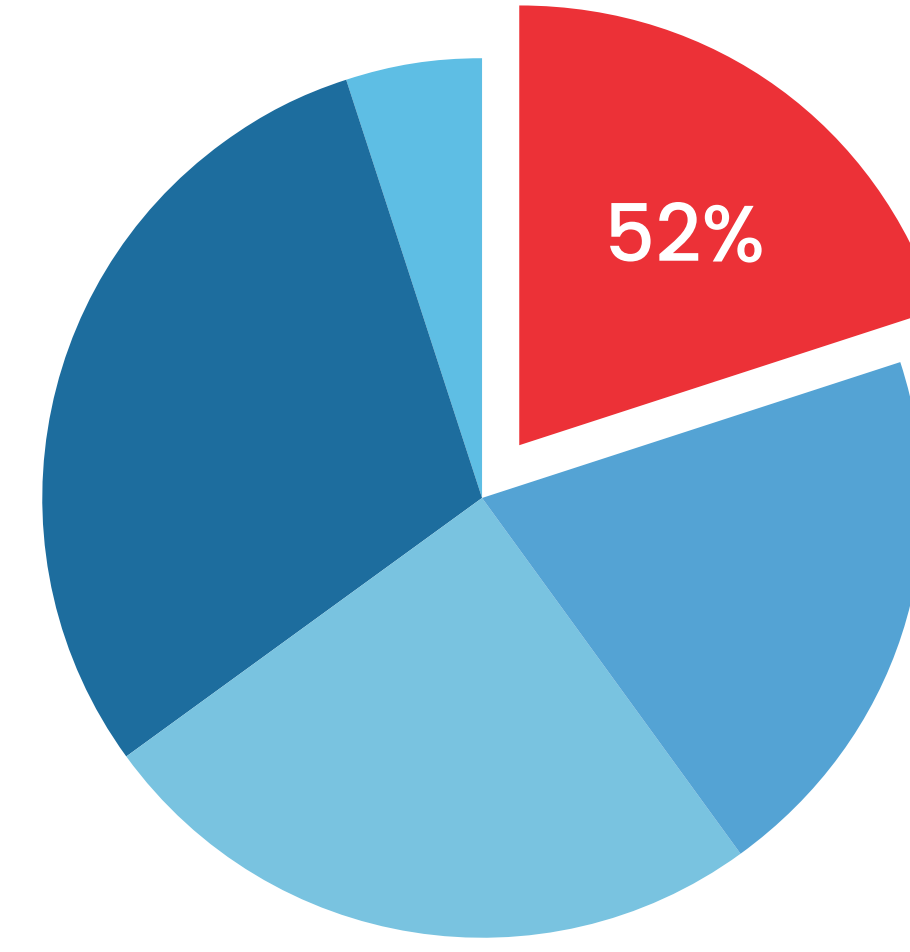
I did some research to test my hypotheses. I will create a structured survey questionnaire with a mix of multiple-choice questions, rating scales, and demographic questions. For quantitative research, I used the LinkedIn network and various communities on Telegram, and I used online survey tools to efficiently collect. I will ensure that the questions are clear, concise, and unbiased. Based on the analysis, I draw conclusions about customer preferences, satisfaction levels, or other relevant metrics. I have created pie charts that will help us understand what potential users like and what their needs are.



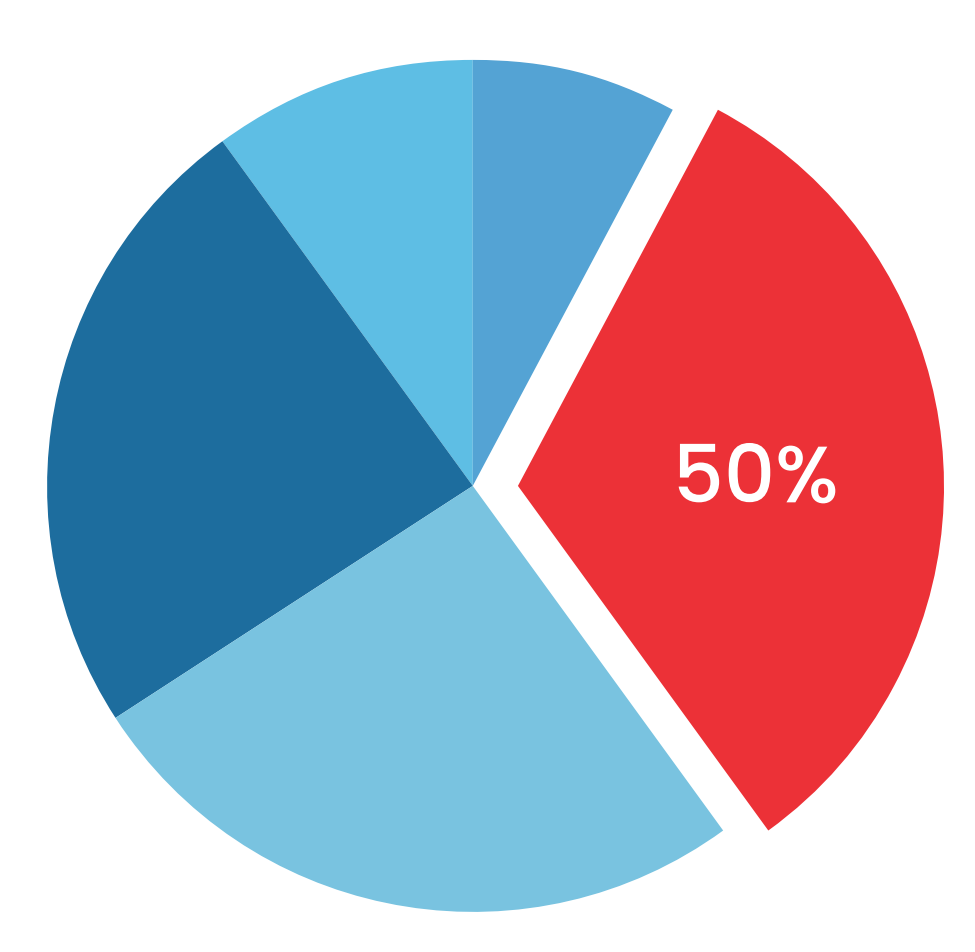
**80% of respondents** choose a taxi service based on the app usability and the quality of



**70% of respondents** book a taxi when they are late.



**52% of respondents** use additional options when they book a taxi.



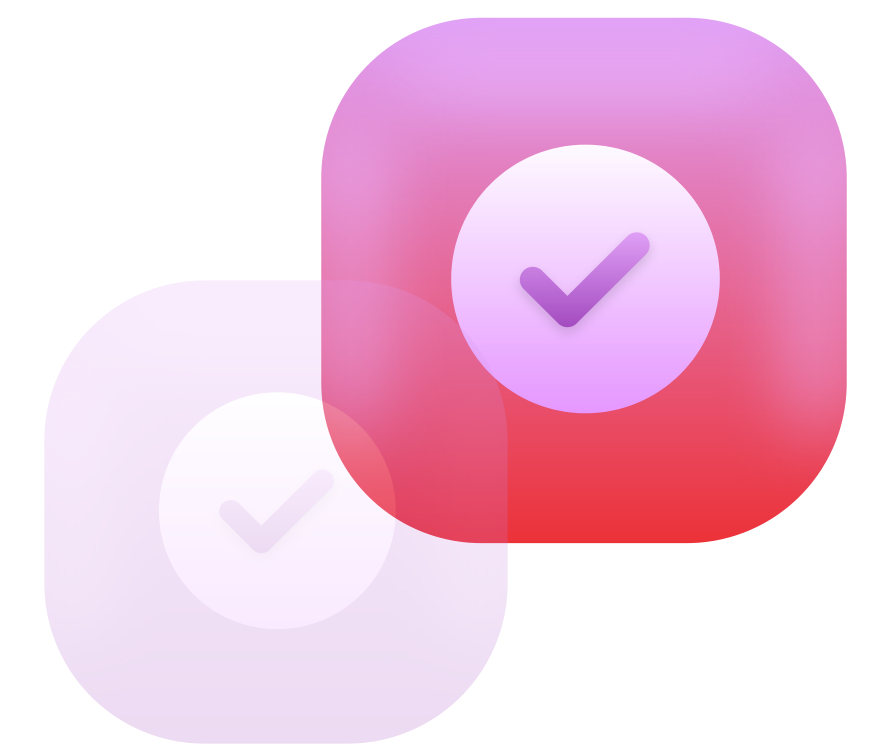
**50% respondents-** pet transportation and air conditioning.

### Competitive Analysis

	Uber	OLA	MERU
Founded Year	2009	2010	2007
Market Size	39.2%	56.2%	0.8%
Revenue	\$31.8 Billion	\$8.5 Billion	\$15 Million
Security Assistance	●	●	●
See Price In Advance	●	●	●
Book For Other	●	●	●
Discount & Cashback	●	●	●
Location Edit Ability	●	●	●



## 02 Define Phase



### Personas



**Age** 32  
**Work** Sales Manager  
**Status** Married , 2 Kids  
**Location** New Delhi, India

#### Rehan Sam

Frequent Business Traveler

##### Need-

Rehan travels frequently for business meetings and needs a reliable app that allows her to book airport transfers quickly and efficiently. She values a seamless and hassle-free booking process, real-time tracking, and access to a variety of premium vehicles. Time is of the essence for Rachel, so she expects quick responses from customer support if any issues arise.



**Age** 28  
**Work** Travel Blogger  
**Status** Unmarried  
**Location** Pune, India

#### Murli Vasu

Vacation Explorer

##### Need-

Murli loves to explore new destinations and prefers flexible rental options for his travel adventures. He seeks an app that offers hourly rentals for short city tours and outstation trips for longer getaways. Mark values a user-friendly interface, transparent pricing, and a wide selection of vehicles, including eco-friendly options.



**Age** 30  
**Work** Homemaker  
**Status** Married , 1 Kids  
**Location** New Delhi, India

#### Sarah Farukh

Family Vacation Planner

##### Need-

Sarah is a busy mother who often plans family vacations. She needs an app that can accommodate her family's needs, including spacious SUVs or minivans for comfortable travel. Sarah values safety features, child seat options, and the ability to book one-way trips for seamless travel between destinations.



**Age** 32  
**Work** Software Engineer  
**Status** Married , 3 Kids  
**Location** Mumbai, India

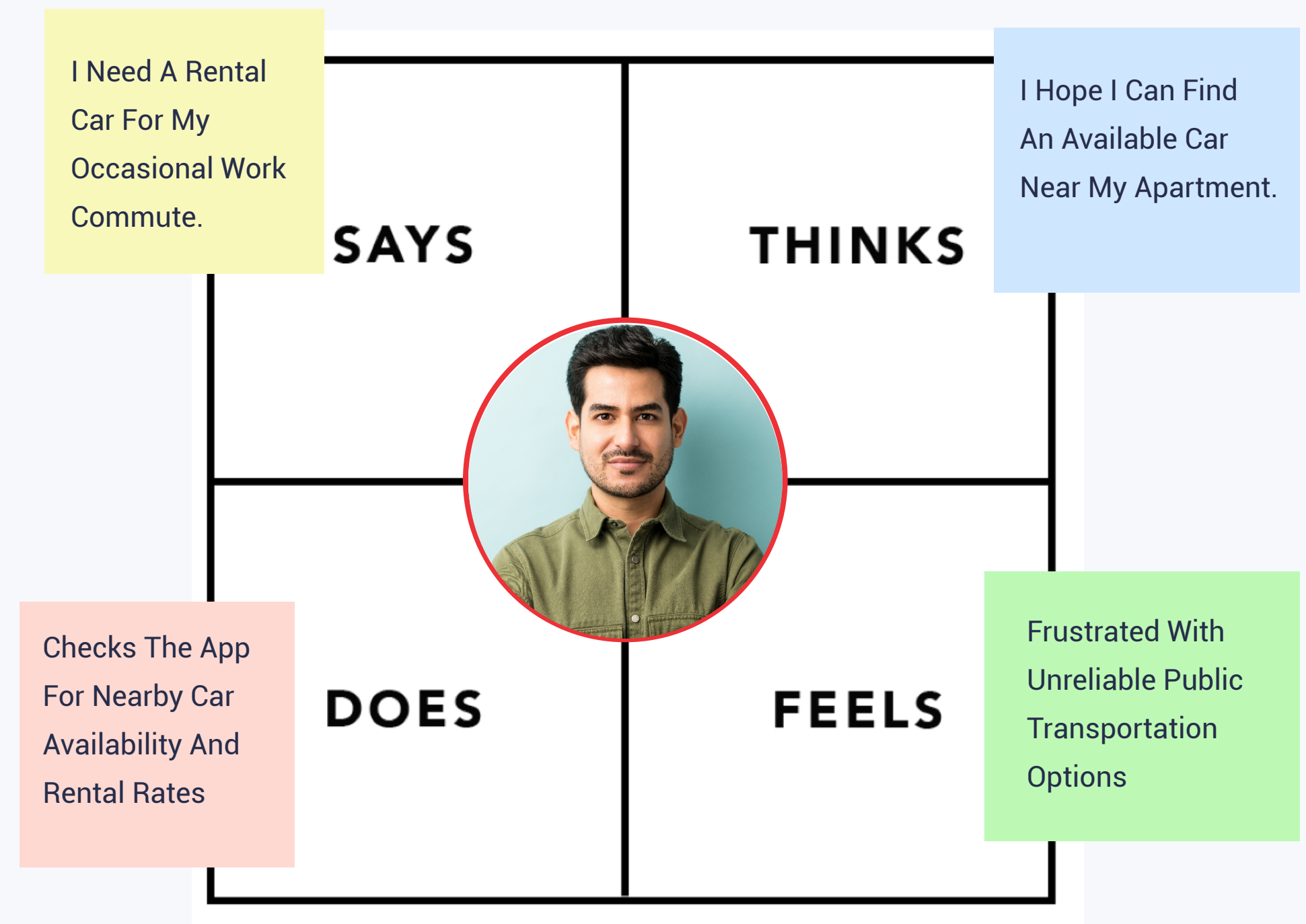
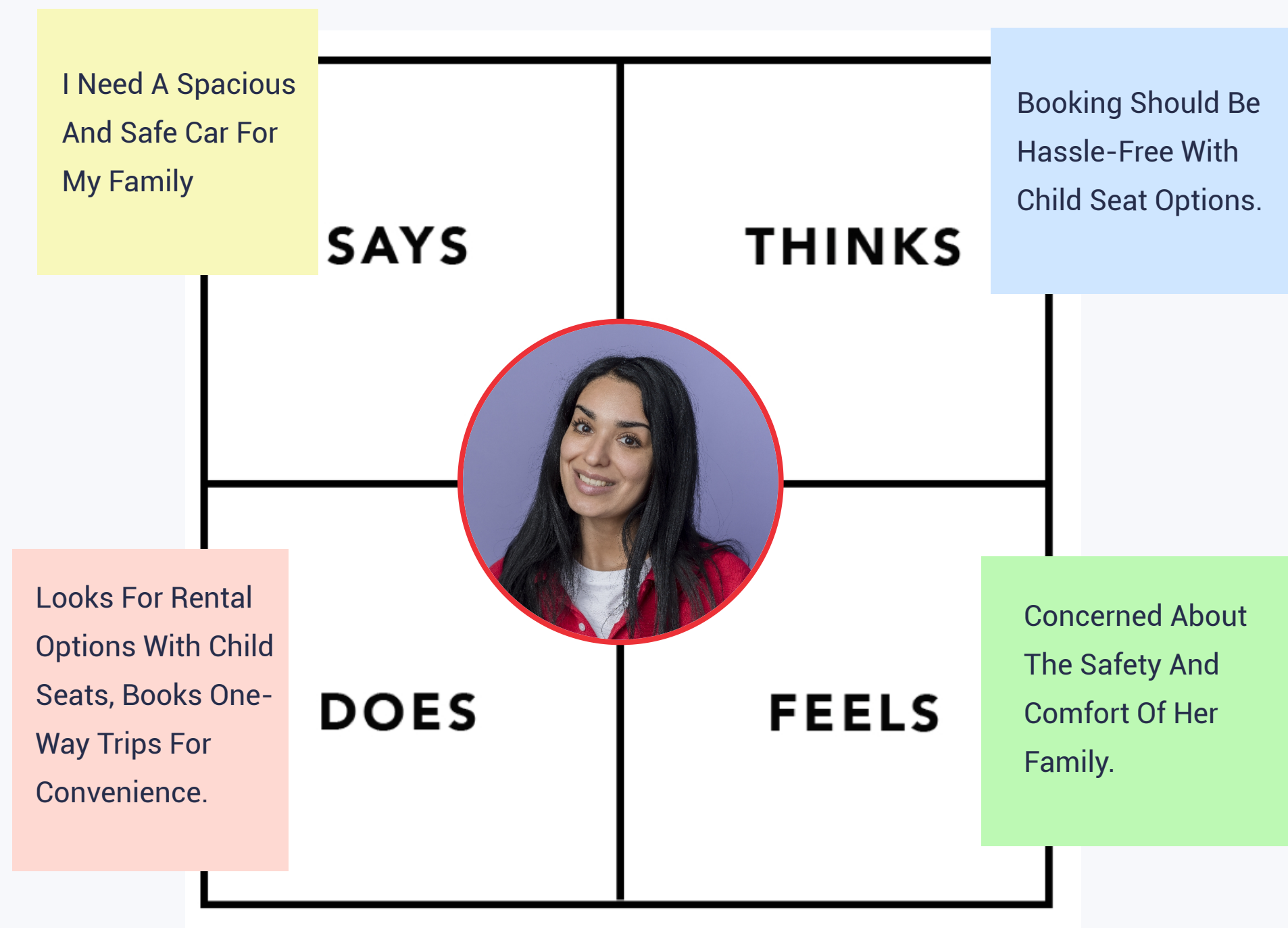
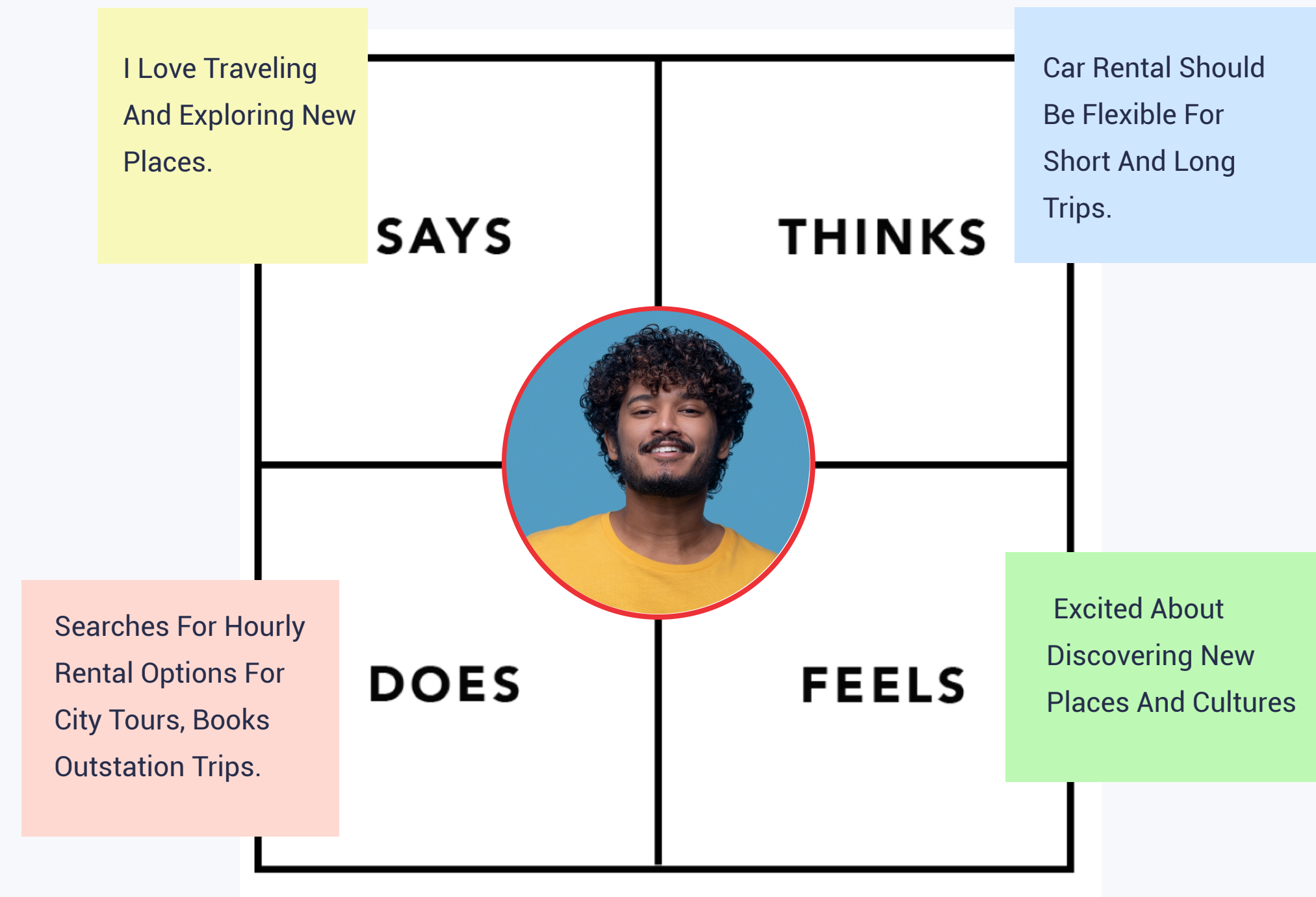
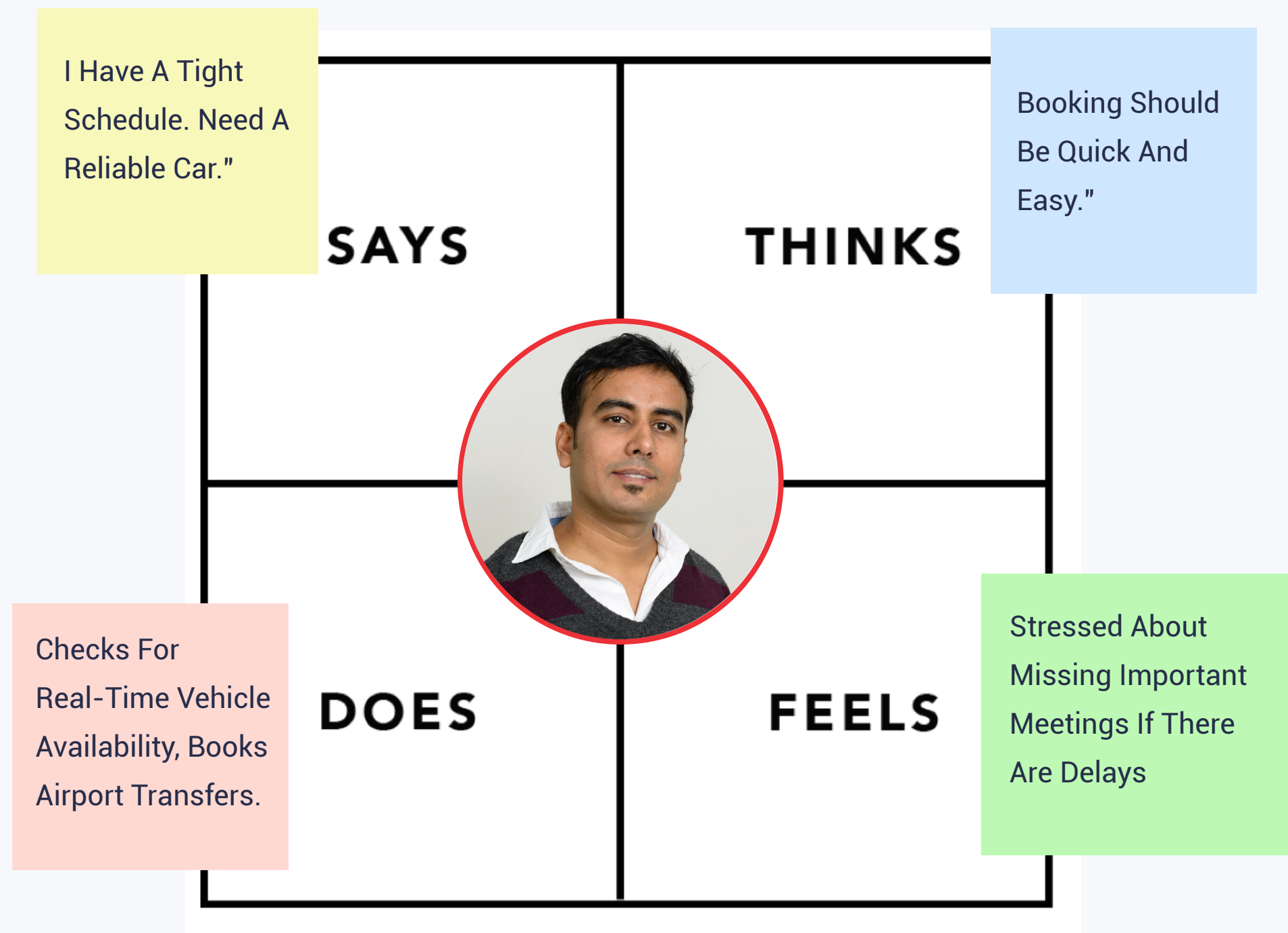
#### Aryan Symons

Frequent Business Traveler

##### Need-

Aryan occasionally commutes to work using a rental car when public transportation is inconvenient. He requires an app that offers affordable hourly rental options with easy access to cars near his home and office. Alex values a loyalty program that offers discounts and rewards for frequent usage.

# Empathy Map





# Journey Map



**Rehan Sam**

Frequent Business Traveler

**Age:** 32

**Status:** Married , 2 Kids

**Work:** Sales Manager

**Location:** New Delhi, India

**Need-**

Rehan travels frequently for business meetings and needs a reliable app that allows her to book airport transfers quickly and efficiently. She values a seamless and hassle-free booking process, real-time tracking, and access to a variety of premium vehicles. Time is of the essence for Rachel, so she expects quick responses from customer support if any issues arise.

	Awareness	Consideration	Decision	User Journey
Actions	Hears about the rental car app from a colleague.	Searches online for rental car apps.	Downloads the app.	Enters flight details and pickup location.
Goals & Exp.	Learn about the app's existence and features.	Compare different rental car apps.	Choose the app with a straightforward and user-friendly interface.	Provide accurate details for timely pickup and airport transfer.
Touchpoints	Word of mouth from colleague.	Search engine results.	App download and installation.	Data entry forms.
Pain Points	Lack of information about the app.	Overwhelmed by various options.	App's interface is confusing.	Concerned about traffic delays and flight timings.
Thoughts	Curious about the app's features.	Wants a solution for reliable airport transfers.	Expects the app to offer airport transfer options.	Anxious about making it to the airport on time.

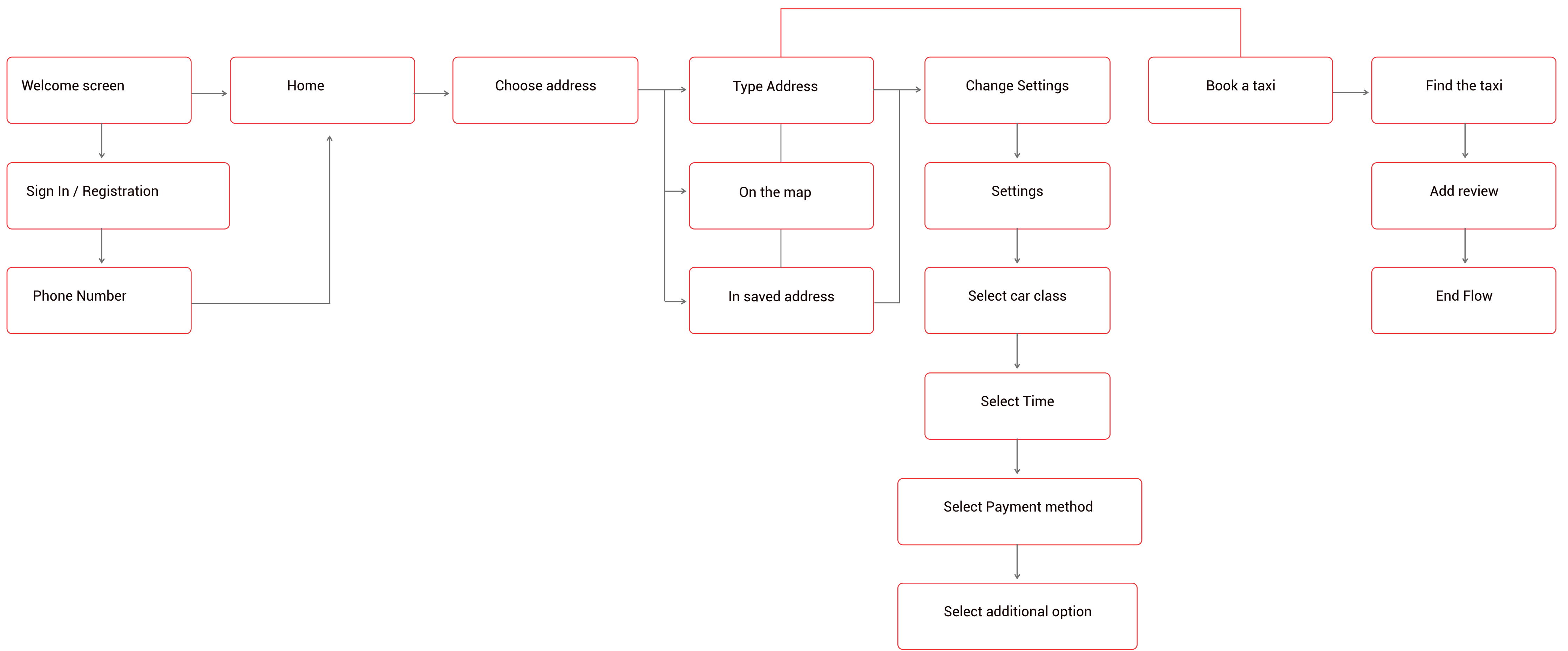


### 03 Ideat Phase

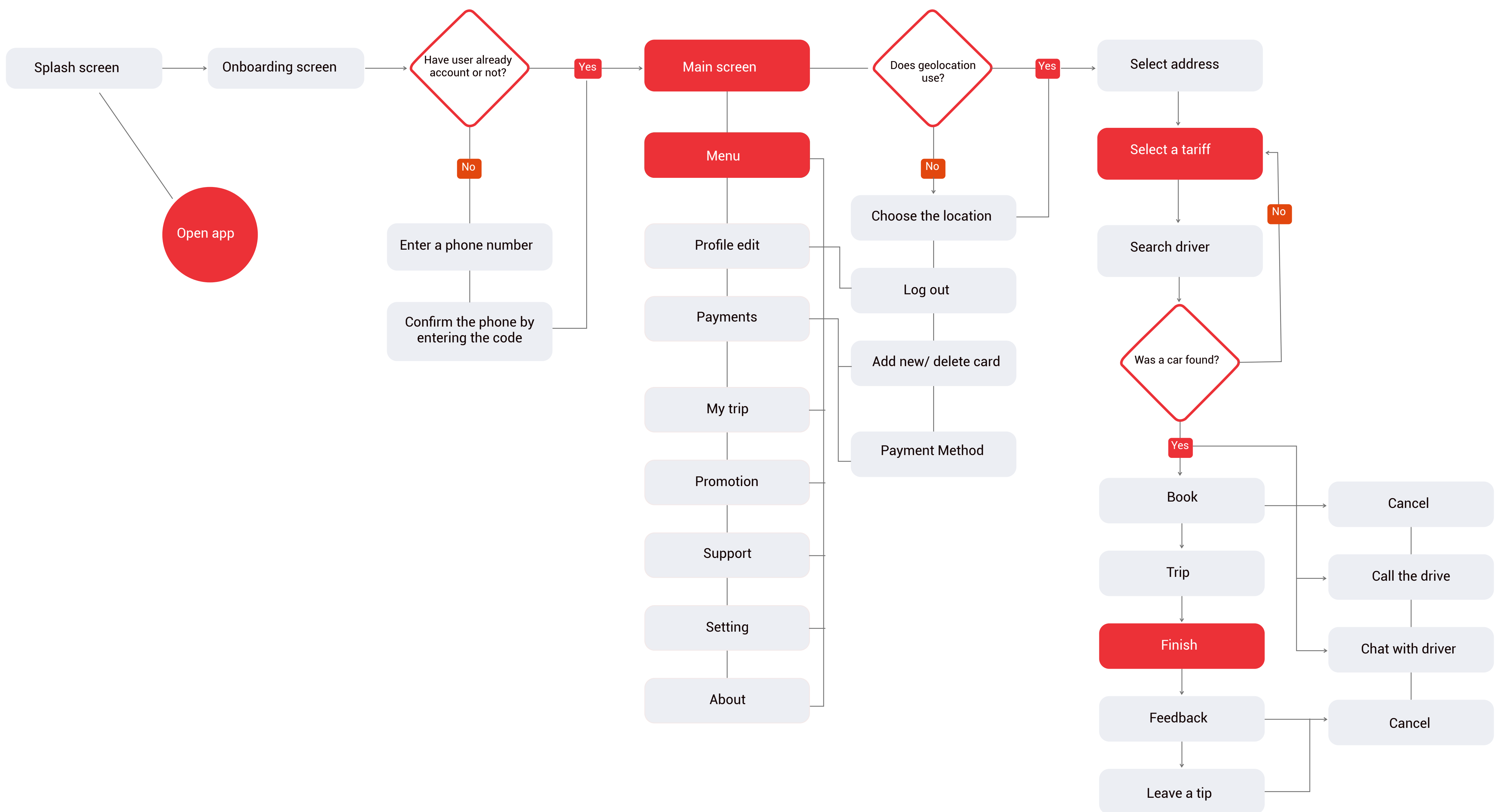


#### User Flow

To Understand how the final product will look like, I created a framework that allows me to see the sequence of actions. To do it, I created a user flow that shows the user's path from opening the application to conforming the ride. The result of the survey shows that most people use the same setting from ride to ride, so there is no need to select every time. This will speed up the user flow of booking a taxi.



#### Information Architecture



### 04 Design Phase

#### Low Fidelity Wireframes





09:41 am

From Airport Terminal 3 to Eco rent a car, Kapashera Estate, New Delhi

Below fares for a range of <Base km>

- Sedan / SUV Dzire, Etios or similar 3+ Driver | 2 Bags 1,072 inc. of airport tolls and taxes
- 42 kms included • 21.0/km after 42 kms
- Sedan / SUV Dzire, Etios or similar 3+ Driver | 2 Bags 1,072 inc. of airport tolls and taxes
- 42 kms included • 21.0/km after 42 kms
- Sedan / SUV Dzire, Etios or similar 3+ Driver | 2 Bags 1,072 inc. of airport tolls and taxes
- 42 kms included • 21.0/km after 42 kms
- Sedan / SUV Dzire, Etios or similar 3+ Driver | 2 Bags 1,072 inc. of airport tolls and taxes
- 42 kms included • 21.0/km after 42 kms

1,072 inc. of airport tolls and taxes

Receipt

09:41 am

### YOUR BOOKING

Modify

Departure Time  
05 May, 09:00 AM

Trip Type  
From Airport

Pickup From  
Pickup Address

Drop To  
Drop Address

Flight Details (For Airport Pickup)  
Enter Details

Booking for someone else?  
 Yes  No

Contact Details  
Name Prashant Chaudhary  
Email Prashant@gmail.com

Apply Coupon

### Booking Summary

Trip Type  
From Airport

Pick From  
City - Airport Terminal Name

Drop To  
Drop Address of User

Flight Details  
UAI008 / Fri, 17 Sep 2021

Contact Details  
Name Prashant Chaudhary  
Email Prashant@gmail.com  
Mobile Number +91 9876543210

1,072 inc. of airport tolls and taxes

110037  
e, New Delhi -110045

Cancel

TRACK RIDE

SUPPORT

09:41 am

### YOUR RECEIPT

Ride Details

Sedan / SUV Dzire, Etios or similar  
₹ 1,072 | 21.4 km

07:43 PM 141, P Block, Pocket A, Sector 18, Noida, Uttar Pradesh 201301, India

07:43 PM Gaur Sportswood, Sector 79, Noida, Uttar Pradesh, India

Bill Details

Your Trip	₹ 1,072
Discount	₹ 22
Total Bill Includes ₹ 15.66 Taxes	₹ 1,066
Total Payable	₹ 1,066

Payment  
Cash

Download Receipt PDF

Resend email

09:41 am

### MY TRIPS

Past Upcoming

Successful ₹ 1,072 From Airport

Mon, Sep 17, 17:30 PM  
Traveller Name +2 More  
BID: 21564487897987  
IGI Terminal -3, South West Delhi, New Delhi Pin. No. 110037, India  
Gaur Sportswood, Sector 79, Noida, Uttar Pradesh, Pin. No. 201301, India

Successful ₹ 1,072 From Airport

Mon, Sep 17, 17:30 PM  
Traveller Name +2 More  
BID: 21564487897987  
IGI Terminal -3, South West Delhi, New Delhi Pin. No. 110037, India  
Gaur Sportswood, Sector 79, Noida, Uttar Pradesh, Pin. No. 201301, India

Successful ₹ 1,072 From Airport

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BID: 21564487897987  
IGI Terminal -3, South West Delhi, New Delhi Pin. No. 110037, India  
Gaur Sportswood, Sector 79, Noida, Uttar Pradesh, Pin. No. 201301, India

09:41 am

### MY TRIPS

Indo Gulf Hospital & Diagnostics

Cambridge School

Happy Lane

Shanti Lane

Vijayrak Hospital

Wave Sector 18 Noida

Ratra Multispecialty and Cosmetic Dental Centre

Lieutenant Vijyant

The Great India Place

OTP: 2354

UPI3BT6187  
White Dzire Tour  
White Dzire Tour

Send a message to Driver

09:41 am

### HELP & SUPPORT

Reach Out to Us at

011 - 4079 4079 For Support

011 - 4079 4079 For Sales

24 x 7 Helpline

Mail to Us

Get Latest Updates

Facebook LinkedIn Instagram YouTube WhatsApp

09:41 am

### HELP & SUPPORT

Mail to Us

Subject

Choose Subject

Write your mail here...

# Design System

## TYPOGRAPHY

**Aa**

A B C D E F G H I J K L M N O P Q R S, T, U, V, W, X, Y, Z.

A B C D E F G H I J K L M N O P Q R S, T, U, V, W, X, Y, Z.

Poppins

Thin

Light

Regular

Medium

*Medium Italic*

Semibold

**Bold**

## COLORS



#622FEB



#312651

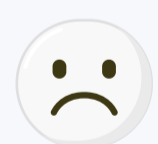


#B76BD6



#F2F2F2

## ICONS AND ILLUSTRATIONS



Worst



Bad



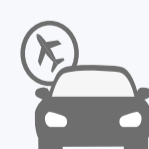
Good



Best

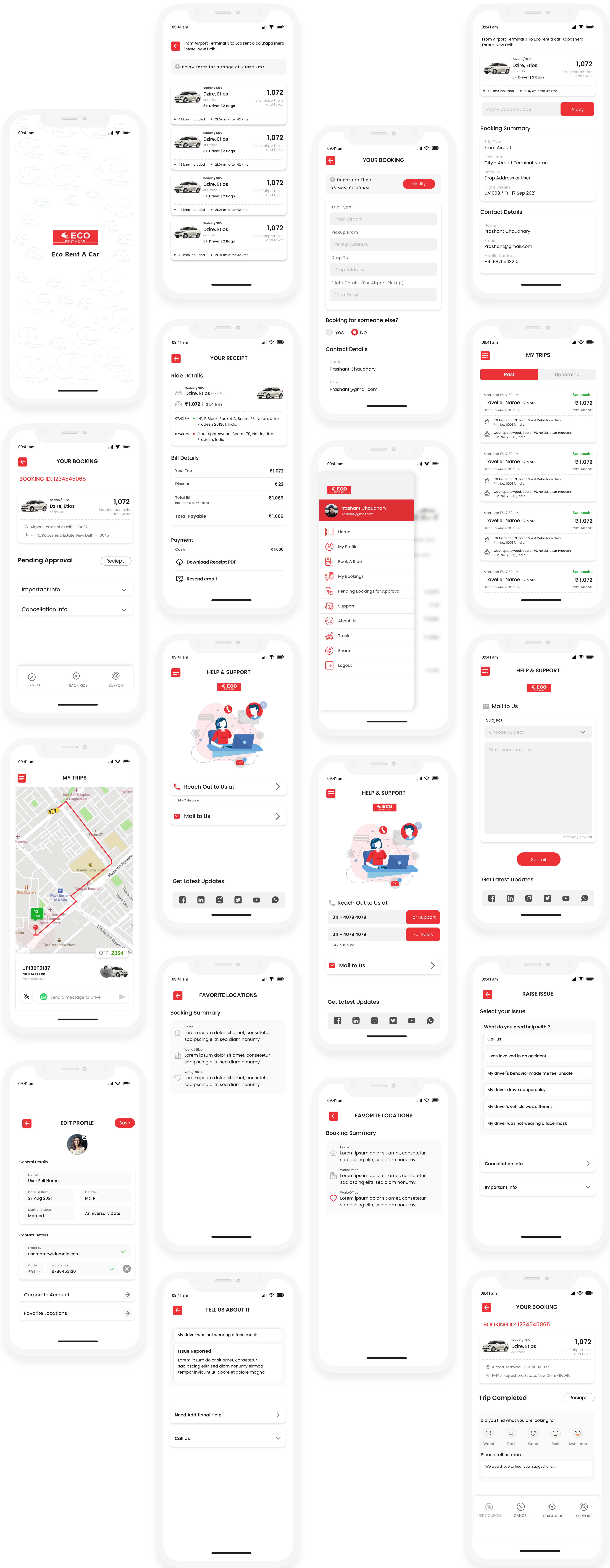


Awesome





# Final Screens



Thanks for your time!

