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Professional UX Case Study 2019/20



DISCOVERY

# ABOUT

The clue is in the name.

Tablet Rentals specialise in renting tablets to clients and individuals. They currently cater to many industries including - events, fashion, technology, photography, and field research companies.

Having been up and running for more than 5 years, they felt now was the time to maximise client orders and rebrand from the ground up. This included new logo design and a new responsive website.



DISCOVERY

# THE PROBLEM



**"Clients need a better experience when searching for A/V (audio visual) equipment for events and individual use"**

*At the moment, clients are often calling Tablet Rentals directly and they would prefer for them to do this online instead via a better quotation system."*

# THE GOAL

1. Understand how event hire equipment is booked

Looking at the competition and discovering where clients struggle would provide useful insights.

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2. Understand the hire market

Identify what motivates the user, what their goals and frustrations are. This stage helps us identify pain points from a user's perspective.

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3. Create a solution that meets user needs

Create a design that solves the user's frustrations by studying motivations identified in the previous stage



DEFINE

# USER INTERVIEWS



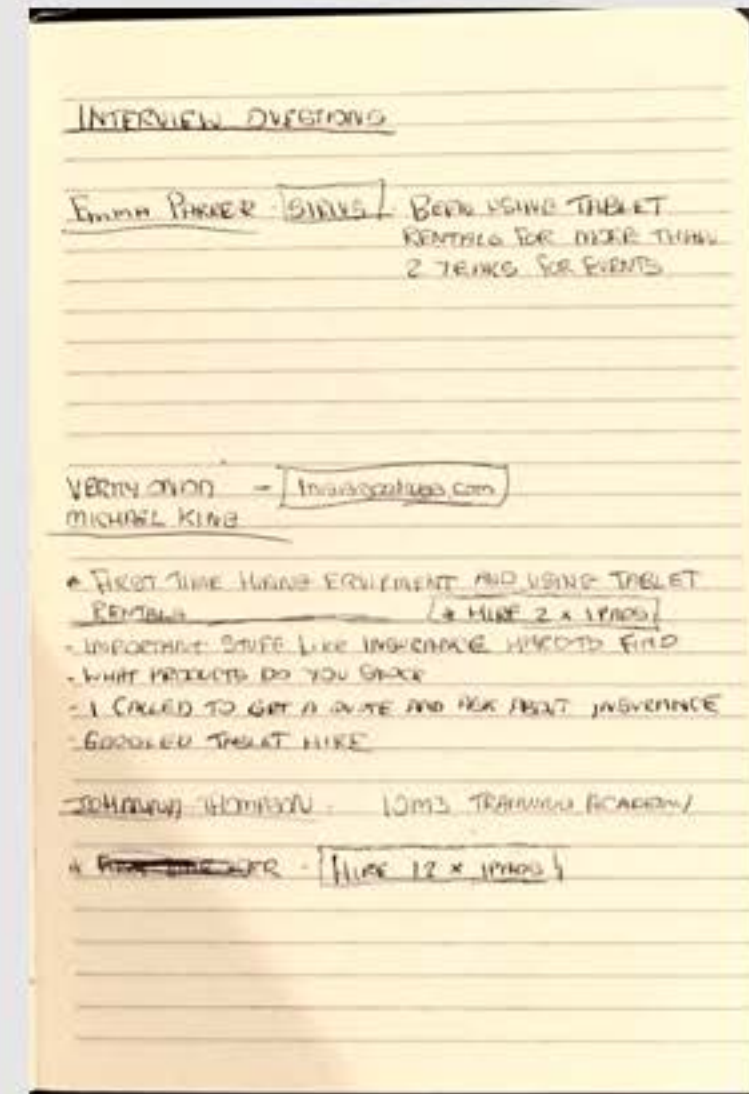
## INTERVIEW METHOD

For my interview process I decided to connect with some of Tablet Rental's current clients by taking 5 minutes of their time for a phone interview.

I found this method the most practical as we generally receive a lot of client phone calls to book orders so after they book I requested a short Q&A session while their motivations were still fresh.

### Questions asked to clients

- Was you able to find the information you was looking for?
- What issues did you face?
- How often do you hire?
- What made you call us directly rather than email or use the quote system ?
- What information could you not find on the website?



## INSIGHTS



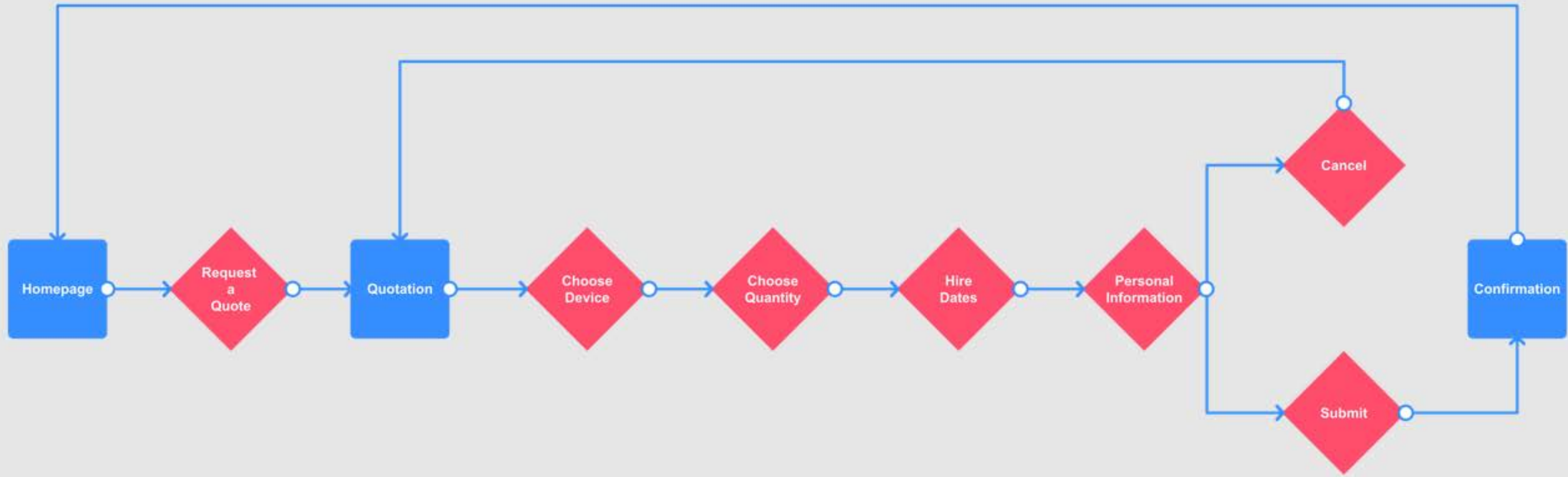
### **Pain Points**

- Prefer calling to make sure all important hire information is sent across
- What other services are on offer (onsite support/apps and content preloaded etc)
- Not clear on whether I can do 1-day rentals
- Have to enquire whether you stock a particular product
- Quotation section doesn't let me know what equipment you have available
- No information regarding damage insurance and whether this can be purchased for the hire

DEFINE

# USER FLOW

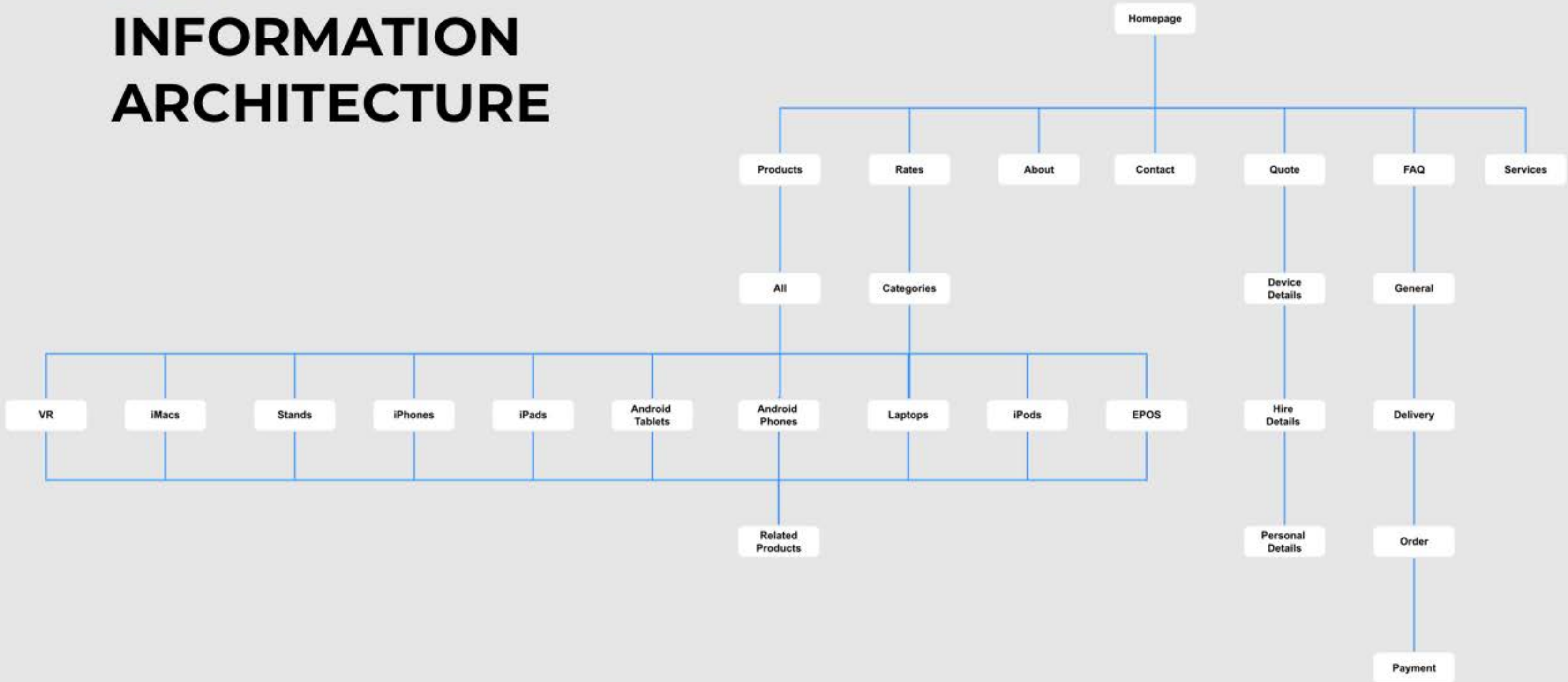
SINGLE USER ACTION - REQUEST A QUOTE





DEFINE

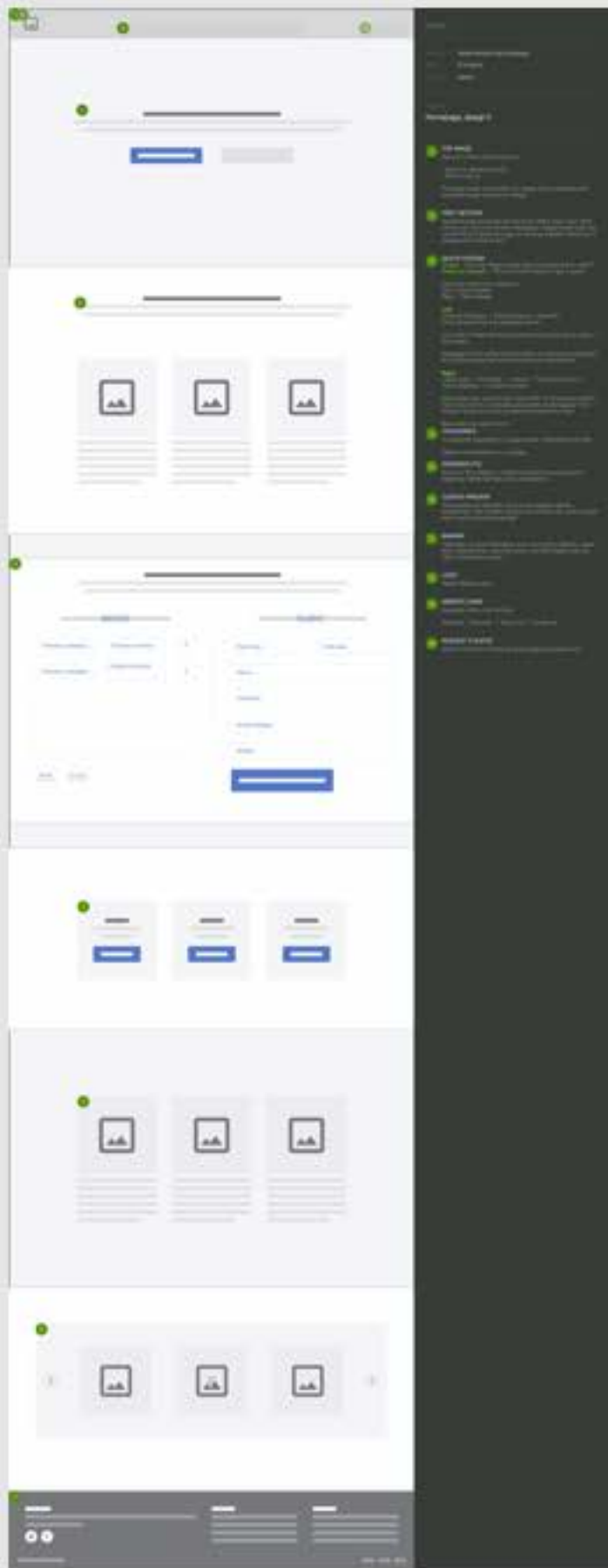
# INFORMATION ARCHITECTURE



DESIGN

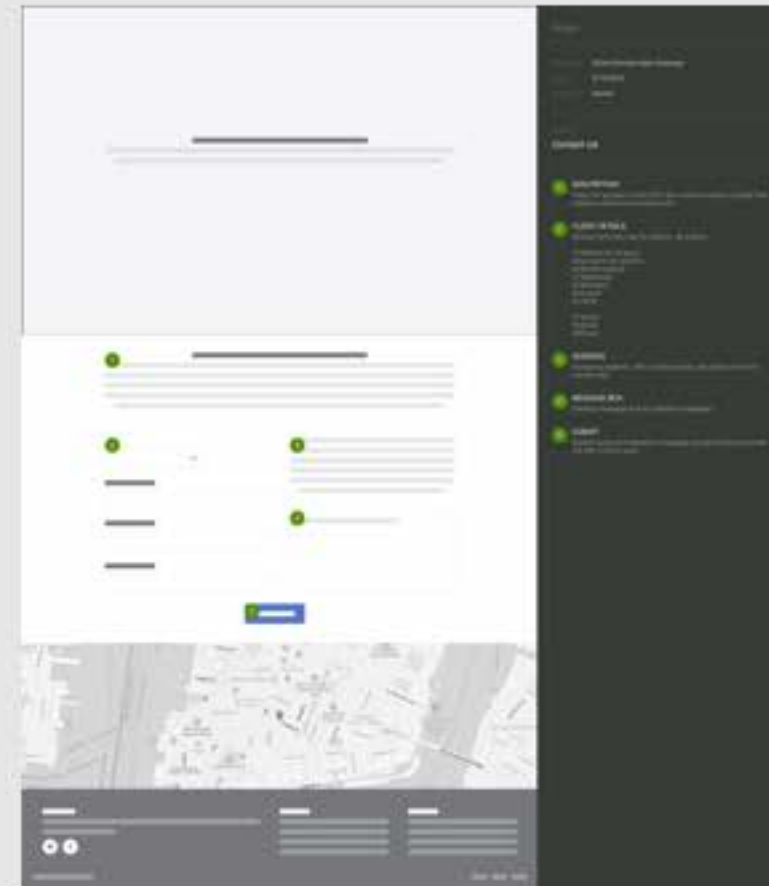
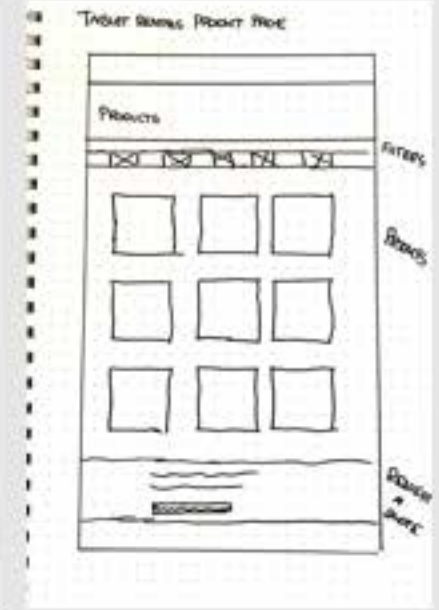
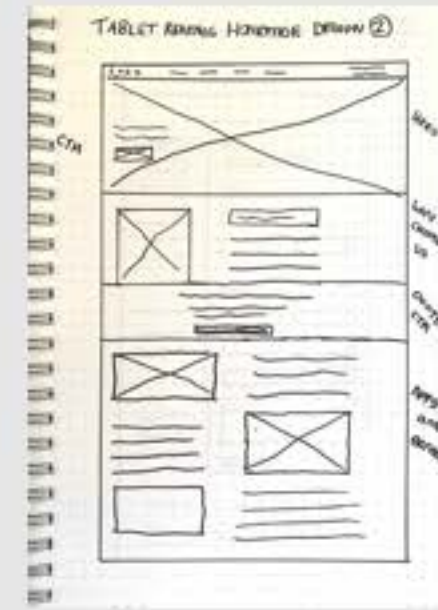
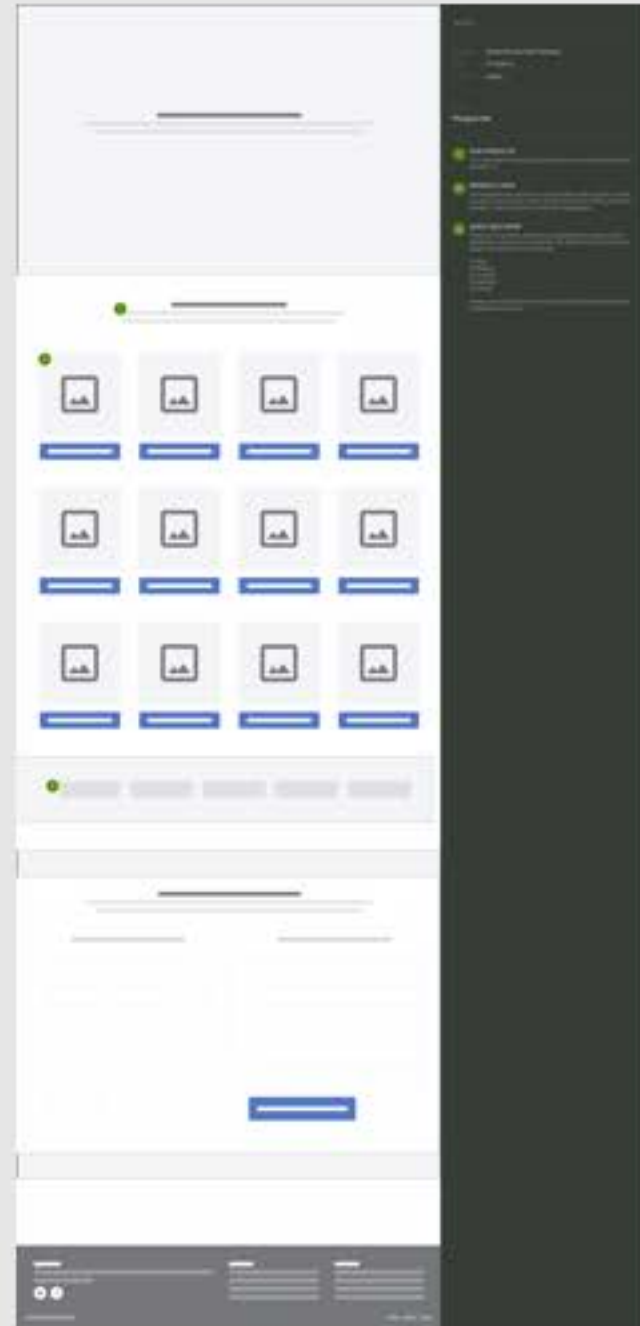
# SKETCHES AND WIREFRAMES





DESIGN

# Lo-Fi Wireframes



DESIGN

# USABILTY TESTING



## Learnings

I ran a usability session with friends and family of up to 4 users and gave them the scenario of...

**" You have an event and need to hire the most affordable solution for equipment. You want to put through a couple of quotes and identify the best value"**

The usability feedback provided me a lot of feedback regarding the stage 1 designs.

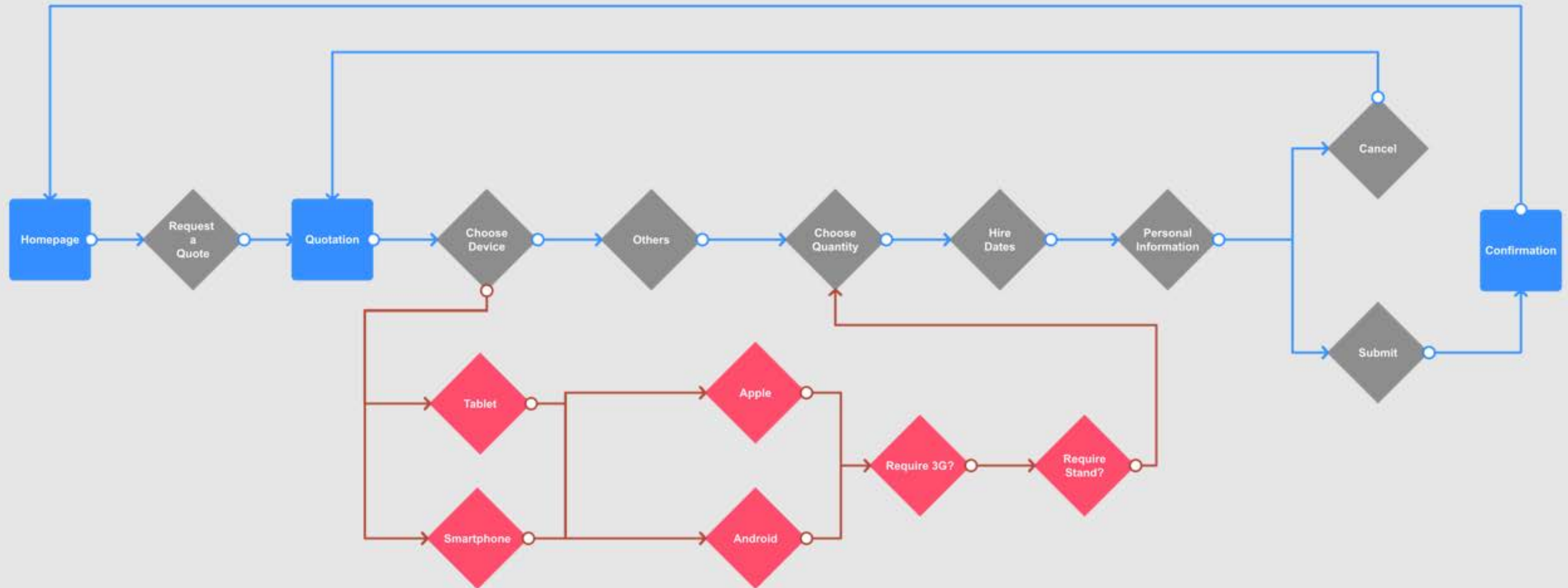
- 95% of users found the homepage a bit too cumbersome with too much information being displayed at once that they feel they don't need to view the website more.
- 80% of users wanted to hire a 4G sim card but proceeded without knowing the option even existed.
- 75% of users found that using the quotation system on the homepage small and untidy. At least 50% wanted it to remain as a separate page.
- 100% of users wanted some interactivity when clicking on Products on product page
- 85% of users did not find the category sorting buttons on products page

DEFINE

# USER FLOW

SINGLE USER ACTION - REQUEST A QUOTE

REVISED VERSION



## DESIGN

# Lo-Fi Wireframes

## REVISED VERSION

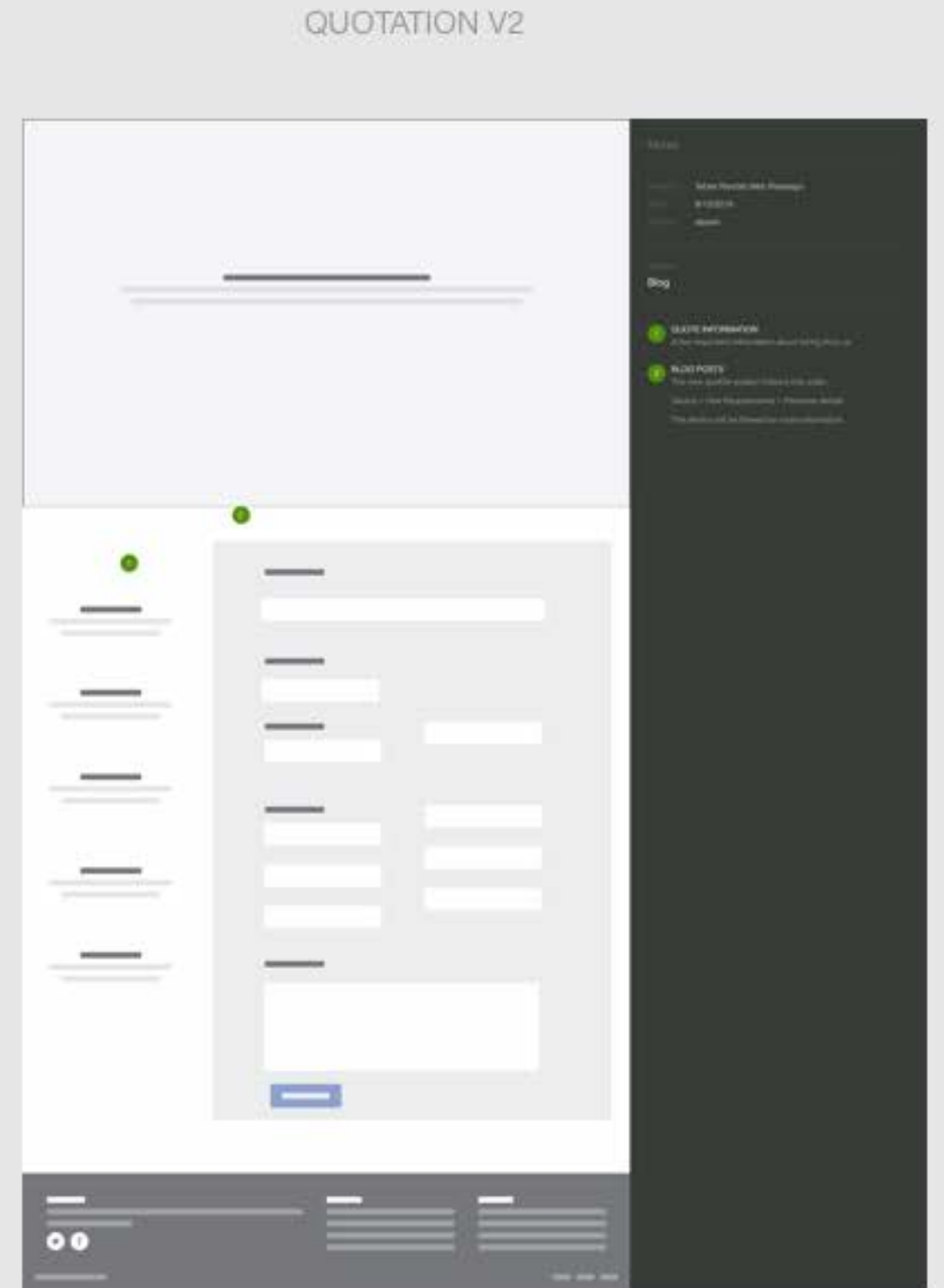
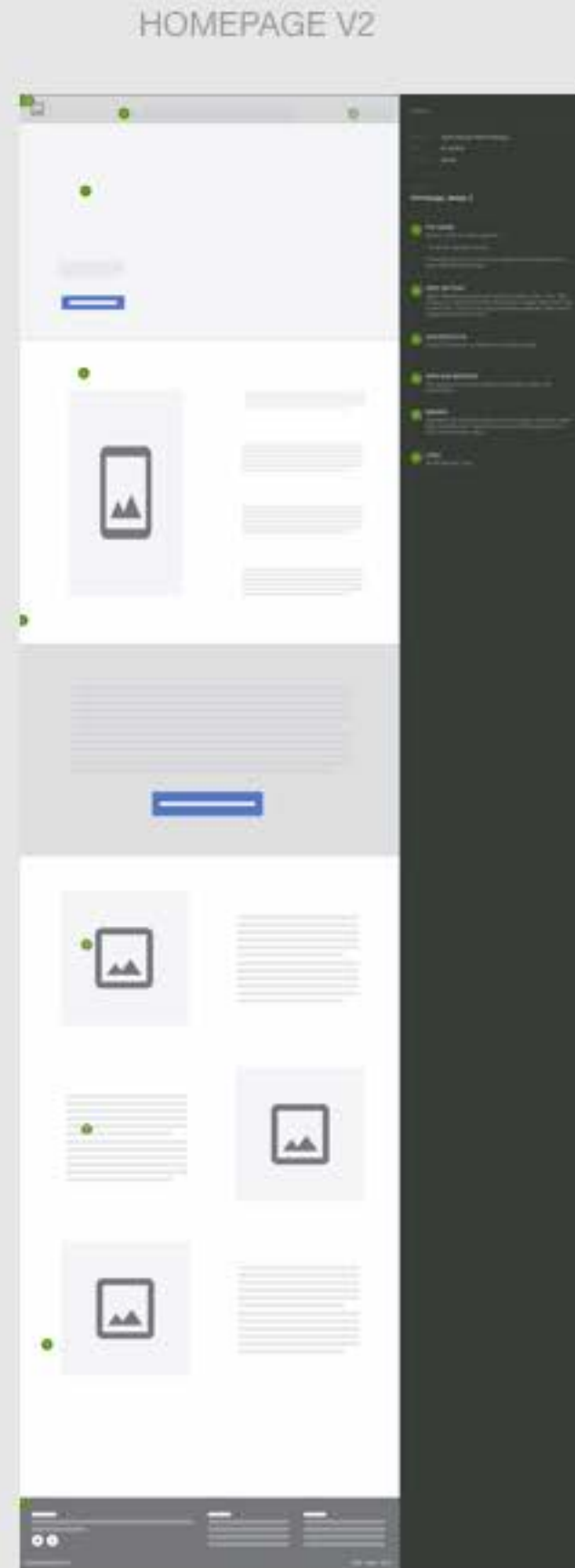
With the useful insights gained from usability testing, I went back to the design phase to create viable solutions.

### Homepage

Removed the quotation section from the homepage so that it had its own dedicated page. The new homepage only shows what Tablet Rentals wants its user to know about the, for example; they stock more than just ipads, and they do more than just hire equipment.

### Quotation Page

By adding in a quotation page as its own section we were able to direct users to it using clever CTA positioning. It also allows to focus more on the extra details by using the extra space.



DESIGN

# COMPARISONS





# DESIGN HOMEPAGE HI-FI WIREFRAMES

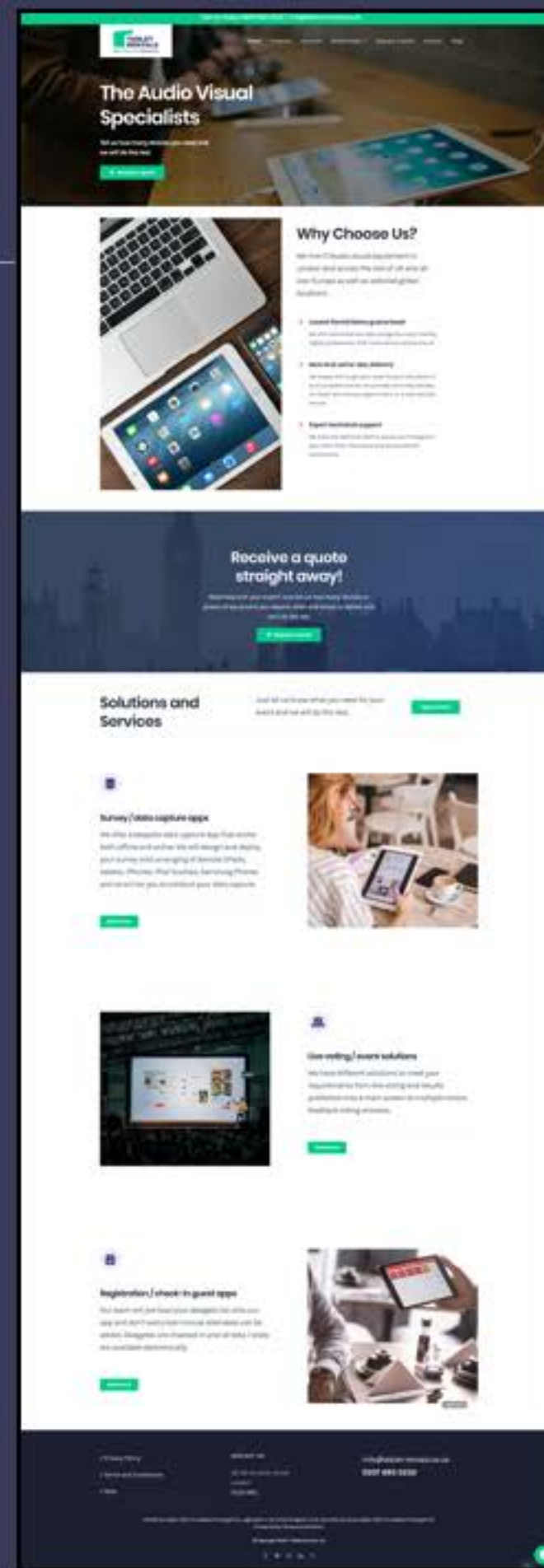
New  
Design

**Consistency in colors**  
green for CTA buttons and contact. More dark color against white

**Related Visuals**  
Included more images that help illustrate what Tablet Rentals do and who they cater to.

**Services and Solutions**  
Dedicated solutions section on the homepage that show clients what extra solutions Tablet Rentals can offer.

**Request a Quote**  
Large banner covering the full width of the screen to attract the attention of users



Old  
Design



# DESIGN QUOTATION HI-FI WIREFRAMES

Old  
Design

## Filtered Lists

Replaced radio checkboxes with filtered lists where the user can select per category and then through device

## Extra Options

Depending on the device chosen, the user will see additional options to choose from. If the user chooses Tablets > iPads > they will get options for 4G sim and stands.

## Organised Sections

Form is sorted in Device, Requirements, and personal details in order to keep the form clean.

## Additional Details

Extra information in regards to GDPR and company policies.

The old design wireframe features a green header with the 'Tablet Rentals' logo and navigation links: 'Request a quote', 'Home', 'Products', 'Services', 'Contact Us', and 'Blog'. The main content area is titled 'Request a quote' and contains several sections: 'Get a iPad like quote?' with a sub-heading 'If you want to hire an iPad... or simply fill out this form for an instant quote!'; a list of device options including 'iPad Mini', 'iPad', 'iPad with Retina Display', 'iPad Air', and 'iPad Pro'; a section for 'How many iPads do you require?' with a 'Select' dropdown; a section for 'When are the iPads needed?' with a calendar icon and a 'Start Date' field; a section for 'Where it going to?' with a 'Delivery Location' field; and a 'Tell Us About You' section with fields for 'Your name', 'Company', 'Telephone', 'Email', 'Address', and 'Post Code'. A green 'Submit' button is at the bottom. The footer includes contact information, social media icons, and a small map.

New  
Design

The new design wireframe has a dark green header with the 'TABLET RENTALS' logo and navigation links: 'Home', 'Products', 'Services', 'Request a quote', 'Contact', and 'Blog'. The main content area is titled 'Request a quote' and features a 'Please complete the form to get a quote' section with a sub-heading 'Alternatively, you may choose to contact us via the contact form options. We deliver throughout mainland UK on a next-day service.' and two bullet points. To the right is a 'Form' section with fields for 'Device' (Device Category, Device Type), 'Requirements' (Number of Devices, Start Date, End Date), 'Personal Details' (Name, Company, Email, Phone, Delivery Postcode), and a 'Message' field. A green 'Submit' button is at the bottom. The footer includes a 'Thank you for your interest in our products and technology.' message, a GDPR notice, and contact information: 'info@tablet-rentals.co.uk' and '0207 683 0232'. It also includes a 'CONTACT US' section with '30-36 Tavistock Square, London, EC2A 4BQ' and a 'Privacy Policy' link.

DESIGN

# RENTAL RATES

HI-FI WIREFRAMES

Old Design

## Zebra Grid

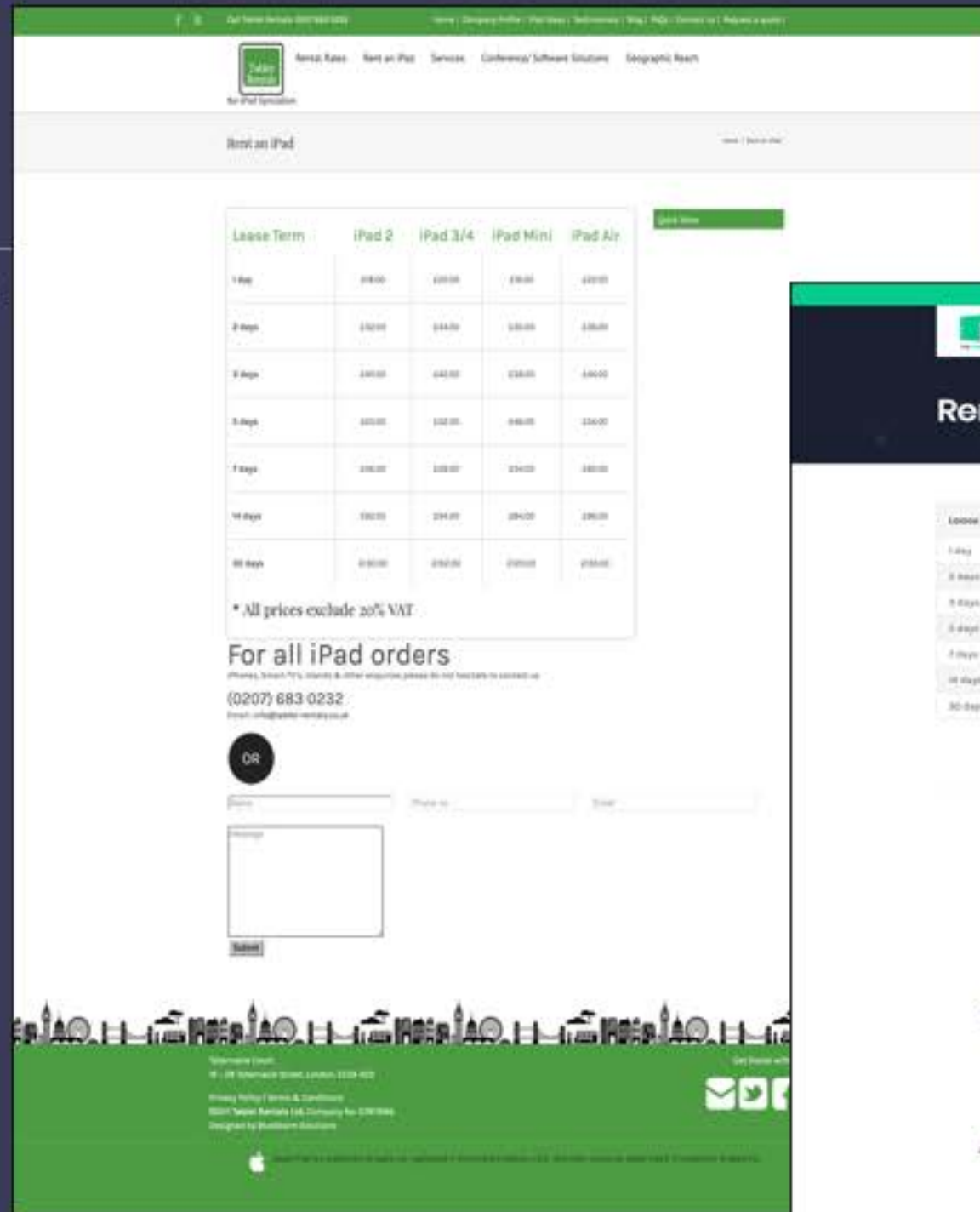
The zebra patterns aids the user by guiding the eye along the rows and differentiate between rows easier

## Responsiveness

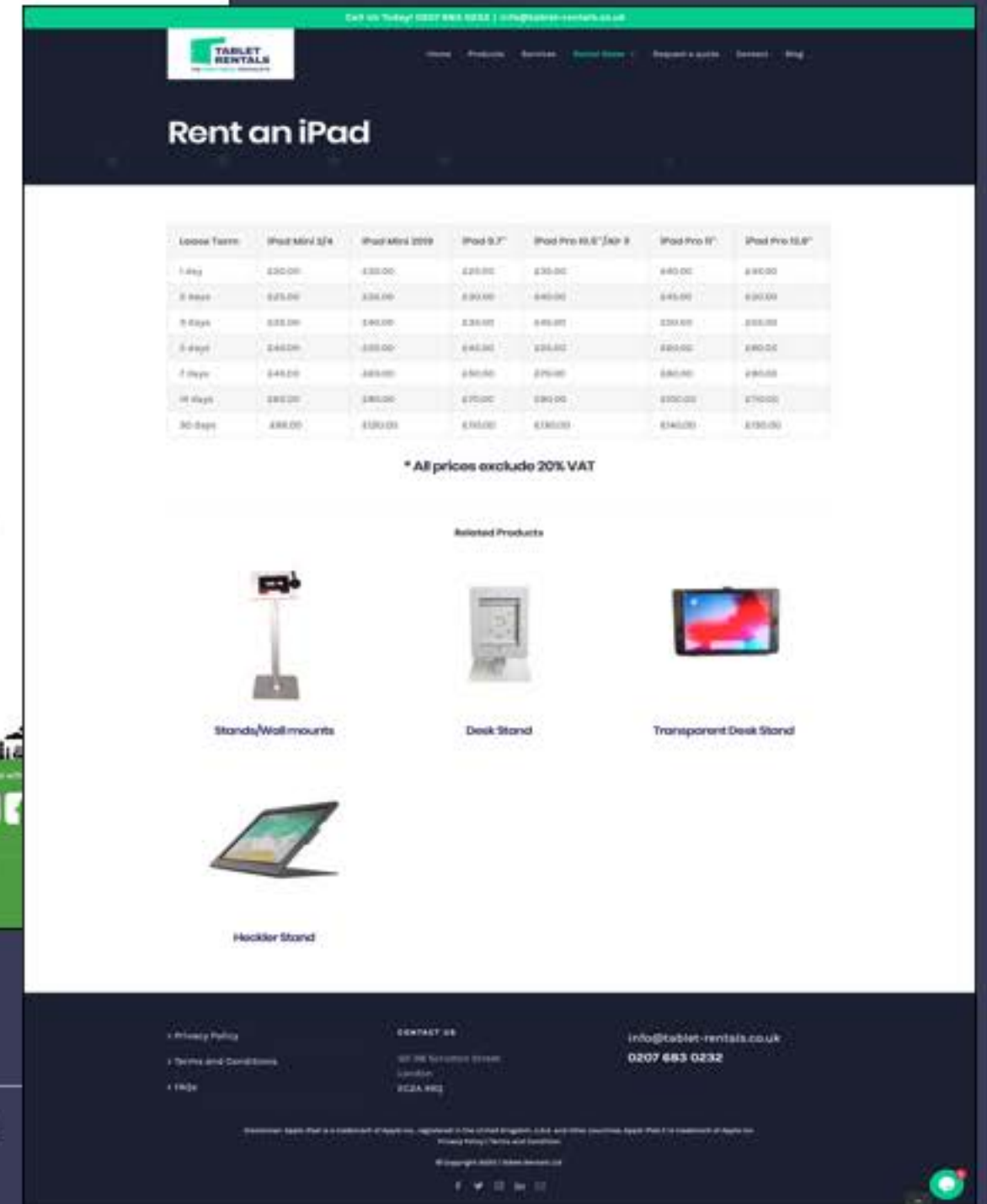
Uses maximum screend width and ensures usability on mobile devices by utilizing scrollable area

## Related Products

The system identifies related products the user may be interested in depending on what they are currently viewing. This allows the user to discover extra products they may wish to hire



New Design



# DESIGN PRODUCTS PAGE

HI-FI WIREFRAMES

## Products

A complete visual view of every product Tablet Rentals stock

## Rental Rates

Each product contains a nested link which will redirect users to the rental rates for that specific product

## Categories

Users can view all products at once or choose to narrow it down via a category if they are only interested in a smartphone or tablet in particular

## Request a Quote

CTA button to direct the user to the quotation page quickly



# RESULTS



# NEW DESIGN: STATISTICS

(January 2020 - March 2020 - 3 month period since going live)

\* Statistics provided by Google Analytics

**67.05%**

**Bounce rates**

(-5.94% Reduction)

**1,412**

**New Users**

(Overall Sessions)

**53**

**Live Chats Opened**

(Tawk.to quotes)

**2.06 min**

**Average Time Spent**

(+1.02 minure increase)

**466**

**New Quotes**

(Telephone orders)

**338**

**New Quotes**

(Website Orders)

\* Bounce rates were an interesting statistic to judge. Although we wanted to judge this project by how many users put in a quote through the system, we noticed we were not impacting bounce rates at all. This was because our website is information based with its aim to push users to leave a quote online, call us directly, or email us. As a result, bounce rates were improved minimally.

**THANK YOU**