

Car rental

Taking the current style of the booking steps, and playing with the existing functions I did a redesign of the car rental component trying to improve the user flow and the look and feel.

Goals: improve the style and give the chance to the user to contract the service without leaving the component

Car rental

- ✓ Customer service around the clock
- ✓ No extra costs
- ✓ Comprehensive insurance
- Smooth and comfortable

Economy
Renault Clio eller or similar model
€152 32 €/day

Pickup / Drop: Airport- Airport
Main Driver: Main driver Name
Birthdate: Day Month Year

Cancel **CONFIRM**

Intermediate
Renault Clio eller or similar model
€152 32 €/day

Compact
Renault Clio eller or similar model
€152 32 €/day

SEE LESS

Compact
Renault Clio eller or similar model
€152 32 €/day

Pickup / Drop: Airport- Airport
Main Driver: Main driver Name
Birthdate: Day Month Year

Cancel **CONFIRM**

Brand	Sunweb
Timeline	2 sprints of 3 weeks (wireframing, design and implementation)
Research	Upgraded based on hypothesis
Prototyping	Wireframes and mockups
Testing	Analytics / site is converting better
Strategy	UI/UX strategy
Visuals/UI	Based on the defined design system elements
Result	Very positive feedback from the interviewed users
URL	www.sunweb.nl/vakantie

Car rental

Old version

Uw huurauto

Zorgeloos een auto huren via Sunweb betekent geen onverwachte kosten en alle verzekeringen zijn inclusief.

Ophalen/Wegbrengen:

Kies hier de locatie waar u de huur auto wilt ophalen en weer wilt terug brengen.

Luchthaven/Luchthaven

Hoofdbestuurder:

Selecteer hier wie van uw reisgezelschap de hoofdbestuurder is. **Let op:** de hoofdbestuurder moet in het bezit zijn van een geldig rijbewijs en creditcard. Ben je jonger de 25 jaar? Dan kunnen er afwijkende voorwaarden van toepassing zijn. Bekijk de huurvoorwaarden in stap 4 voor meer informatie.

Volwassene 1

Geboortedatum:

Dag

Maand

Jaar



Fiat Panda
Klasse: Mini

5 5 H J 2 + 0 1 + 0

Beschikbaar

SELECTEER UPGRADE(MEERPRIJS €145)



Renault Clio
Klasse: Economy

5 5 H J 4 + 0 2 + 0

Beschikbaar

DESELECTEER

GESELECTEERD €159

Car rental

✓ Customer service around the clock

✓ No extra costs

✓ Comprehensive insurance

Smooth and comfortable



Economy
Renault Clio eller or similar model

4 2 2 air condition Manual

Airport
€152
32 €/day



Compact
Renault Clio eller or similar model

4 2 2 air condition Manual

Airport
€152
32 €/day



Intermediate
Renault Clio eller or similar model

4 2 2 air condition Manual

Airport
€152
32 €/day

SEE MORE

Car rental

✓ Customer service around the clock

✓ No extra costs

✓ Comprehensive insurance

Smooth and comfortable



Economy
Renault Clio eller or similar model

4 2 2 air condition Manual

Airport
€152
32 €/day

ⓘ Heb je een vakantie geboekt waarbij de huurauto inclusief is, dan is er geen transfer mogelijk. Boek je optioneel een huurauto vanaf de luchthaven, dan boeken wij geen transfer en gaan wij ervan uit dat je zelf met de huurauto naar de accommodatie reist. Wij je de transfer behouden, dan kun je dit in stap 3 in het opmerkingenveld aangeven.

Remove

+ ADD EXTRA CAR

Compact
Renault Clio eller or similar model

4 2 2 Air condition Manual

Airport
€152
32 €/day

This is how the component looks when is collapsed as a new improvement made during the redesign

...Or a different state, when it's selected

✓ Customer service around the clock

✓ Comprehensive insurance

✓ No extra costs

Smooth and comfortable

Compact
Renault Clio eller or similar model

4 2 2 Air condition Manual

Main Driver: Adult 1
Birthdate: 04/03/1982
€152
32 €/day

ⓘ Heb je een vakantie geboekt waarbij de huurauto inclusief is, dan is er geen transfer mogelijk. Boek je optioneel een huurauto vanaf de luchthaven, dan boeken wij geen transfer en gaan wij ervan uit dat je zelf met de huurauto naar de accommodatie reist. Wij je de transfer behouden, dan kun je dit in stap 3 in het opmerkingenveld aangeven.

Remove

+ ADD EXTRA CAR

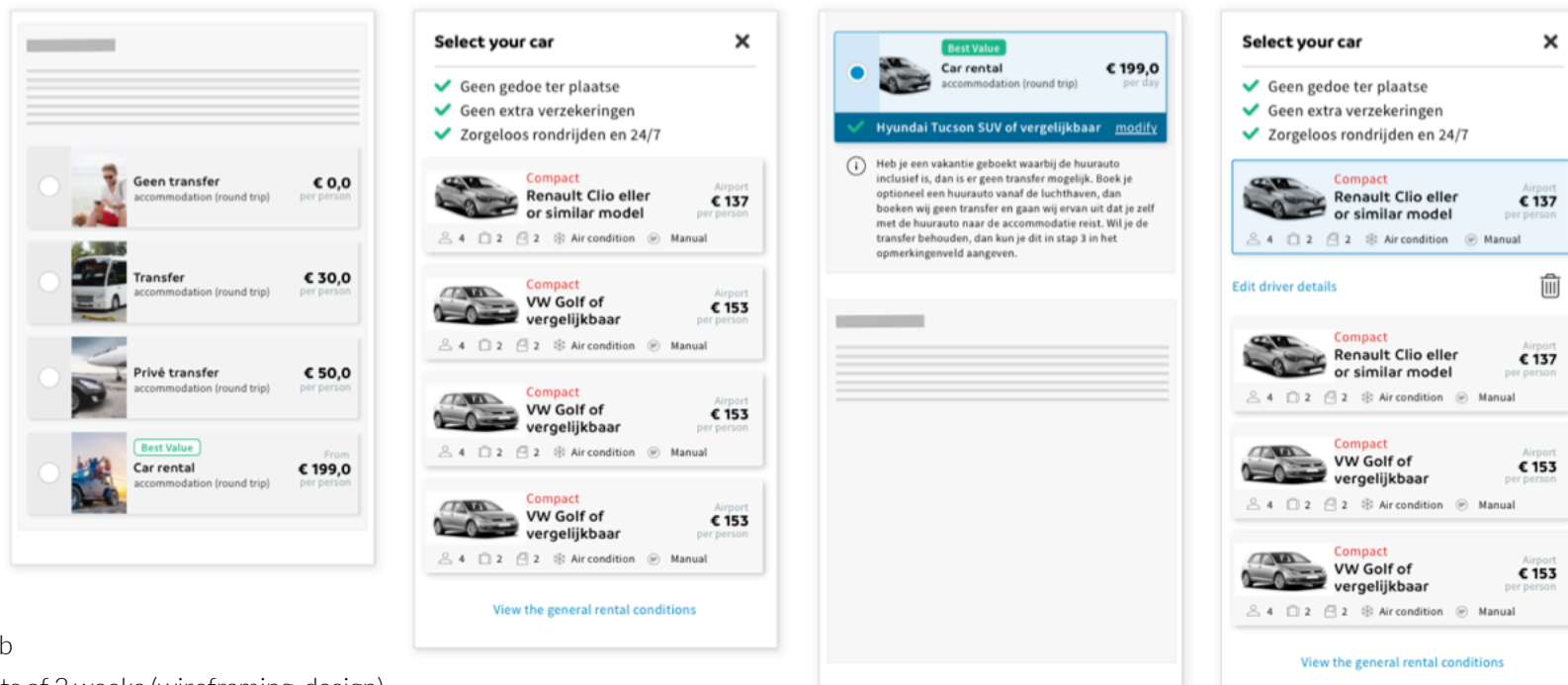
After some testing at the office I realised about two things. Firstly the red call to actions with the already defined corporate red button seems a validation error. Secondly, the behaviour of the button is not enough understandable for the user. It was improved on the next iteration of the component – You can check it on the following project.

MARC GISPert
PRODUCT DESIGNER

Car rental into transfer selection

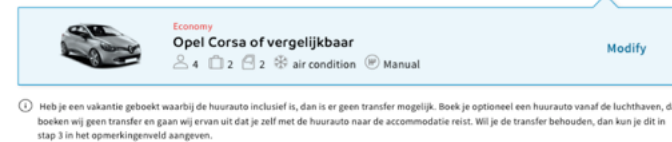
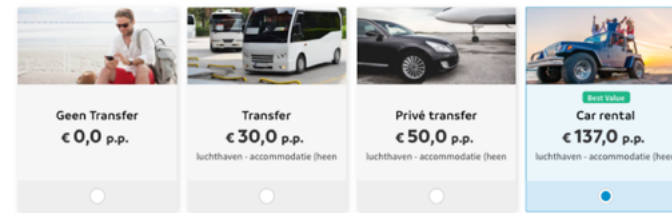
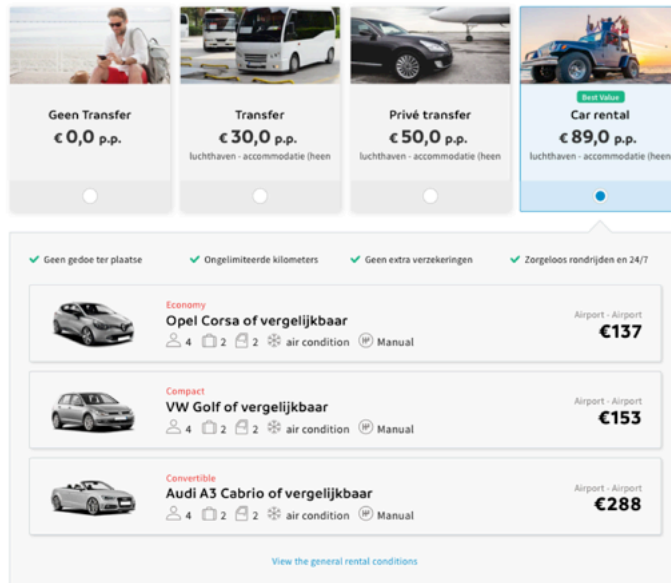
Business department wanted to earn more money cutting down the free transfers, even more if we consider some people let lose the included transfer just because is free for the user - but no for the company. The proposal was create a component on the booking steps to promote other ways of transfer wich reports higer benefits for the company but also make mandatory to choose an option, making the user responsable when he select/deselect the option.

Challenges: deliver a generic design for different services on the booking steps.
Improve car rentar component with the outcome of the tests.

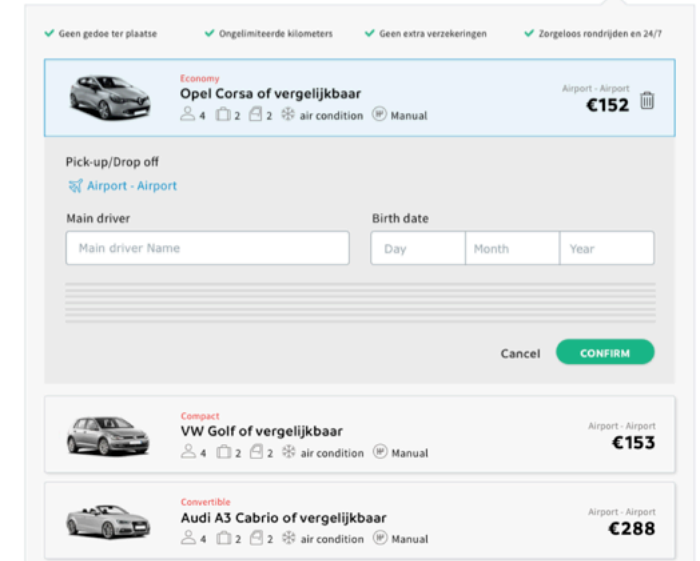
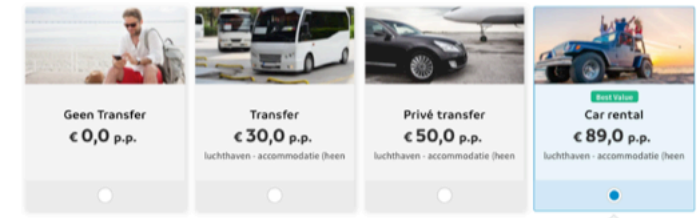


Brand	Sunweb
Timeline	2 sprints of 3 weeks (wireframing, design)
Prototyping	Wireframes and mockups
Strategy	Product strategy
Visuals/UI	Based on the defined design system elements
Result	Very positive feedback from the interviewed users
URL	Not developed yet

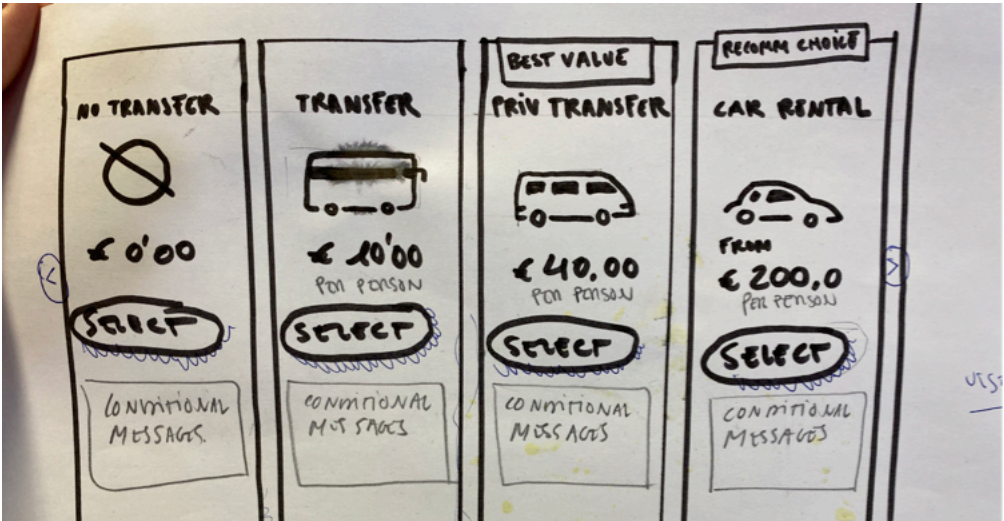
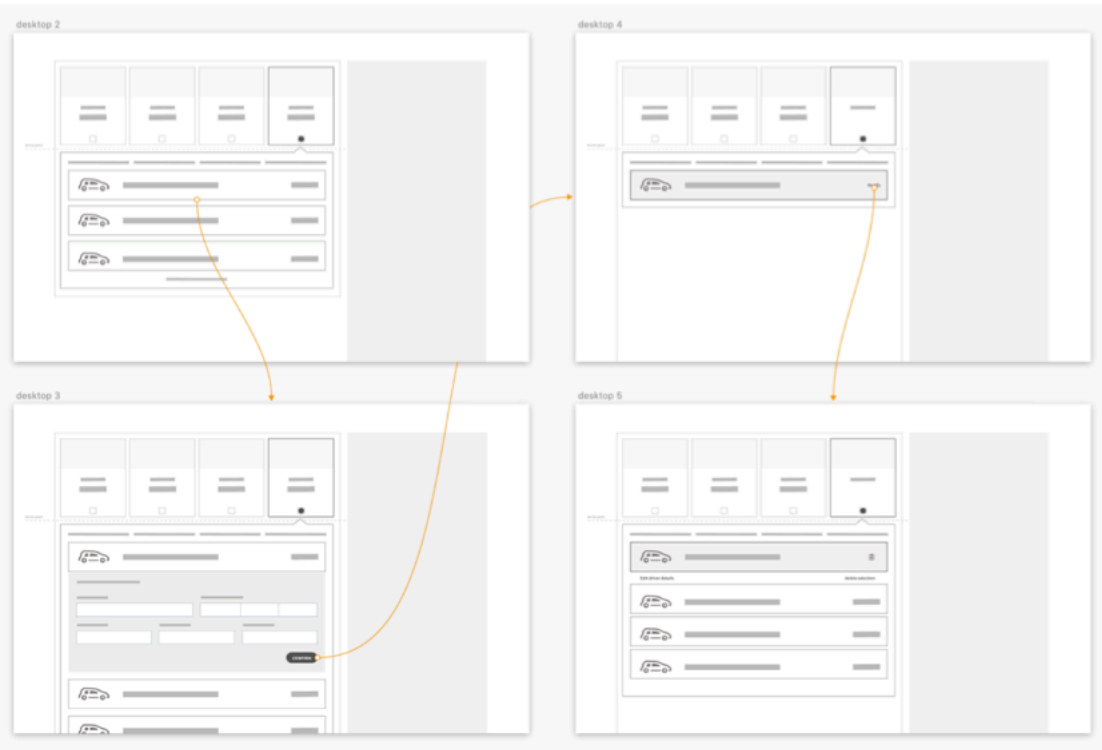
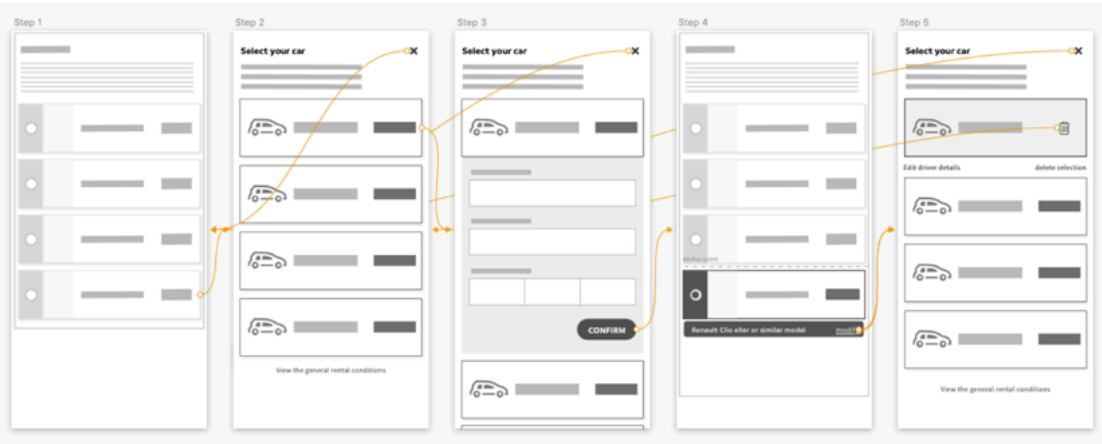
Car rental into transfer selection



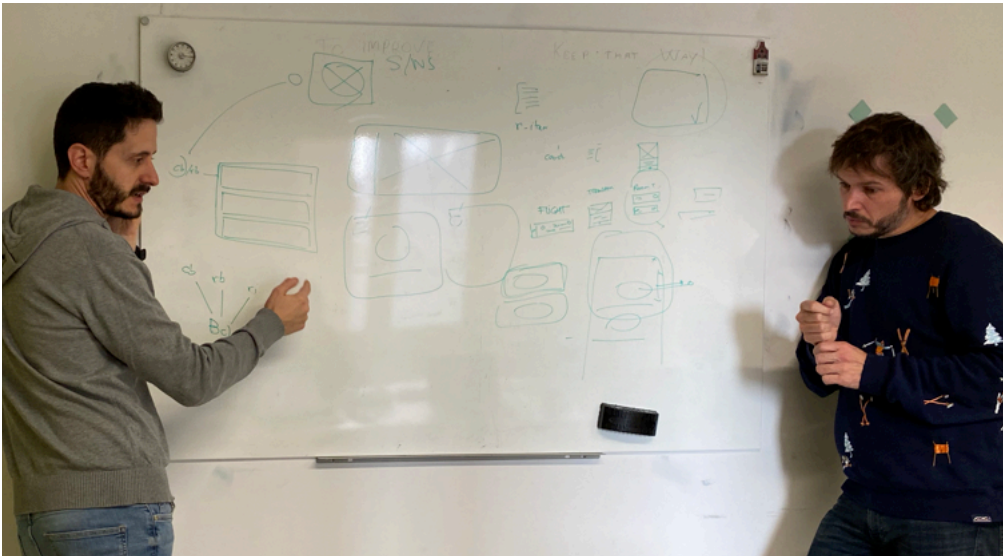
This component was tested on mobile with 5 workmates from different teams. The test was made with a sketch prototype running on an iPhone 5 in order to force the prototype to a screen of 320px. The outcome of the test was that 100% of the interviewed "users" was perfectly able to understand the flow and behaviour of the new design.



Car rental into transfer selection



Row wireframe



Backenders and frontenders racking their brains for the implementation of the component