

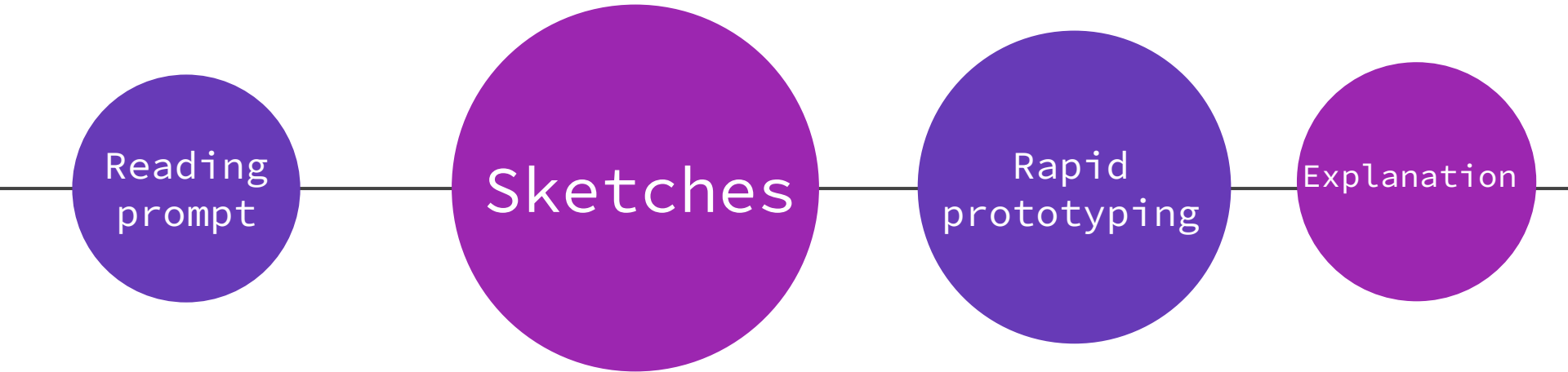
Amaya Mali

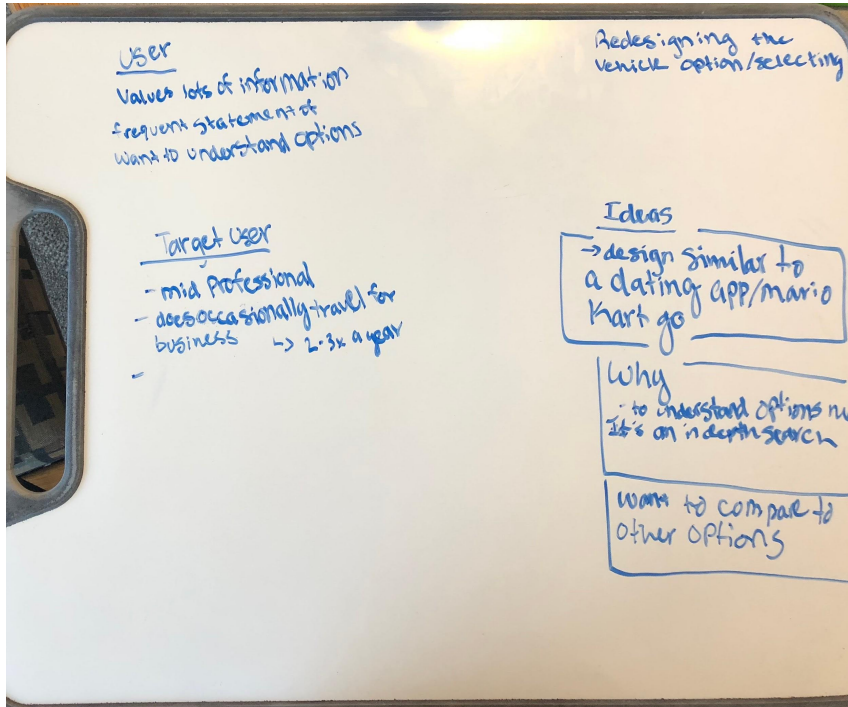
Hertz Redesign for IBM Challenge

My Goals for the Redesign

I focused more on the idea of the user will be able to see all information about each car and the user is able to know what filters they can apply in order to obtain their optimal car

Process



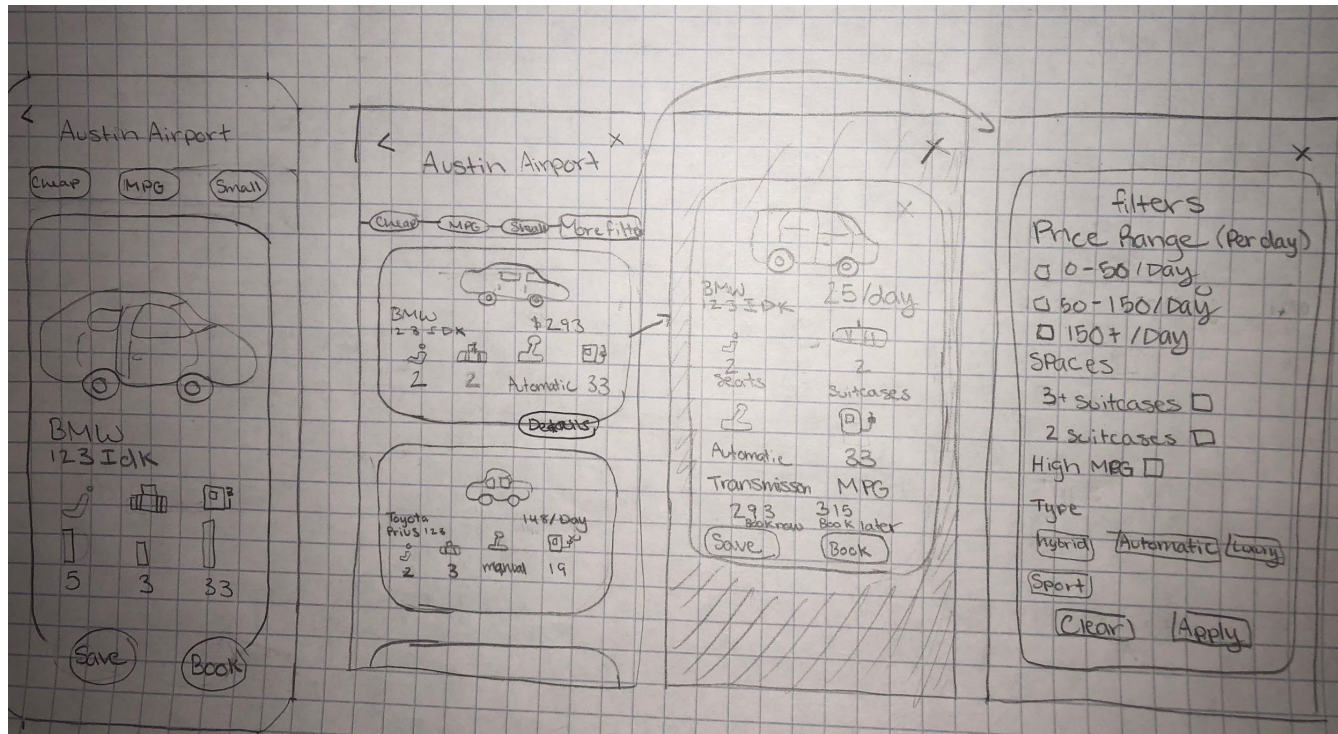


I wanted to focus on the insight of “browsing” and “understanding options” and saw this as a person who wants clear information and doesn’t know what they exactly want

The user profile I took note of the description “occasionally travels” and “mid professional employee” I took this as a person to probably travels 1-2x a year and travels alone without family for these trips

White Board

This helps me understand the information given and what is important

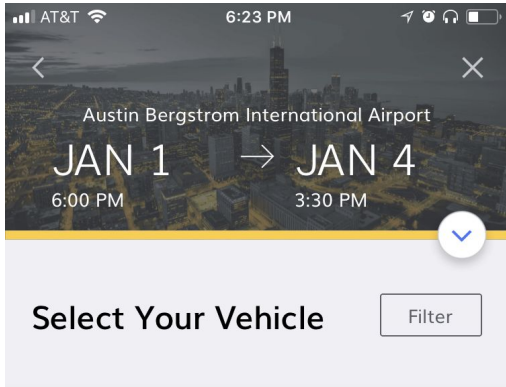


Sketches

My first screen I thought of the design similar to a dating app but I realize that would take more effort for the user

The next three screens are my wireframes for the prototype: the main screen, details page, and filter page

REDESIGN: PROTOTYPE

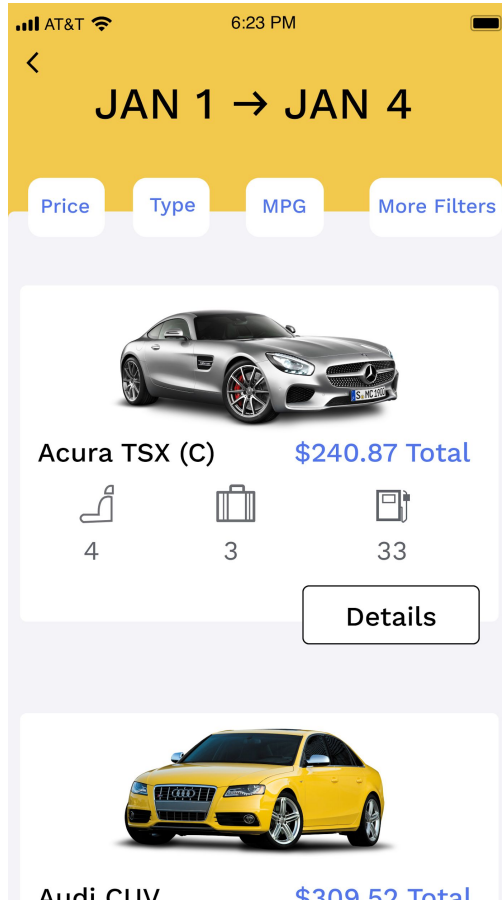


Midsize ⓘ
(C) Mazda 3 4-door or similar



Seats 5
Suitcases 3
MPG 33

Hertz Mobile App



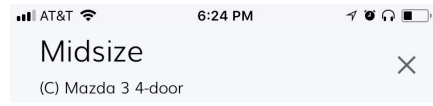
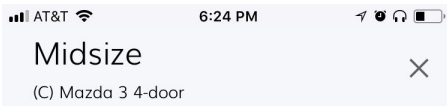
Audi SUV \$309.52 Total

My Redesign

More visibility of filters and the types of filters the user can apply

The Mobile app used an i icon to signify more information but I decided to use a details button

The box to each each car option is smaller so the viewer can see other cars



Seats	Suitcases	MPG
5	3	33
Doors	Drive	
4	Automatic	

Included Mileage
Pay Now: Unlimited Miles Included

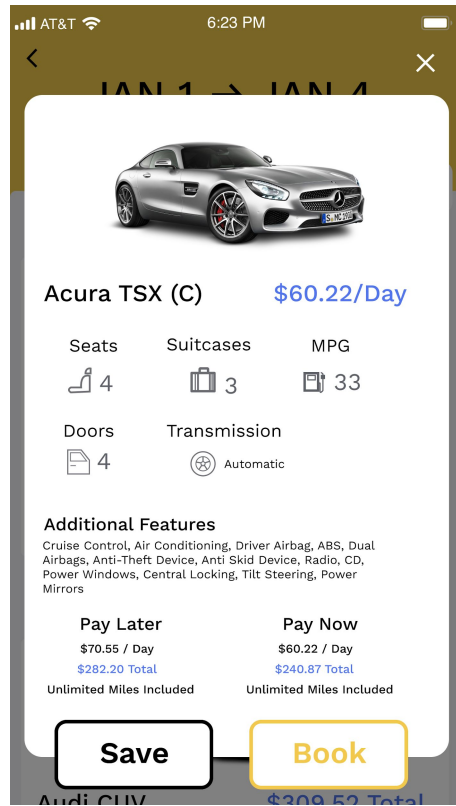
Pay Later	Pay Now
\$66.16 USD/day Approx. total \$283.48 USD Unlimited Miles Included	\$49.62 USD/day Approx. total \$220.08 USD Unlimited Miles Included

Included Mileage
Pay Now: Unlimited Miles Included
Pay Later: Unlimited Miles Included

Additional Features
Cruise Control
Air Conditioning
Driver Airbag
ABS
Dual Airbags
Anti-Theft Device
Anti-Skid Device
Radio
CD
Power Windows
Central Locking
Tilt Steering
Power Mirrors

Pay Later	Pay Now
\$66.16 USD/day Approx. total \$283.48 USD Unlimited Miles Included	\$49.62 USD/day Approx. total \$220.08 USD Unlimited Miles Included

Hertz Mobile App

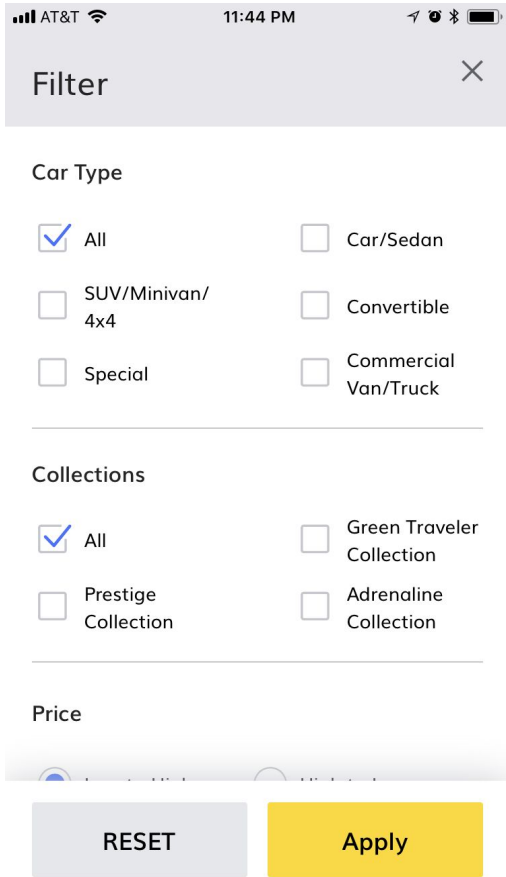


My Redesign

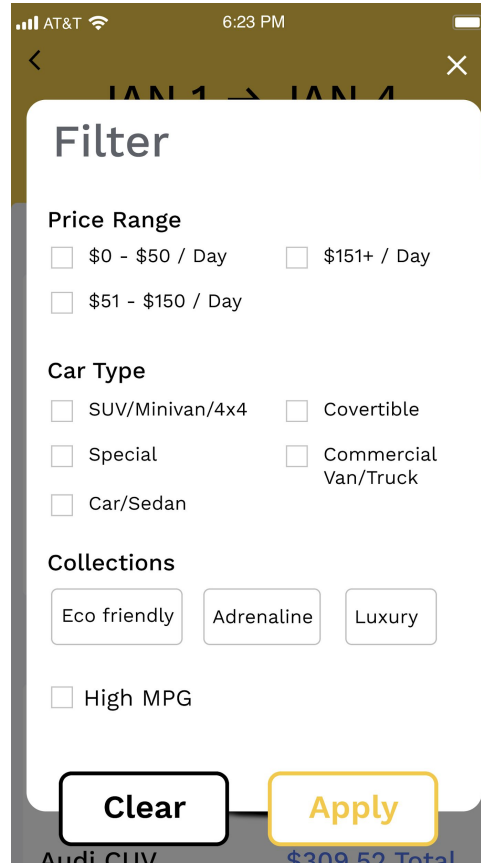
I wanted the details page to be a popup page instead of another page the user has to go to

I wanted to put the cost at the top and also condensed the additional features

I decided to use the words book instead of pay. Save is an idea where the user can favorite cars that they are thinking about



Hertz Mobile App



My Redesign

All filters fit into one page

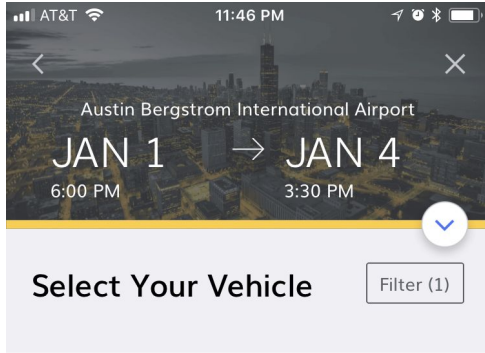
Wanted the price range at the top

Took out the 'all' selection

Green -> Eco Friendly and took out collection from each option

Added choice for MPG

I wanted the boxes white with outline and changed 'reset' to 'clear'



Standard Elite ⓘ
(P4) Cadillac CTS or similar



Seats



5

Suitcases



4

MPG

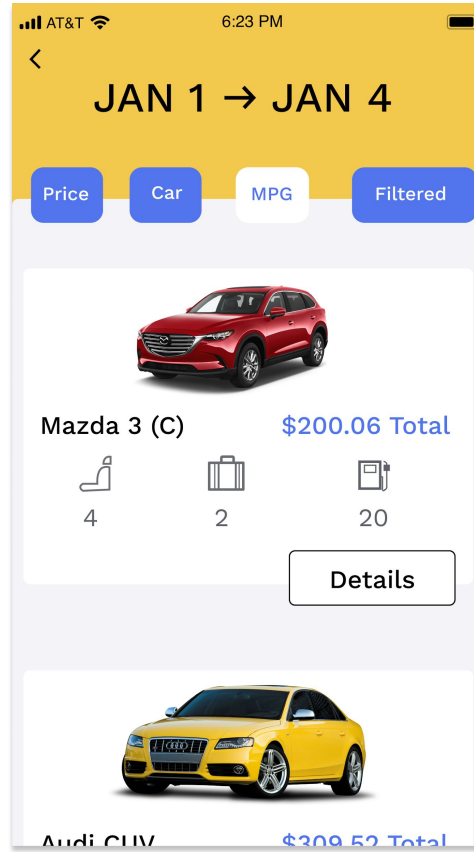


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Pay Later

Pay Now

Hertz Mobile App



My Redesign

More visibility
to what filters
are made

Next Steps

- User Testing
- Compare the hertz app and my redesign