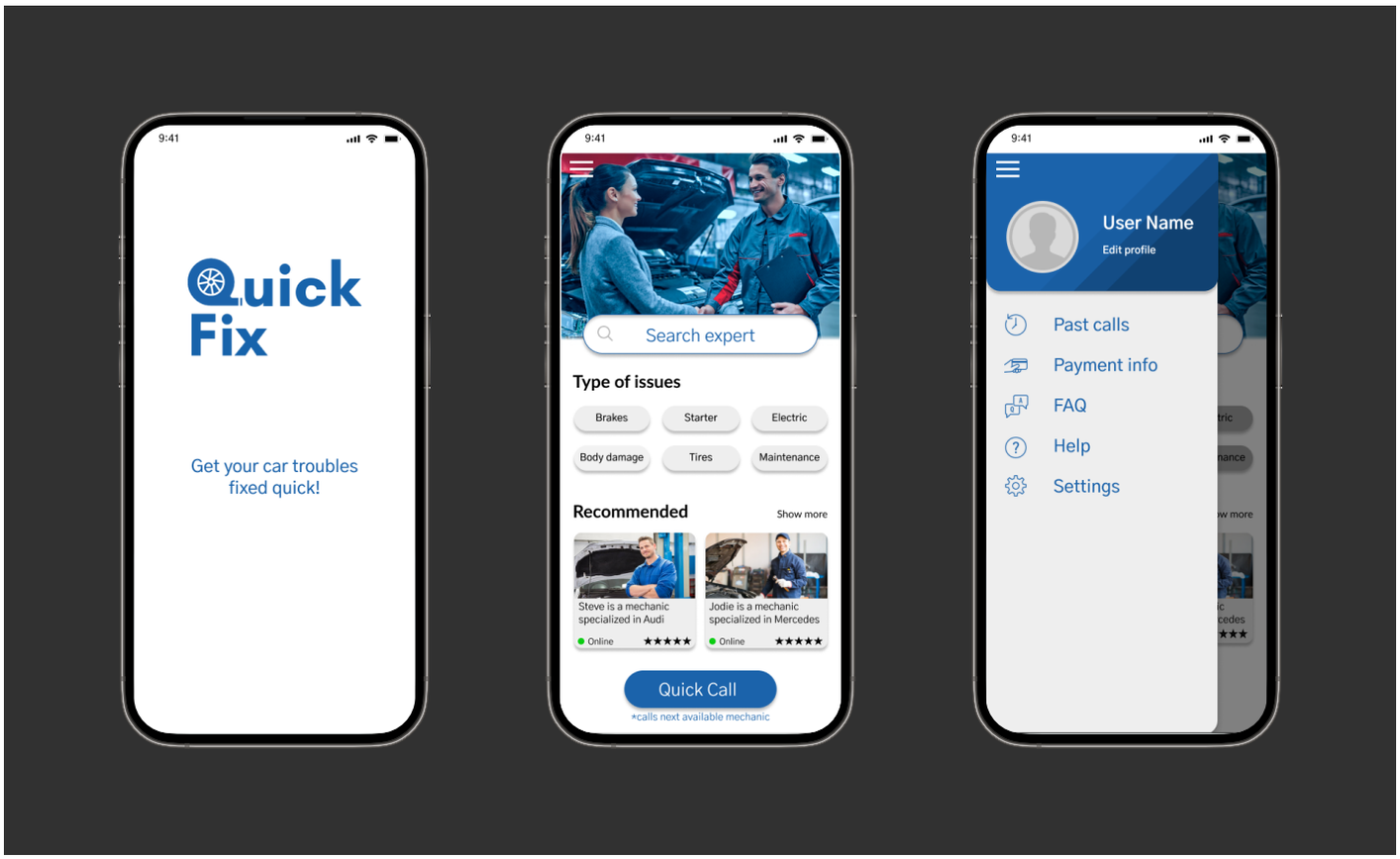
Quick Fix allows car owners to get help with their car issues by connecting them to a mechanic right away.

Roles
UX designer
UI designer
IXD designer
UX researcher

Deliverables
User interviews
User personas
Site map
Low-high fidelity wireframes
Clickable prototypes

Project details
Duration 6 months
Tools:
Figma
Lucid
Canva
Powerpoint



Overview

In 2022 my mother was on a road trip when her tire blew. She didn't know what to do in this situation and could not get a hold of anyone. This was obviously a super stressful and scary situation. This is where the idea for Quick Fix began. I wanted a way for people to get trustworthy advice for their car problems. But to be able to begin I had to frame the problem so I knew what to issue to solve. Through some preliminary discussions with potential users we were able to develop this problem statement.

Problem Statement

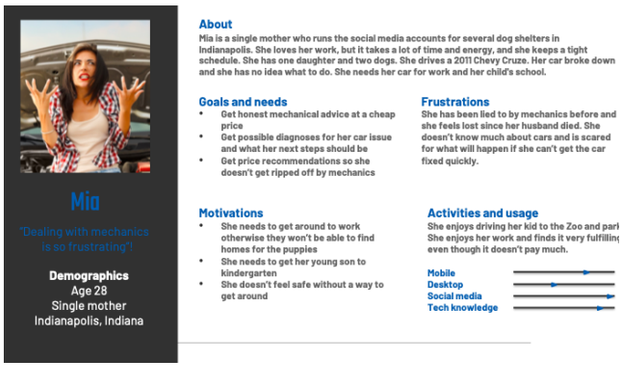
"Our inexperienced car owner needs a way to communicate with an expert quickly and easily because they can not figure out what is wrong with their car".

Now I would begin the process of developing a solution.

User Research

I spoke with users to define their opinions and feelings towards our product and the topics surrounding it. This helped me to begin to develop the users journey.

Affinity Map: Organized quotes and takeaways from user testing



Mia

"Dealing with mechanics is so frustrating"!

Demographics
Age 28
Single mother
Indianapolis, Indiana

About
Mia is a single mother who runs the social media accounts for several dog shelters in Indianapolis. She loves her work, but it takes a lot of time and energy, and she keeps a tight schedule. She has one daughter and two dogs. She drives a 2011 Chevy Cruze. Her car broke down and she has no idea what to do. She needs her car for work and her child's school.

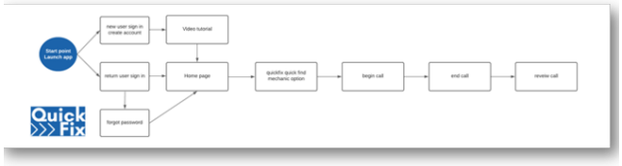
Goals and needs
- Get honest mechanical advice at a cheap price
- Get possible diagnoses for her car issue and what her next steps should be
- Get price recommendations so she doesn't get ripped off by mechanics

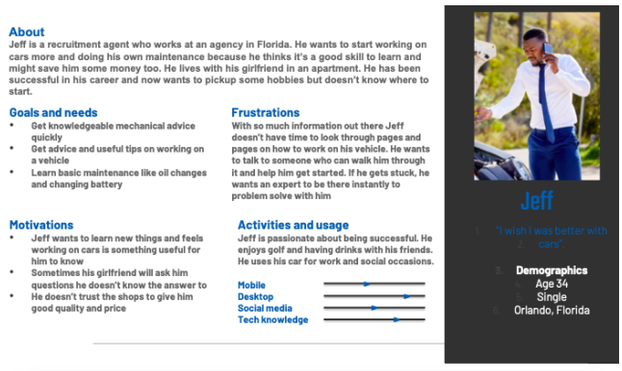
Frustrations
She has been lied to by mechanics before and she feels lost since her husband died. She doesn't know much about cars and is scared for what will happen if she can't get the car fixed quickly.

Motivations
- She needs to get around to work otherwise they won't be able to find homes for the puppies
- She needs to get her young son to kindergarten
- She doesn't feel safe without a way to get around

Activities and usage
She enjoys driving her kid to the Zoo and parl
She enjoys her work and finds it very fulfilling
even though it doesn't pay much.

Mobile
Desktop
Social media
Tech knowledge





Jeff

"I wish I was better with cars".

Demographics
Age 34
Single
Orlando, Florida

About
Jeff is a recruitment agent who works at an agency in Florida. He wants to start working on cars more and doing his own maintenance because he thinks it's a good skill to learn and might save him some money too. He lives with his girlfriend in an apartment. He has been successful in his career and now wants to pickup some hobbies but doesn't know where to start.

Goals and needs
- Get knowledgeable mechanical advice quickly
- Get advice and useful tips on working on a vehicle
- Learn basic maintenance like oil changes and changing battery

Frustrations
With so much information out there Jeff doesn't have time to look through pages and pages on how to work on his vehicle. He wants to talk to someone who can walk him through it and help him get started. If he gets stuck, he wants an expert to be there instantly to problem solve with him

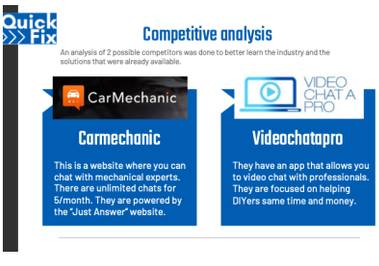
Motivations
- Jeff wants to learn new things and feels working on cars is something useful for him to know
- Sometimes his girlfriend will ask him questions he doesn't know the answer to
- He doesn't trust the shops to give him good quality and price

Activities and usage
Jeff is passionate about being successful. He enjoys golf and having drinks with his friends. He uses his car for work and social occasions.

Mobile
Desktop
Social media
Tech knowledge

User Personas

From my exploratory research and user testing I was able to discover two main user personas. These helped me to define who I was building for. User journeys are also included below each respective persona. These show the path this user will take when interacting with the app.



Quick Fix

Competitive analysis

An analysis of 2 possible competitors was done to better learn the industry and the solutions that were already available.

CarMechanic

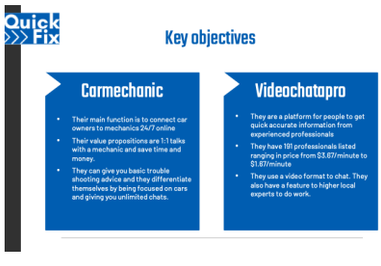
Carmechanic

This is a website where you can chat with mechanical experts. There are unlimited chats for 5/month. They are powered by the "Just Answer" website.

VIDEO CHAT A PRO

Videochatapro

They have an app that allows you to video chat with professionals. They are focused on helping DIYers same time and money.



Quick Fix

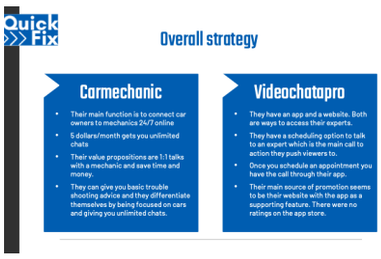
Key objectives

Carmechanic
- Their main function is to connect car owners to mechanics 24/7 online
- Their value propositions are 1:1 talks with a mechanic and save time and money.
- They can give you basic trouble shooting advice and they differentiate themselves by being focused on cars and giving you unlimited chats.

Videochatapro
- They are a platform for people to get quick accurate information from experienced professionals
- They have 191 professionals listed ranging in price from $3.97/minute to $1.87/minute
- They use a video format to chat. They also have a feature to higher local experts to do work.

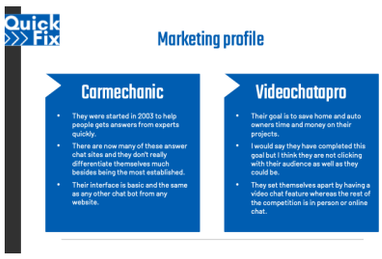
Competitive Analysis

I did a competitive analysis on two similar companies offering similar products.



Overall strategy

Carmechanic	Videochatapro
• Their main function is to connect car owners to mechanics 24/7 online • 5 dollars/month gets you unlimited chats • Their value propositions are 1:1 talks with a mechanic and save time and money. • They can give you basic trouble shooting advice and they differentiate themselves by being focused on cars and giving you unlimited chats.	• They have an app and a website. Both are ways to access their experts. • They have a scheduling option to talk to an expert which is the main call to action they push viewers to. • Once you schedule an appointment you have the call through their app. • Their main source of promotion seems to be their website with the app as a supporting feature. There were no ratings on the app store.

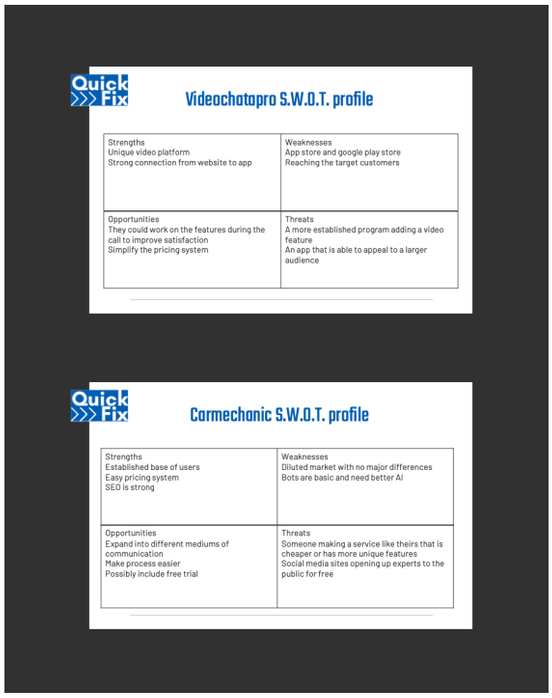


Marketing profile

Carmechanic	Videochatapro
• They were started in 2003 to help people gets answers from experts quickly. • There are now many of these answer chat sites and they don't really differentiate themselves much besides being the most established. • Their interface is basic and the same as any other chat bot from any website.	• Their goal is to save home and auto owners time and money on their projects. • I would say they have completed this goal but I think they are not clicking with their audience as well as they could be. • They set themselves apart by having a video chat feature whereas the rest of the competition is in person or online chat.

S.W.O.T. Analysis

I then did a S.W.O.T. analysis of those two companies.

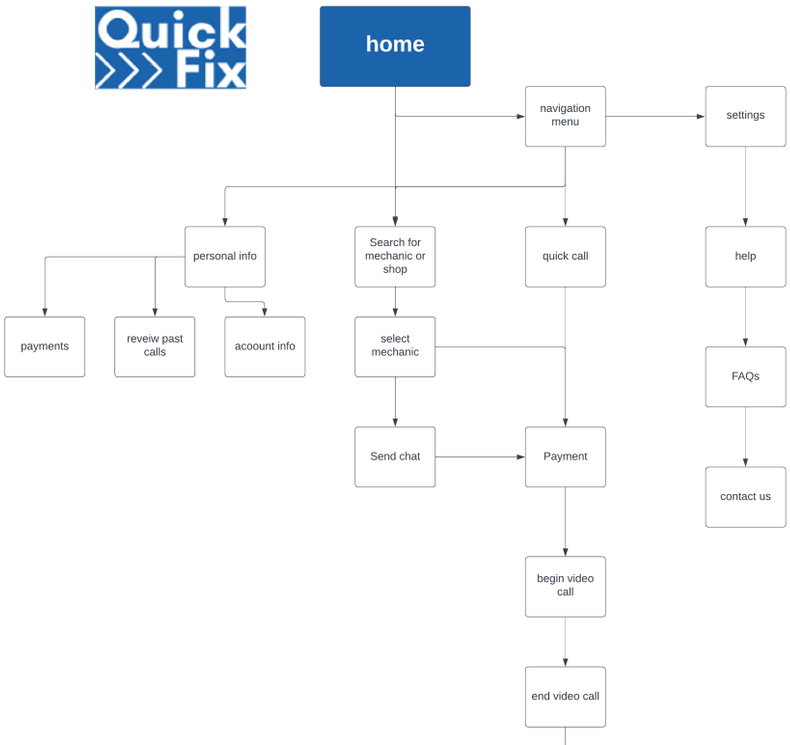


Videochatapro S.W.O.T. profile

Strengths	Weaknesses
Unique video platform Strong connection from website to app	App store and google play store Reaching the target customers
Opportunities	**Threats**
They could work on the features during the call to improve satisfaction Simplify the pricing system	A more established program adding a video feature An app that is able to appeal to a larger audience

Carmechanic S.W.O.T. profile

Strengths	Weaknesses
Established base of users Easy pricing system SEO is strong	Diluted market with no major differences Bots are basic and need better AI
Opportunities	**Threats**
Expand into different mediums of communication Make process easier Possibly include free trial	Someone making a service like theirs that is cheaper or has more unique features Social media sites opening up experts to the public for free



Creating Structure

Through my previous research I was able to develop this site map.

Site map

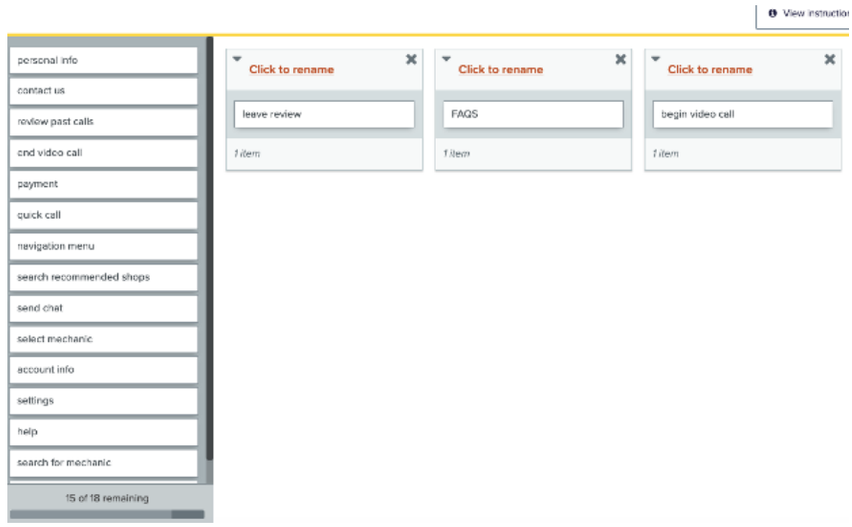
	P1	P2	P3	P4	P5	P6
Scheduled session details (all over ZOOM)	Saturday july 15th	Saturday july 15th	Thursday july 13th	Tuesday july 4th	Friday july 14th	Thursday July 13th
Name	Susan Hansen	Raine Hansen	Luke Hansen	Hunter Hansen	Ben Rowell	David Hansen
Gender	Female	Male	Male	Male	Male	Male
Age range	50-55	15-20	25-30	50-55	20-25	15-20
Role	Mother	College student	Grad student/mechanical engineer	Psychologist	Grad student	Student
Company	N/A	N/A	Schumberge	Acension health	N/A	N/A
Other characteristics	Well-traveled	Works many jobs	Very intelligent	Very computer savy	Into Sports	Interested in science
Other characteristics	Drives to visit mother often. Important to have working car	Has an older car	Wants to find local mechanics	Likes to try out new useful apps	Doesn't handle most repair decisions	New driver
Other characteristics				Likes working on cars and bikes		
behavior	Open / Friendly	Open / Friendly	Open and Friendly	Open and Friendly	Open and Friendly	Open and Friendly
Contact	Available upon request	Available upon request	Available upon request	Available upon request	Available upon request	Available upon request

User Testing

We then started user testing. Here is the rainbow sheet of the users we tested.

Card Sort

Here is a screen capture of how the card sort was set up for users. They would drag the items into categories that made sense to them. This helped me organize the site structure.

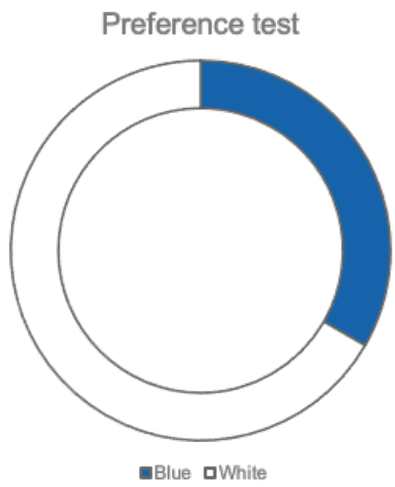


	begin video call	end video call	quick call	send chat	help	contact us	FAQS	navigation menu	settings	account info	payments	personal info	payment	select mechanic	search recommended shops	search for mechanic
end video call	100															
quick call	60	60														
send chat	20	20	60													
help	0	0	20	60												
contact us	20	20	40	40	80											
FAQS	0	0	0	40	80	60										
navigation menu	0	0	0	0	40	40	40									
settings	0	0	0	0	40	40	40	60								
account info	0	0	0	0	0	0	0	20	40							
payments	20	20	0	0	0	0	0	20	20	80						
personal info	0	0	0	0	0	0	20	20	20	80	80					
payment	20	20	0	0	0	0	0	40	20	60	80	60				
select mechanic	20	20	20	20	0	0	0	20	0	0	20	0	40			
search recommended shops	0	0	20	20	0	0	0	20	0	0	0	0	0	60		
search for mechanic	0	0	20	20	0	0	0	20	0	0	0	0	0	60	100	

40	40	20	0	0	20	20	0	0	0	0	20	0	40	40	40	leave review
40	40	40	40	20	0	40	0	0	20	20	40	20	0	0	0	20	review past calls

Preference Test

I conducted a preference test to see which design style users felt fit the sign in pages best. The darker background or the lighter background. You can see the white background performed significantly better than the blue with the chart on the right.



Style Guide

LOGO

These are the two logos that can be used a dark and a light one

IMAGERY

Images must relate to the mechanic and auto industry. They must be relevant to the subject matter of the app. They must not have opposing/clashing colors to the apps primary colors. They should include people whenever possible and people in photos should be pleasant appearing and smiling.

Typography

Heading 36
Heading 36
Heading 36

Gothic A1
Gothic A1
Gothic A1

Title (used for buttons etc.) 30
Title (used for buttons etc.) 30
Title (used for buttons etc.) 30

Subheading 24
Subheading 24
Subheading 24

Body 14
Body 14
Body 14

Copy/Language guidelines

Quick fix's voice is clear. It is straight forward and professional. It does not use complicated jargon. It communicates points properly not waisting time with extra words. Our goal is to give the customer a trustworthy, simple, and easy experience. Any language that is not in this line of speaking is prohibited.

Other dos and don'ts

Background colors should be either white (FFFFFF) Blue (1B63AB) or light grey (EEEEEE)
No text words or images that don't portray the brands image well

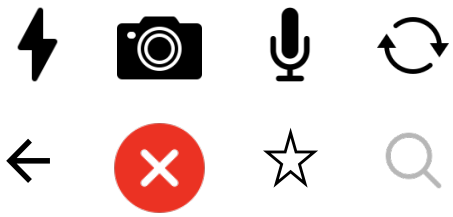
UI elements and styles

Buttons have fully rounded corners

Clickable areas must have a minimum action area of 48dp by 48dp

Text in input fields must be available at all times.

Default icons



Design System

Color

Colors must be sourced from the below selection. Any other color must be approved by team lead and amended to this list so it remains comprehensive.

Primary

1B63AB EEEEEE FFFFFF D9D9D9 000000

50%
185DA1
144D86
104171

50%

Secondary

Typography

Gothic A1 is the approved font with the exception of the Logo font. The available font sizes and forms are listed here

Heading 36
Heading 36
Heading 36

Gothic A1
Gothic A1
Gothic A1

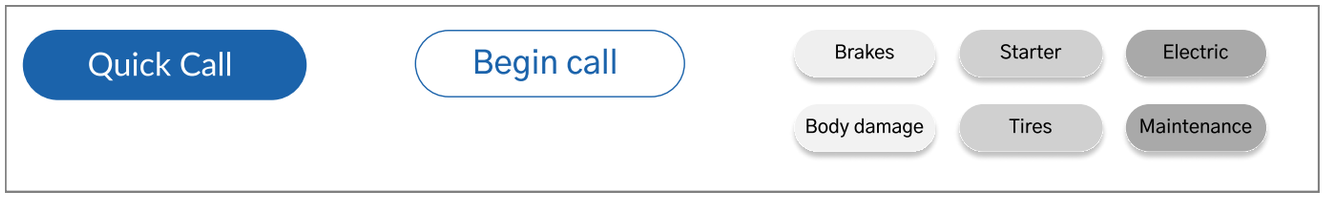
Title (used for buttons etc.) 30
Title (used for buttons etc.) 30
Title (used for buttons etc.) 30

Subheading 24
Subheading 24
Subheading 24

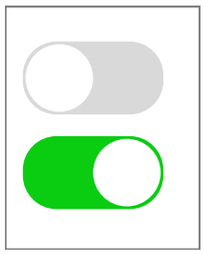
Body 14
Body 14
Body 14

Ui elements

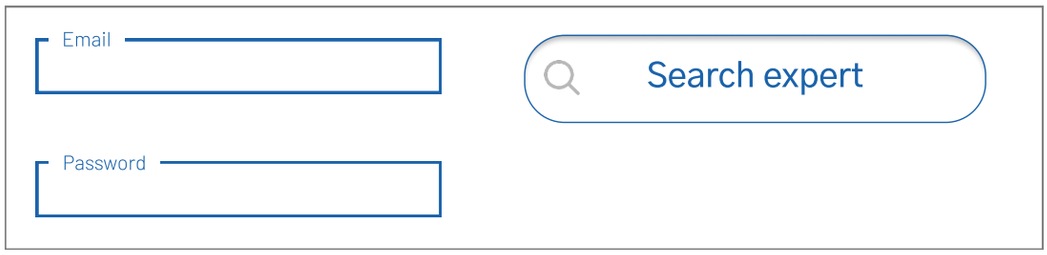
Buttons



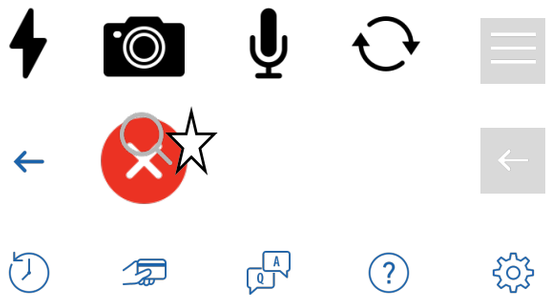
Switches



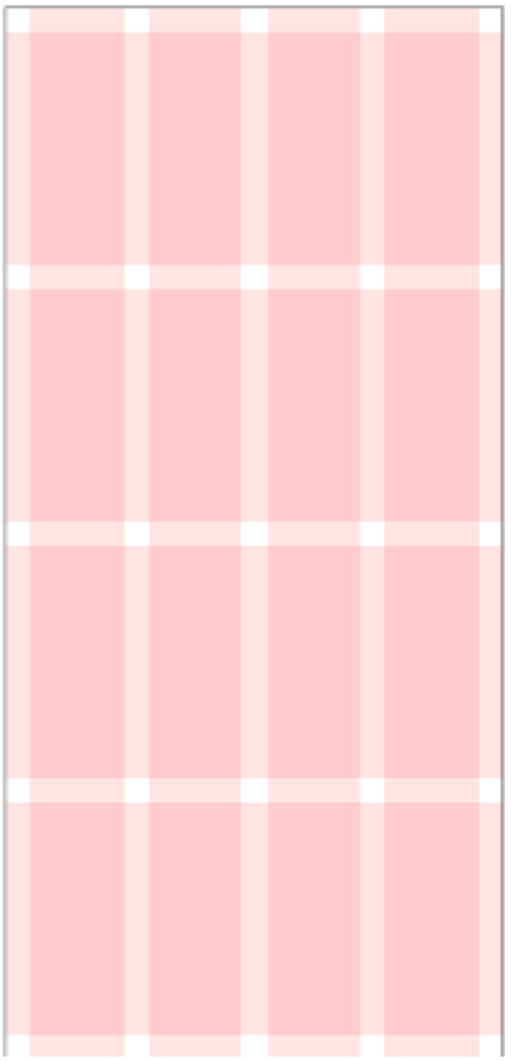
Entry fields



Iconography



Grids layout



Grid is 4 columns and 4 rows
Gutter is 20
Margin is 20
All other settings are defualt

Language/Tone of voice

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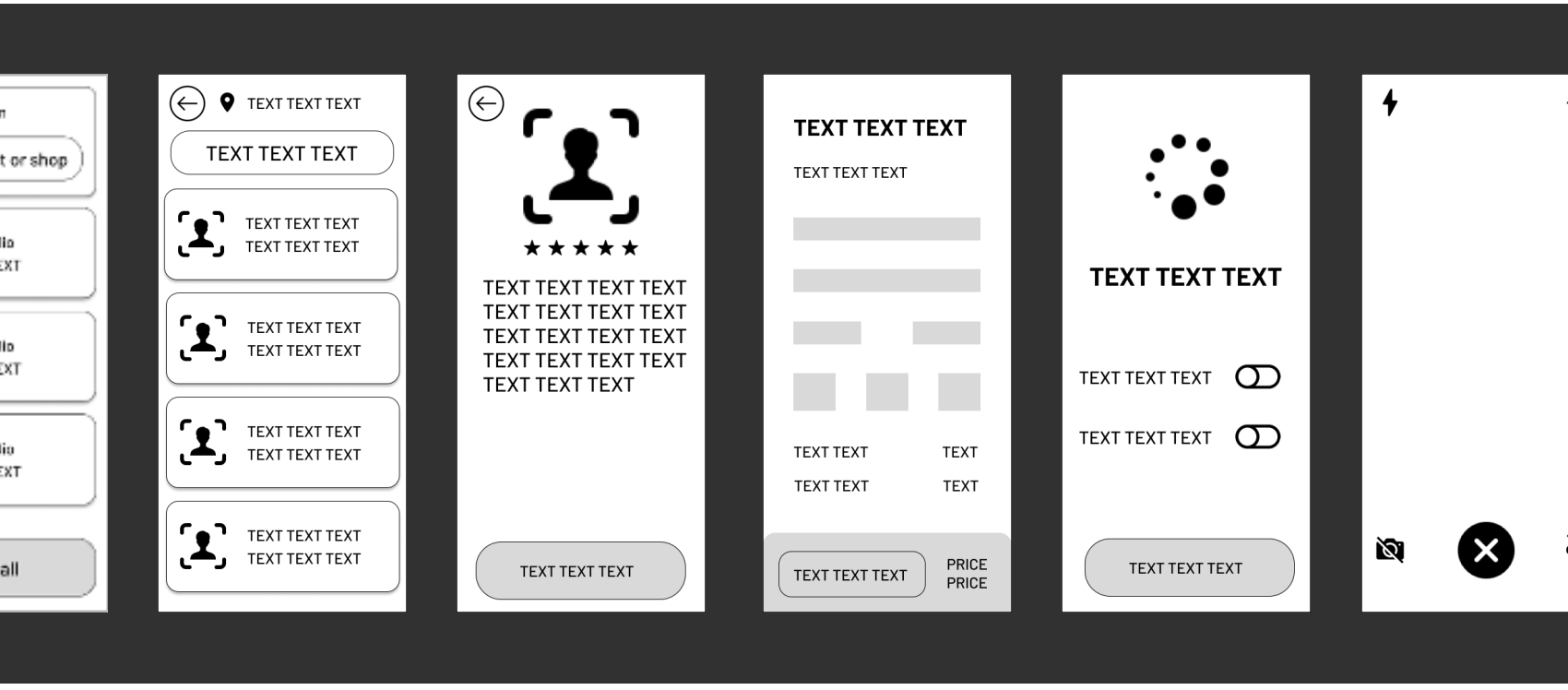
Accessibility

Made accessible for people who are color blind or have other sight disabilities.

Initial Wireframes

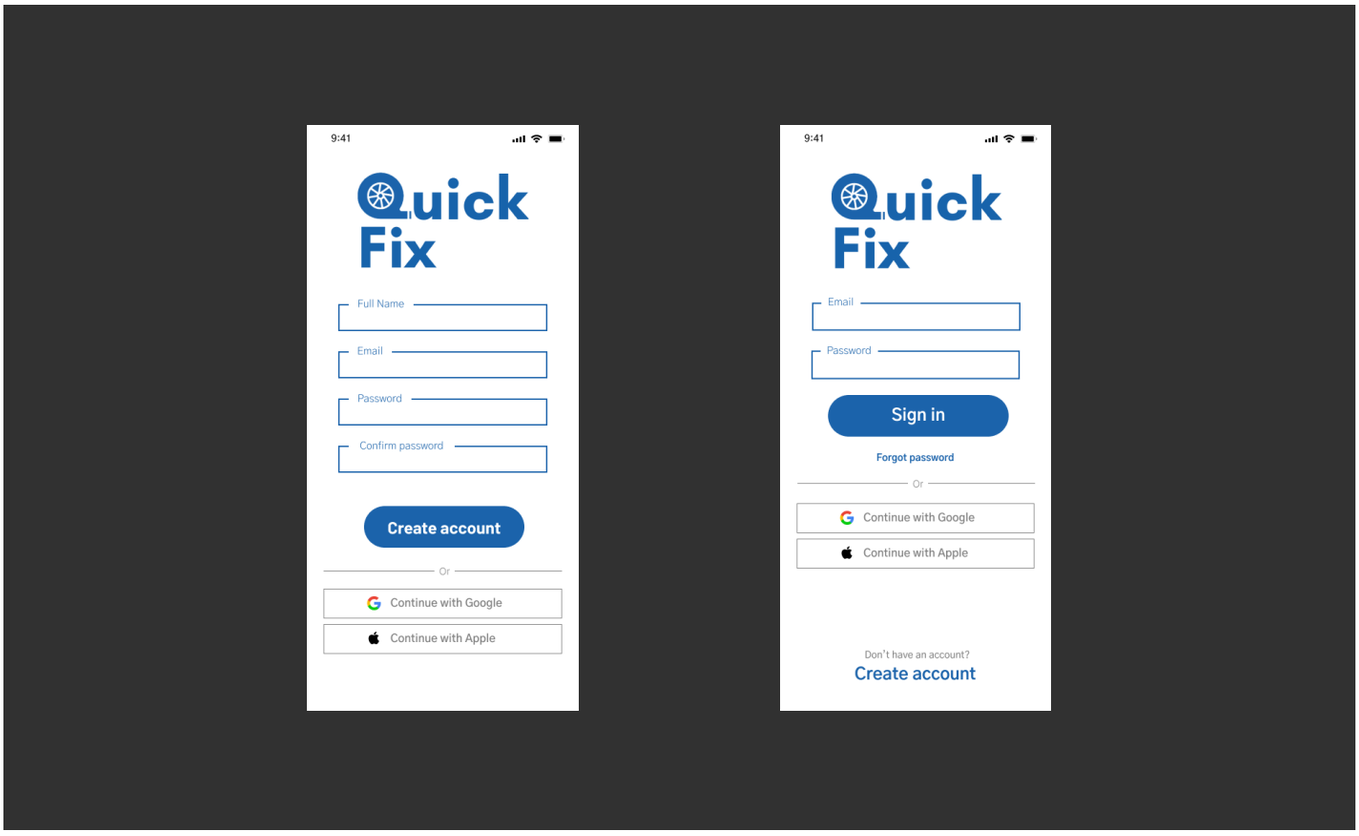
I then developed initial wireframes from the site map.



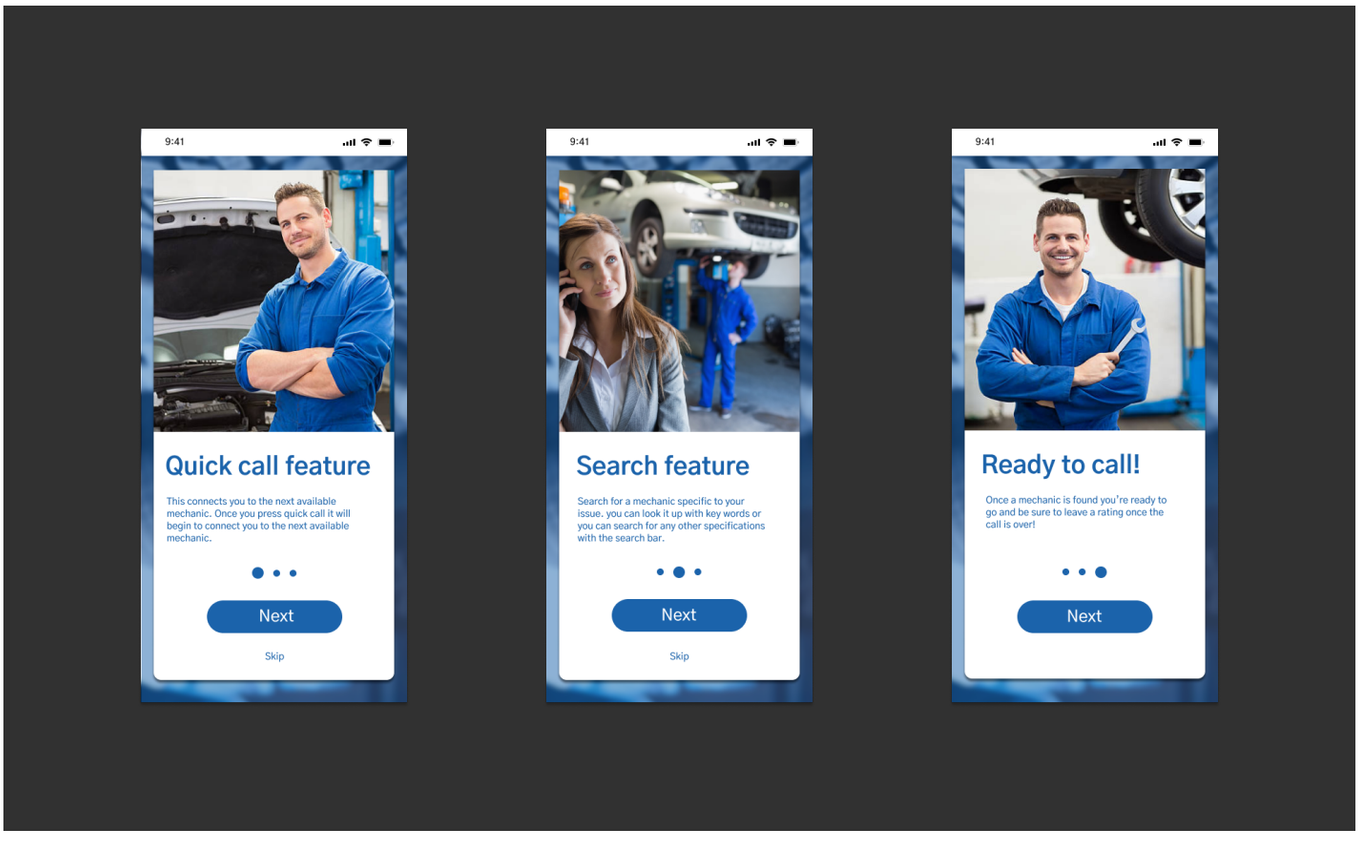
Final product

I refined my designs using

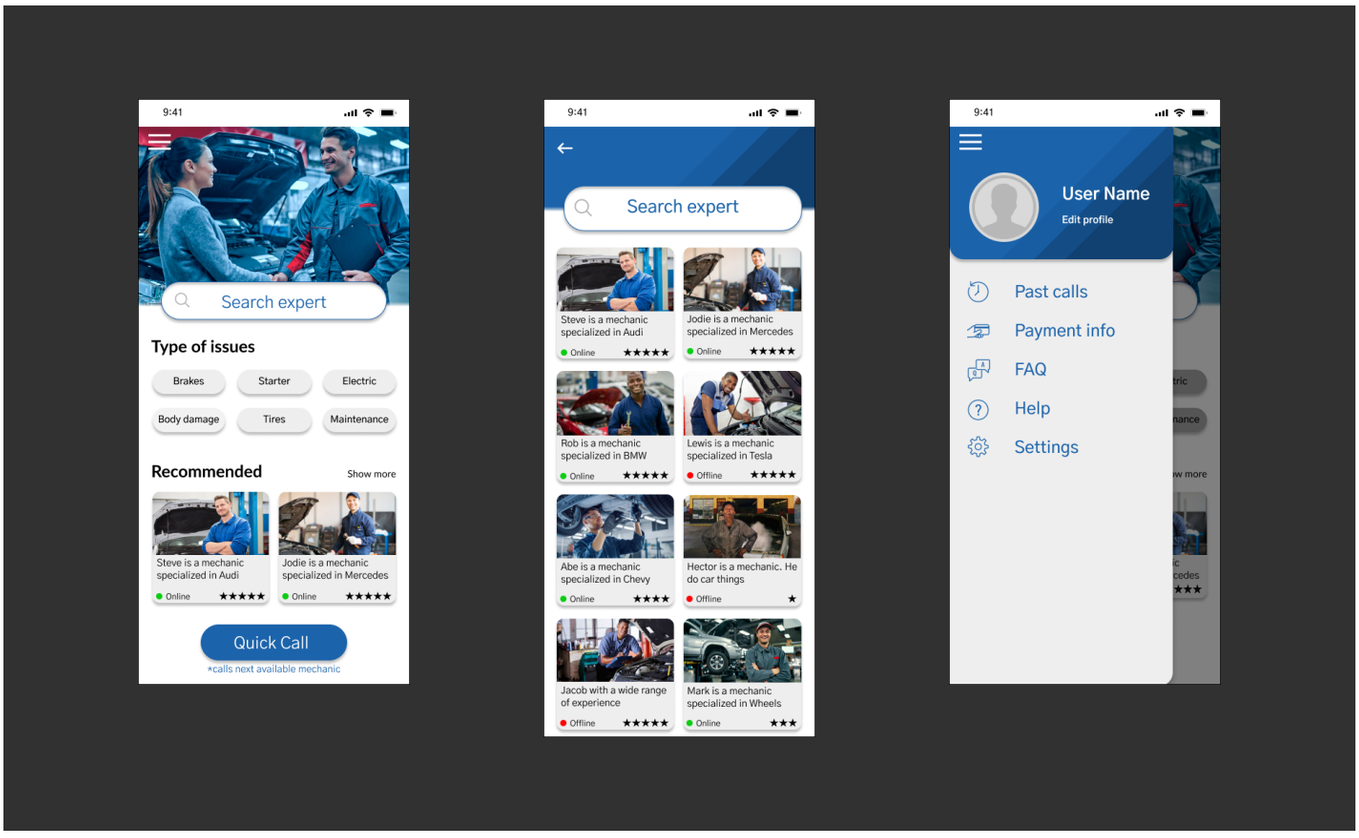
- User testing
- Peer evaluation
- The apps design system
- Gestalt principles
- Feedback from tutor and mentors
- And design inspiration from top apps in the industry and out of the industry



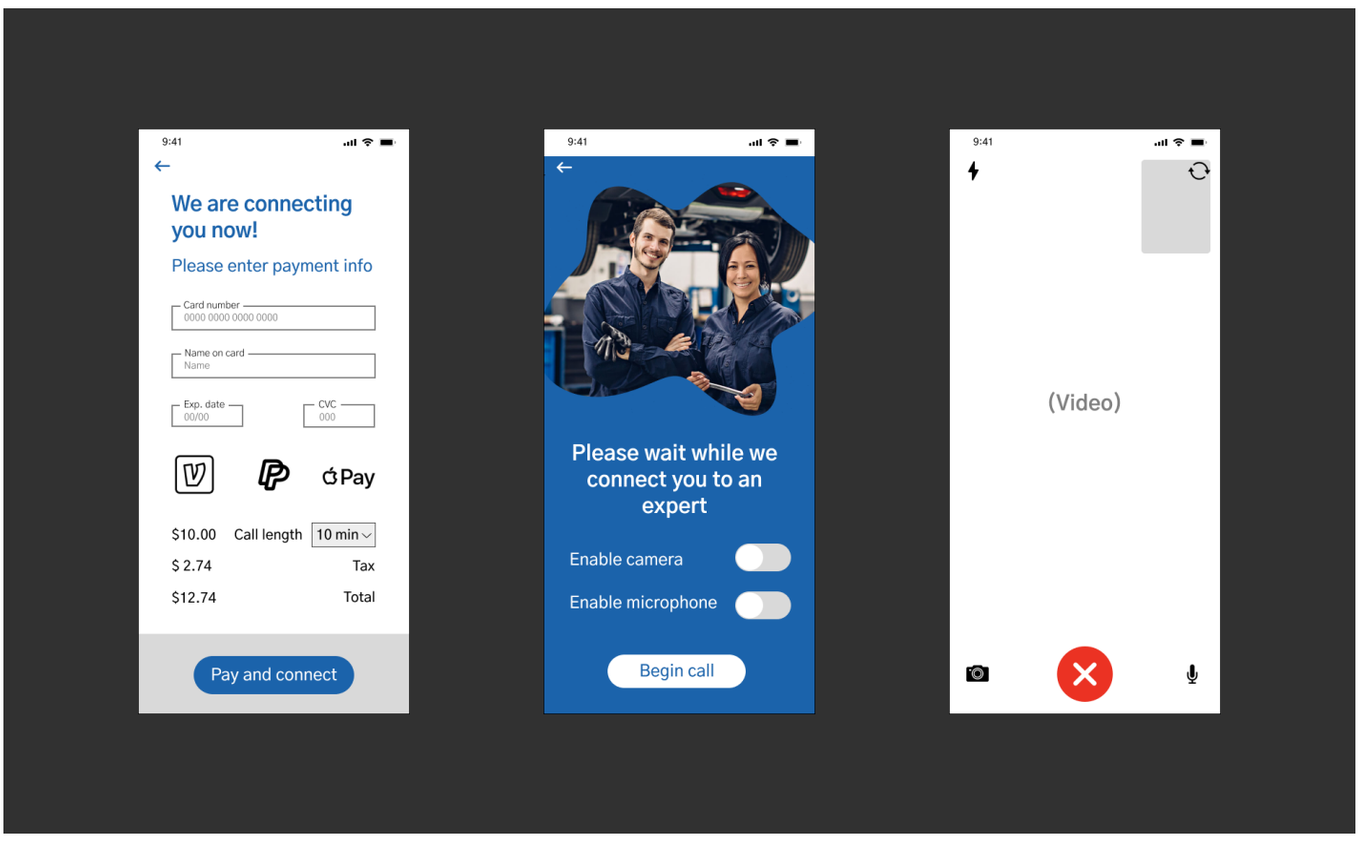
On my sign in page I improved consistency across the app by using the same entry fields everywhere. The initial experience of the app be simple and not turn anyone away.



Through conversations with users and testing it became clear that while the designs were functional users were struggling with clarity. This was a major issue because the main goal of the app is the be an easy way for users to quickly connect with mechanics. From this point on I set out to allow no room for confusion. Things that seemed easy to me were not always easy to users especially ones of different demographics than myself. Understanding this helped make these onboarding slides .



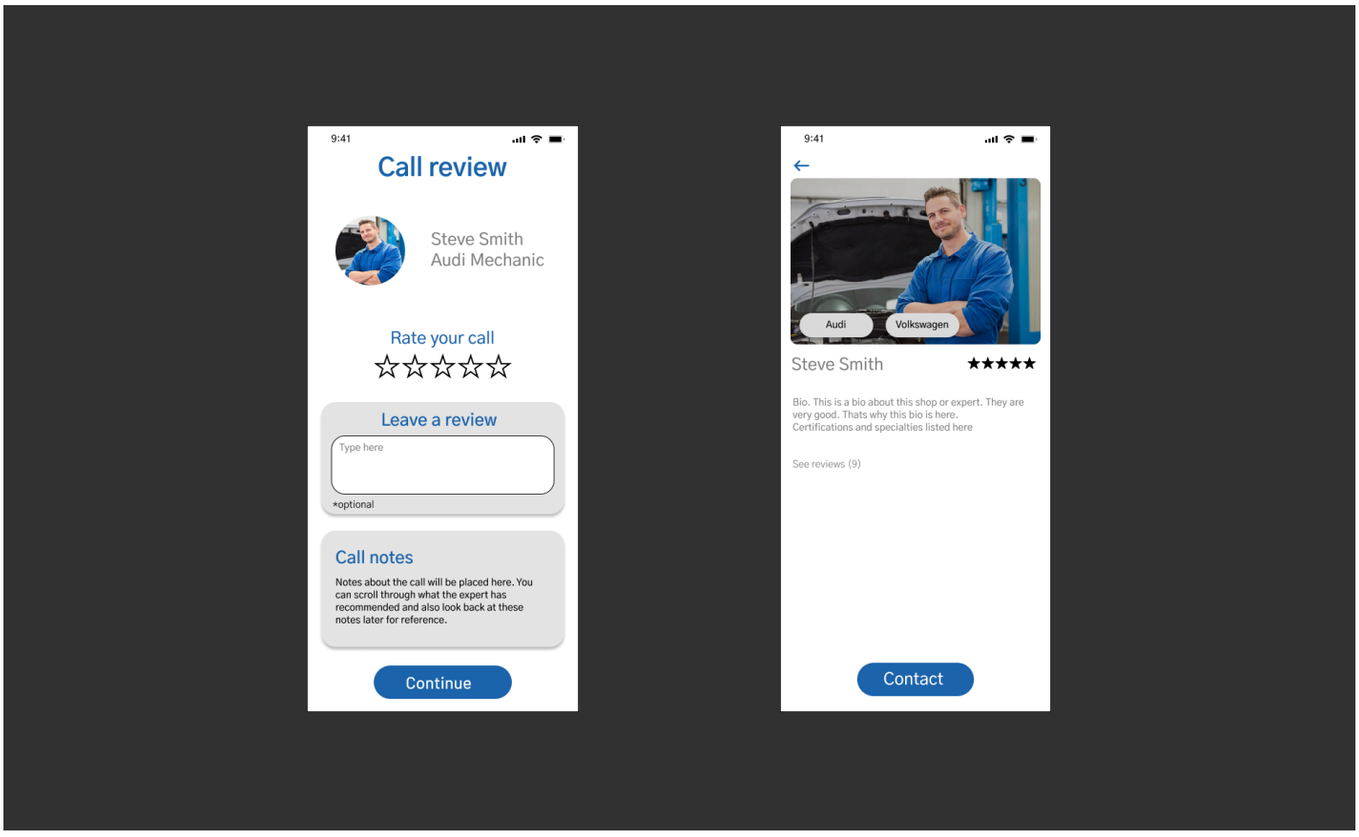
My initial home page designs were not functioning as needed. They were not clear and simple. To set out to find a better home page I created several redesigns of my current pages and then used the aspects I liked from those designs to make one final page. I used this improved design theme throughout the app.



To make the payment pages trustworthy and easy for users I looked at many popular apps such as

- Uber
- Telehealth apps
- Twitter and Meta
- Facetime

Being able to take inspiration and seamlessly work common design themes into these screens allowed users to interact with an app they have never seen in a familiar way.



Through the design process continuously having my product tested by users allowed me to keep them in mind and add features that would be helpful to them such as reviews and a way to contact the mechanics from their bio.

What I learned

I knew the importance of user feedback before beginning this project but this project strengthened my knowledge of how to understand users who do not have the same knowledge as you.

Other takeaways

1. Do not be afraid to design prototypes multiple times and scrap your work. Each corrected misstep is a step in the right direction.
2. Having a defined design system as early as possible is very helpful in giving your work a voice.
3. It is always important to ask yourself “Why?’ at every step in the design process to make your work effective.
4. I do love Figma