

# PROPOSAL TO ENHANCE CAR LEASING WEBSITE

good cover page though it should include  
a date and an email would be better than  
a mailing address

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To:  
LingsCar.com

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Really clearly worded table of contents for a lay audience

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## The Website

***I should be more sympathetic to people needing help  
on my website! I know, I know...***

- *Can you help me navigate? – Click things*
- *Can you help me, I feel dizzy? – Try **this***
- *I want to know if you are real – Sheesh!*

***Help is something you need to do for yourself.  
Stop being so reliant on me.***

You don't seem to be addressing Ling's directly as a client—you are more writing about Ling's, which isn't the goal

Leasing a car instead of buying a car is becoming more and more popular as the long-term benefits prove themselves: you can lease a new car more often than you can buy a new car; there is less risk in leasing because cars depreciate in value quickly; and it is nearly always cheaper to lease, which allows you to lease a nicer car than you would have the ability to buy.

good introduction of why the site is important

If you live or are travelling to the UK and need to lease a car, you may find yourself on the Ling's Cars website. The business owner, Ling Valentine, is renowned for her eclectic character, and her character shines through the website she created. Ling's Cars has quite the online following and has been a talking point for many web designers throughout the world as an example of being "100% unfriendly for the users."

good identification of the ethos of the site and that while you want the site to be easier to use, you don't want to rid it of that character

Ling's also has a good reputation for service and fair pricing on the web, and the online responsiveness when Ling is active, or when she "lives in" the site Monday - Friday, 9am-6pm, is remarkable. But whether you love it or hate it, there is no denying that Ling's Cars has lost some business because of their site design (there's countless reviews and complaints to prove it!).

good

## Description of Website

The primary purpose of this website is to allow users to rent cars in the UK. The target audience is the general population, eligible to drive a vehicle. Because of the flashing, entertaining factors of this website, it can be assumed that the specific target is the younger people of the driving population. This website has three main purposes: good

- Leasing a car
- Getting a quote for a car
- Receiving entertainment value good identification—don't forget this one

The first two purposes will be studied further in the “Proposal” section of this document.

## Typical User of Website

good but this image should get a figure number and be referenced when you mention younger people above

### Hermione G.



*“But it’s a journey and the sad thing is you only learn from experience, so as much as someone can tell you things, you have to go out there and make your own mistakes in order to learn.”*

Hermione is a Sophomore, currently studying History at Hogwarts. She will be an intern abroad for the first time this fall. She will be travelling to the UK and needs to find a suitable vehicle to allow her to travel around. She will be travelling with another intern, so it is important that they find a big enough vehicle that also fits their budget.

**Name** Hermione G.  
**College** Hogwarts  
**Age** 20

#### Purpose

- Lease a vehicle within the UK
- Vehicle needs to be highly reliable for driving through any weather conditions
- Other options should be available on website in case a different vehicle is desired

#### Motivations

- Student, interning abroad in UK, does not need vehicle long-term
- Needs to get around UK (work place and other attraction spots)
- Found website through conversations on Reddit
- Entertained by website and decides to lease

## Flaws in Current Website

good to see a section intro  
—many other groups  
didn't provide this

LingsCars.com primary objective is to lease vehicles to customers. There are multiple secondary actions one can perform on this website as well. This section will focus on the operability of the website to successfully lease a vehicle.



Figure 1 Homepage

As seen in Figure 1, the Homepage is *extremely* cluttered with arbitrary information. The overload of information detracts from the website's call to action located under the title, "CAR LEASING-CONTRACT HIRE-CHEAP LEASE CARS". Without clear direction, the users on the site will become frustrated, resulting in a poor experience. It is important to keep the user in mind. Since the intent of the website is to have a user spend money, the experience needs to be as smooth as possible. The site needs to make the user want to spend money.

This section could benefit from subheadings to distinguish more quickly which page you are talking about

The homepage also uses poor pagination. To lease the vehicle, the user has to navigate to the “Cars and Vans” page located in the purple navigational midsection. Once the user clicks on the “Cars and Vans” section, the website redirects to information found below the fold seen in Figure 2. It is hard to tell if the redirect was intentional due to an overload of information. There are multiple flashing images and gifs located in Figure 2 that cannot be portrayed in this format. The moving nature located in Figure 2 distracts the user and makes it extremely difficult to navigate to a desired vehicle. There are multiple different clickable links in Figure 2, highlighted by the red sections, that distracts the user from selecting a desired vehicle.

The screenshot shows a website interface for car leasing. At the top, there is a navigation menu with items like 'A3 Cabriolet', 'A3 Hatchback', 'A3 Saloon', etc., highlighted in red. Below the menu is a large banner with the text 'My 38 Recommended Car Leasing Deals' and a pink arrow pointing down to 'BUSINESS prices...'. To the right of the arrow is an image of a truck with a rocket on its back. Below the banner are three car listings, each with a car image, specifications, and a price. The prices are £161.68, £165.56, and £169.14. Each listing has a 'more info' button. On the right side, there is a photo of a woman with her arms crossed. At the bottom right, there is a box with the text 'CLICK! See 287 clients live in LINGO! Live!!' and a small cartoon image. The entire page is framed by a colorful, abstract border.

Figure 2 Cars and Vans redirect

Finally, when the user has clearly navigated to a desired vehicle, multiple clickable links surround the car. The title of the vehicle, the image of the vehicle, the more info button, and a full running cost of the car per day are all clickable links that redirect to the same location on the site. This confuses the user into picking which click is the correct one, when in reality all are correct.

You say finally here, but the next paragraph says lastly!

Figure 3 Order Page

Lastly, in attaining the lease for a vehicle, there are yet again multiple flashing icons and links. This page should be the simplest of all, with a clear call to action directing the user to order the vehicle. In Figure 3, there is an “Order Now” clickable button but there are also two quotes for different mileage-based options nearby. This requires the user to make decisions, in turn making them think. Forcing the user to make critical decisions prior to leasing the vehicle results in a stressful process.

decide what you are going to capitalize and put quotes around and what you aren't—do so uniformly

Amidst the clutter on Figure 3, there is a lot of useful information being projected at the user. In the red rectangle in Figure 3 above, important information about the vehicle pertaining to the user, such as fuel, gearbox, and paint are the smallest figures on the page. The most important information, such as price and gas mileage, should be portrayed to the user in a central location and in a clear manner, so the user does not need to think of where to look for such information.

you do a good job of maintaining a cordial nature

## Alternatives/Competitors' Websites

strong job on your direct visual comparisons

There are two similar car rental websites, rentalcars.com and autoeurope.com, which have several advantages over the current website, lingscar.com.

First, the websites for both competitors are clean and scannable, making it easy for the user to skim through for important information. These characteristics not only make both rentalcars.com and autoeurope.com look nicer, which provides a better experience for customers, but also enables the websites to be easy to use.



Figure 4 Home Page of Lingscar.com

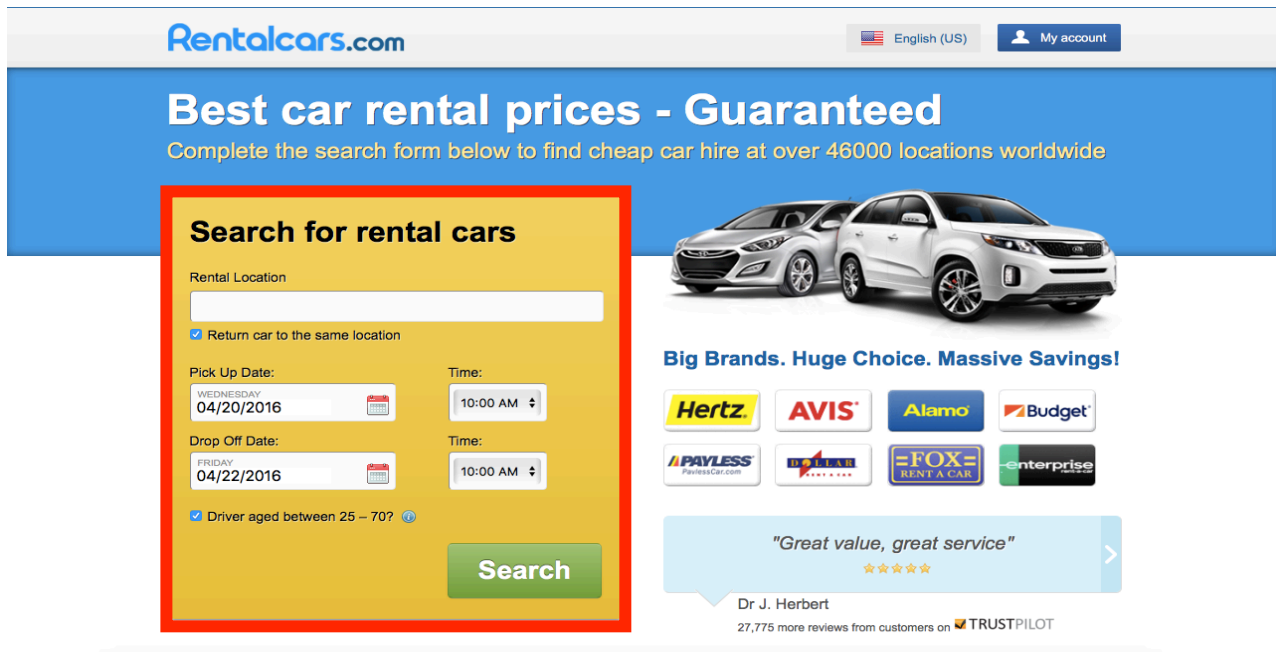


Figure 5 Home Page of rentalcar.com



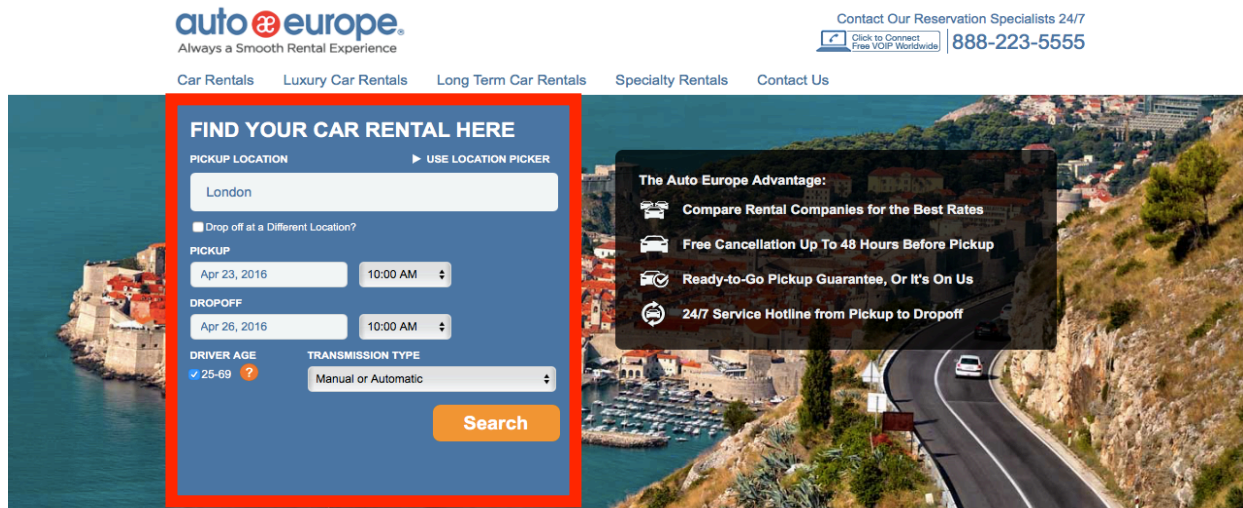









Figure 6 Home Page of autoeurope.com

When comparing the websites' homepages, as seen in Figures 4, 5, and 6, notice that, rather than having a bar of colorful tabs such as on lingscar.com, both rentalcars.com and autoeurope.com provide an information box for users to input pertinent information such as the time and location they want to pick up and return the desired vehicle. The boxes are obvious and easy to use so that users do not need to spend too much time figuring out how the website works before completing the next task—choosing the vehicle.


"Very impressed with your service and efficiency" – Geoff Davies, RKD Computers ...2179 letters [HERE](#)

Figure 7 Information of Car on lingscar.com


In the next task of choosing a vehicle, rather than providing confusing information <sup>about</sup> of the vehicles such as on LingsCars.com (Figure 7), rentalcars.com and autoeurope.com provide different categories and an easy-to-read list of vehicle pictures under each category as seen in the blue rectangles of **Figures 8 and 9**, respectively. <sup>I don't see any blue rectangle in figure 9</sup>

Small cars	Medium cars	Large cars	Estate cars	Premium cars	People carriers	SUVs
						
5 seats, 1 bag, 1 bag From US\$51.86	5 seats, 2 bags, 1 bag From US\$64.35	5 seats, 2 bags, 1 bag From US\$100.58	5 seats, 3 bags From US\$176.58	5 seats, 3 bags From US\$275.11	7 seats, 4 bags From US\$275.11	5 seats, 3 bags From US\$302.31



Supplied by:



**7.5** / 10 (100+ reviews)

**Fiat 500** or Similar Top seller

**This car is likely to sell out soon!**

5 Seats | 2 Doors | 2 Small bags

✓ Air Conditioning   ✓ Manual Transmission

Mini

**Special Offer:**  
Standard Package - Price Includes: Unlimited Mileage and Third Party Liability

Price for 2 days:  
**US\$51.86**

Fuel Policy  
**Full to Full**

London City Airport  
**Car Rental Centre**

**We give you the following for FREE:**

✓ Amendments

**Book Now**

Save for later ⓘ

Figure 8 Information of Car on rentalcar.com

From Figure 8, it is obvious that the categories specify the type of vehicle (seen in the blue box), such as sedan and compact SUV, while the list shows more detailed information (seen in the red box), including the model of vehicle and rental prices. All the above information can be similarly found in the red box of Figure 7 on LingsCars.com. However, the information is crammed in together with little organization. Thus, rentalcar.com does a better job at displaying the necessary information for a desired vehicle, making it easier for the user to understand and to choose vehicles.

Moreover, autoeurope.com highlights the cheapest price available for any vehicle in comparison to 5 other rental companies, as seen in the red box of Figure 9. By doing this, autoeurope.com was able to display their company as the most cost-friendly choice among its competitors. This would be useful to include on LingsCars.com because it would help set the company apart from its competitors.

London City Airport - 211 Cars Available FILTER RESULTS

CATEGORIES	ALL RESULTS	 4.5 / 5 ON AIRPORT	 4.6 / 5 ON AIRPORT	 3.5 / 5 ON AIRPORT	 4.5 / 5 ON AIRPORT	 4 / 5 ON AIRPORT	 5 / 5 ON AIRPORT
MINI	\$39	\$39	\$55	\$92	\$96	\$102	--
ECONOMY	\$51	\$51	\$72	\$114	\$120	\$128	--
COMPACT	\$56	\$56	\$78	\$125	\$131	\$140	--

Figure 9 Information of Car on autoeurope.com

why do you hav a second figure 7?

Lastly, a side bar in rentalcar.com, as seen in the red box of Figure 7, allows users to choose more customized options, such as four-wheel drive and automatic transmission. A similar option on LingsCars.com would be beneficial in displaying the company's flexibility when it comes to the availability of different vehicles suitable to lease.

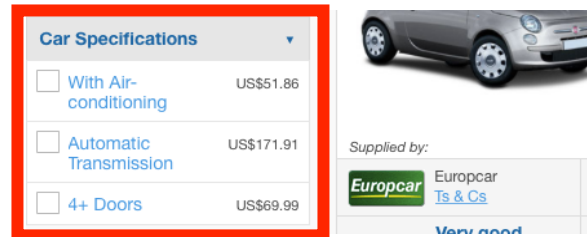


Figure.7 Side Bar on rentalcar.com

Ultimatley

Therefore, the clean and simple design, seen on rentalcar.com and autoeurope.com, not only provides better customer experiences so that users are more likely to return, but also saves valuable time for both users and companies when leasing a vehicle.

## Proposal to Improve Current Website

You've switched to a direct address here, which you should have been using all along. good.

In order for you to better understand how your users interact with your site and how you can improve your user experience, we propose that you utilize a usability test with someone that is likely to use your site. need a full white space between paragraphs

Although usability tests are best done over a long period of time with small groups of different users, we have created a scenario and usability test that can help you identify and address your most obvious problems.

### What is a usability test?

wish this beginning description was a little more centered on Ling's cars. Customize it a bit

According to Steve Krug in his book, *Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems*, usability testing--and more specifically, "do-it-yourself" usability testing, is a qualitative process that involves actually *watching* someone use your product "with the intention of a) making it easier for people to use or b) proving that it is easy to use." Usability testing allows you to have a more realistic and usable view of how users interact with your site and gives live feedback on user's opinions of your site and its ease of use.

### How does a usability test help you, the site owner?

After all, no one is going to understand the site better than you. But usability problems may not be immediately obvious to you because "you know how it works--or how it's supposed to work. Most of your users, on the other hand, don't, and that makes the difference."

where is this quote from. page numbers?

### Usability testing works because:

- All sites have problems.
- Most of the serious problems tend to be easy to find.
- Watching users utilize your site makes you a better designer.
- Watching users helps you better understand how people use things and how things can be better designed for ease of use.
- Giving someone a task and watching them do it helps reveal serious usability problems.
- It allows you to focus on what works well and what didn't so that you and your team can apply the lesson to your site design.

### What is a scenario and how does it help test my site?

- A scenario allows you to create a simple script that your user can read, understand, and follow.
- A scenario allows you to place some realistic, psychological, or emotional pressure on your users, allowing for even more organic testing.
- A scenario characterizes your user, providing you with your motivation for using the site and the objectives you wish to complete.

Your custom stuff needs a little bit of an intro: “To run our usability test we’ve designed two custom scenarios to help us identify what users like and don’t like about your site”

### Scenario:

You are taking a twelve-month trip abroad to the UK for an internship, and you want to lease a car for the duration of your trip. You’ve read about Ling’s Cars online and decide to try and lease a car. Your budget will allow you to lease a car for at most £300, but you would like to stay under that number if it is possible. Your price range matters more to you than the model and make of the car.

### User goal:

Visit the Ling’s Cars website, browse available cars, and get a quote for your lease.

### User Task 1:

Browse cars available for under £300 a month.

### Questions:

- What were your eyes drawn to on the home page?
- You want to browse available cars. Is there anything distracting you from doing so on the page?
- Do you have to scroll to browse available cars?
- Are prices readily available?
- Are there reference pictures?
- How many clicks does it take to get more details about a car?
- Do the pages transition well from one another? How well do they load?
- Can you locate a link or menu option for specifying price range?

### User Task 2:

Locate and complete a quote form.

### Questions:

- Can you locate a link or button that navigates to a quote form?
- Do you have to scroll to locate this link?
- Do you have to scroll on the form page, and is the form page easy to find and follow?
- Can you see all of the questions you will be asked on the form without first entering personal information?
- Is there anything distracting you from locating the form page?
- Do you feel it too you more or less time to find the link than it does on other websites?
- Do you feel compelled to spend any more time on the site?

### Overall experience:

- How did the site's overall appearance make you feel?
- What did you think of any audio (music playing, navigation sounds) on the site?
- Would you use the site again?
- Would you suggest the site to friends and family?

### Alternate/Extra Task:

Repeat the same tasks and questions with two competitor's sites and compare them with the answers for your site.

why the white space here?

### Conclusion

We hope that this proposal was useful in identifying the places for improvement within your website. It is in our best interest to help your company achieve the task of leasing vehicles across the UK. We believe that we can redesign your website in order to attract more users by conducting the usability test proposed in this document. Please contact us with any questions you may have concerning this process.

Sincerely,

Joshua Henderson,  
Suong Nguyen,  
Rebekah Russell,  
Yupeng Wu

good formal conclusion