Task Analysis & Storyboards

FoxAnnArborHyundai.com

https://www.foxannarborhyundai.com

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Executive Summary

Task analyses were conducted for the FoxAnnArborHyundai.com website. For these analyses, multiple page processes (for scheduling a test drive, scheduling a service, saving a car to my favorites, comparing two or more cars, finding a specific vehicle, and finding the recommended maintenance schedule) were deconstructed to identify areas where streamlining and optimization could occur.

Storyboards were also created to accompany the reconstructed tasks, showing the various screens as users move through the redesigned tasks.

The improvements in the multiple page processes included:

- Reducing the steps involved in Scheduling a Test Drive, Scheduling a Service, Finding a Car, and Finding a Maintenance Schedule. The number of steps were reduced by combining steps, simplifying the User Interface (UI), getting rid of repetitive steps, and reducing visual clutter.
- Redesigned the home page in order to improve scannability by reducing visual noise. The home page structure was redesigned in order to reduce clutter for better readability and scannability. The home page skeleton was restructured to reduce competition between calls to action, so that users have the ability to visually scan items and understand their options with ease.
- Simplified the home page search car widget to streamline the car finding process. The car search widget on the home page was replaced with a single "Search All Cars" button at the top of the page. This change reduces the amount of time it takes users to start looking at car options while shopping for a vehicle. The search functionality that exists in the search widget is also available in the filter column in the search results page; so, simplifying the search steps reduces the perceived length it takes the user to complete the task.

Beyond the multiple page processes, 12 single page wireframes (plus some variations) were created to show interface redesigns for numerous forms, as well as for the home page. The primary goals in creating the single page storyboards were to establish a consistent interface design for forms, while simplifying and shortening the form content.

In addition to the storyboards in this document, an interactive storyboard prototype (online) can be found by clicking on the following link:

https://xd.adobe.com/view/ea912bd0-9b7c-4061-8e90-d37fc82673ca-bfc2/

Processes

Schedule a Test Drive: Task Analysis

There are currently 3 paths users can take to schedule a test drive. Paths are based on the user's starting location.

Current Path 1: Top Navigation

- 1. Click 'New Inventory'
- 2. Click 'Hyundai Test Drive'
- 3. Use search bar to narrow down choices (optional)
- 4. Select a car
- 5. Select a day
- 6. Select time of day if necessary
- 7. Select time
- Click "Next"
- 9. Enter first name, last name, email address, mobile phone number
- 10. Check consent terms box
- 11. Click "Request Test Drive"

Redesigned Path 1: Top Navigation

- 1. Click 'New Inventory'
- 2. Click 'Hyundai Test Drive'
- 3. Use search bar to narrow down choices (optional)
- 5. Enter first name, last name, email address, mobile phone number (on contact form overlay)
- 6. Select a date
- 7. Select time
- 8. Select location
- 9. Check consent terms box
- 10. Click "Request Test Drive"

Current Path 2: Home page widget

- 1. Select a location
- 2. Select car condition
- 3. Select car year(s)
- 4. Select car model
- 5. Select body style
- 6. Select price range
- 7. Click "Search"
- 8. Click on a listed car item
- 9. Click Drive button
- 10. Select a day
- 11. Select time of day if necessary
- 12. Select time
- 13. Click "Next"
- 14. Enter first name, last name, email address, mobile phone number
- 15. Check consent terms box
- 16. Click "Request Test Drive"

Redesigned Path 2: Home page widget

- 1. Click "Search All Cars"
- 2. Browse car inventory
- 3. Click "Schedule a Test Drive" on a listed car item
- 4. Enter first name, last name, zip code, preferred contact (on contact form overlay)
- 5. Enter phone number or email address
- 6. Pick a date
- 7. Check consent terms box
- 8. Click "Request Test Drive"

Current Path 3: Individual car page

- 1. Click 'Request a Test Drive'
- 2. Enter first name, last name, zip code
- 3. Select preferred contact
- 4. Enter email address or phone number
- 5. Select a date
- 6. Check consent terms box
- 7. Click "Submit"

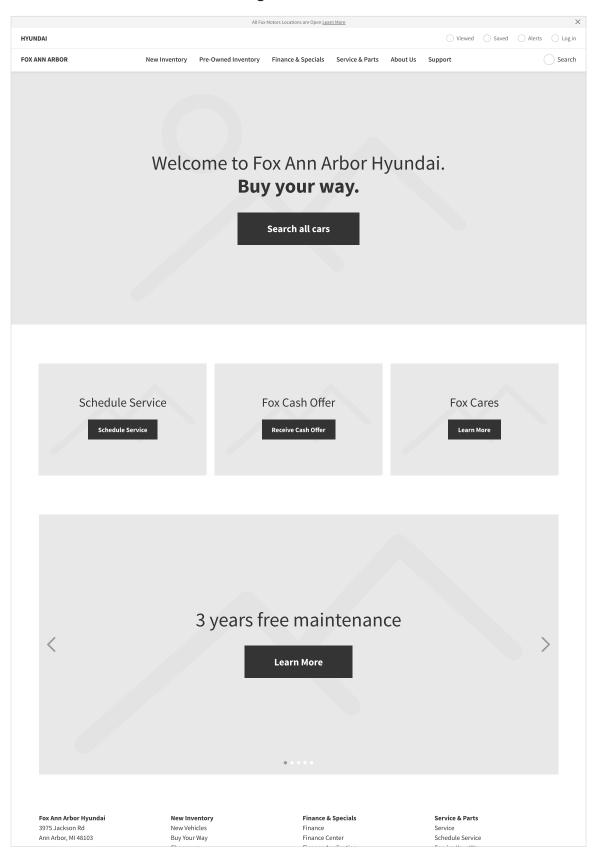
Redesigned Path 3: Individual car page

- 1. Click 'Request a Test Drive'
- 2. Enter first name, last name, zip code, preferred contact (on contact form overlay)
- 3. Enter phone number or email address
- 4. Pick a date
- 5. Check consent terms box
- 6. Click "Request Test Drive"

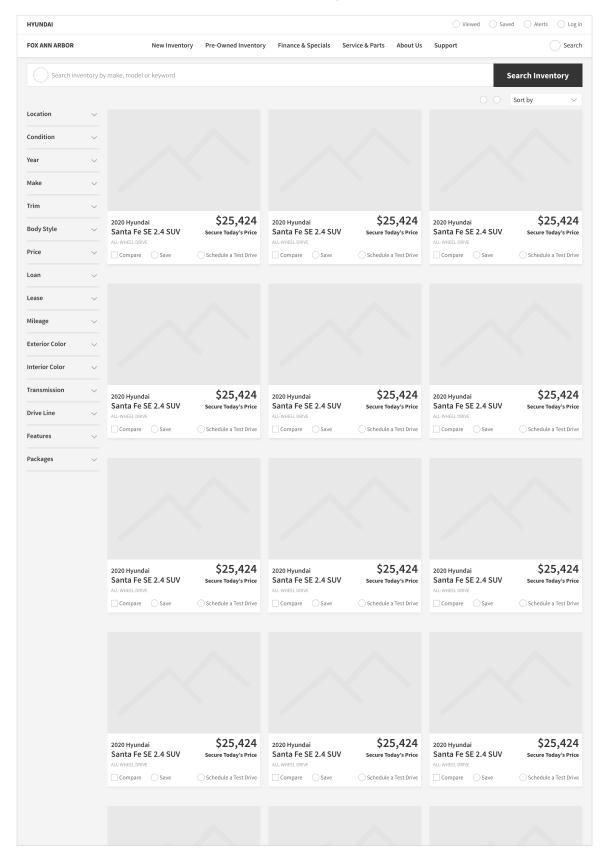
Schedule a Test Drive: Interface Changes

- Redesigned the User Interface. Reduced visual noise, cleaned, simplified, and decluttered the interface in order to reduce the user's cognitive load.
- Combined the "Date & Time" and "Review Request" tab pages into a pop-up overlay form to simply the process. The contact form overlay will pop-up on all instances where there is a "Schedule a Test Drive" call to action.
- · Reduced the perceived steps in the user flow in order to encourage users to request a test drive.
- Replaced the 2-4 step process for a single pop-up overlay to be used consistently regardless of user path.
- Created two versions of the overlay for each particular scenario.
- Simplified the home page car search widget into a single "Search All Cars" button. By simplifying the process, the user will be able to use the product filters column to narrow the search results without having to fill out the search widget on the home page first.
- Added a "Schedule a Test Drive" call to action (link) to each listed item in the search results page, reducing the number of steps the user has to take in order to request a test drive.

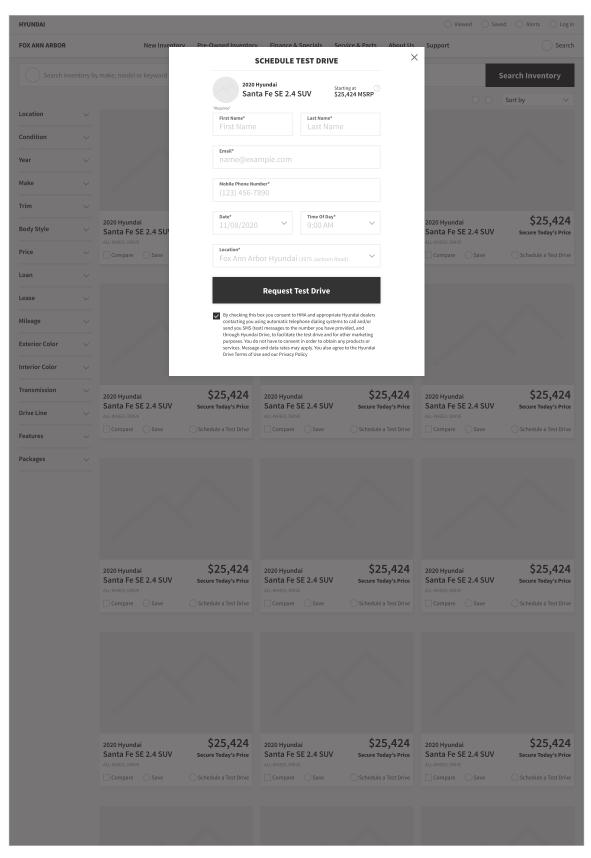
Schedule a Test Drive: Home Page



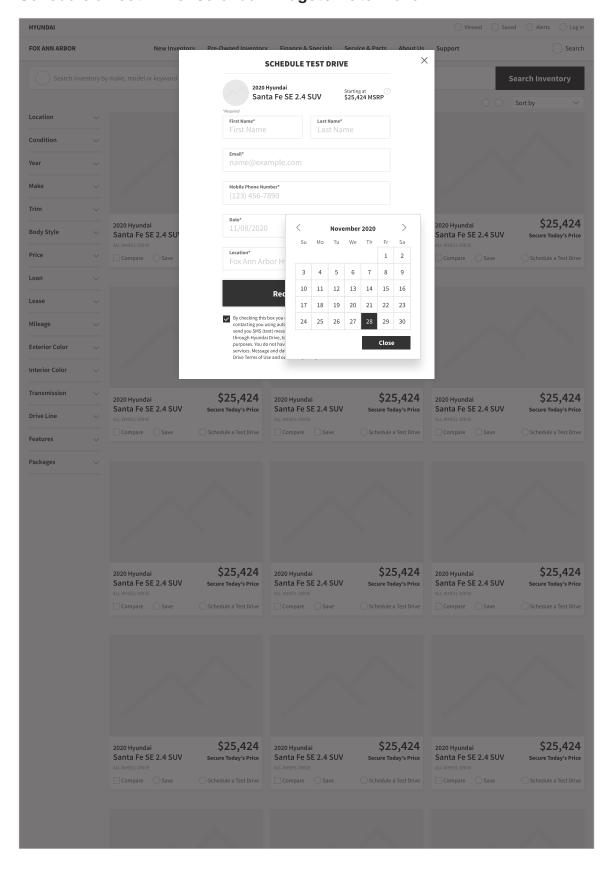
Schedule a Test Drive: Search Results Page



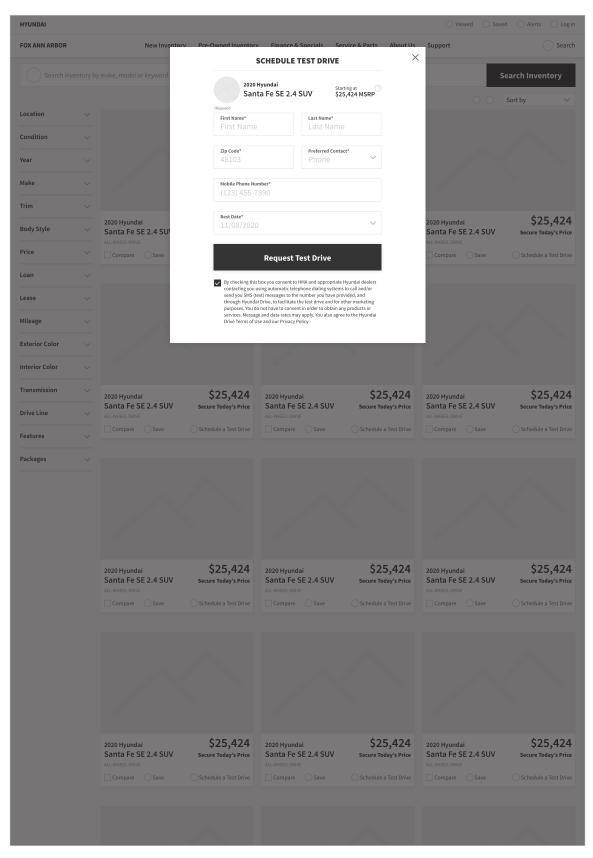
Schedule a Test Drive: Schedule Test Drive Form - Pop-Up Overlay



Schedule a Test Drive: Calendar Widget / Date Picker



Schedule a Test Drive: Schedule Test Drive Form (Preferred Contact)



Schedule Service (Oil Change): Task Analysis

There are currently 2 paths users can take to schedule an oil change service. Paths are based on whether the user has used services before or not. Users can schedule services from the top navigation or the home page's "Schedule Service" link.

Current Path 1: New Customer

- 1. Select Make
- 2. Select Year
- 3. Select Model
- 4. Select Transmission (optional)
- 5. Select Drive Type (optional)
- 6. Select Trim (optional)
- 7. Select Engine Type (optional)
- 8. Enter Mileage (optional)
- 9. Click "Continue"
- 10. Select "Replace Engine Oil and Filter"
- 11. Click "Next"
- 12. Select "I'll drop off my vehicle" or "Pick-up my vehicle"
 - a. "I'll drop off my vehicle"
 - i. Select "I have a ride" or "I'll wait at the dealership"
 - b. "Pick-up my vehicle"
 - i. Enter pick-up address
 - ii. Enter drop-off address (optional)
 - iii. Enter comments (optional)
- 13. Click "Next"
- 14. Select "Any Advisor" or "Maintenance Advisor" (optional)
- 15. Select "I'll wait at the dealership" or "I have a ride" (optional)
- 16. Select a date
- 17. Select a time
- 18. Click "Review"
- 19. Enter first name, last name, phone number, email address
- 20. Activate "Reminders & Updates" toggle buttons (optional)
 - a. Enter mobile phone number if applicable
- 21. Enter additional comments (optional)
- 22. Click "Book Service" or "Schedule [time slot]"

Redesigned Path 1: New Customer

- 1. Select make
- 2. Select model
- 3. Select year
- 4. Enter mileage
- Click "Next"
- 6. Select "Replace Engine Oil and Filter"
- 7. Click "Next"
- 8. Choose between "I have a ride" or "I'll wait at the dealership"
- 9. Enter date and time of day
- 10. Select "Advisor" option
- 11. Enter first name, last name, phone number, email address
- 12. Activate "Reminders & Updates" toggle buttons (optional)

- 13. Enter additional comments (optional)
- 14. Click "Book Service"

Current Path 2: Existing Customer

- 1. Sign in
- 2. Select "Replace Engine Oil and Filter"
- 3. Click "Next"
- 4. Select "I'll drop off my vehicle" or "Pick-up my vehicle"
 - a. "I'll drop off my vehicle"
 - Select "I have a ride" or "I'll wait at the dealership"
 - b. "Pick-up my vehicle"
 - i. Enter pick-up address
 - Enter drop-off address (optional)
 - iii. Enter comments (optional)
- 5. Click "Next"
- 6. Select "Any Advisor" or "Maintenance Advisor" (optional)
- 7. Select "I'll wait at the dealership" or "I have a ride" (optional)
- 8. Select a date
- 9. Select a time
- 10. Click "Review"
- 11. Activate "Reminders & Updates" toggle buttons (optional)
 - a. Enter mobile phone number if applicable
- 12. Click "Book Service" or "Schedule [time slot]"

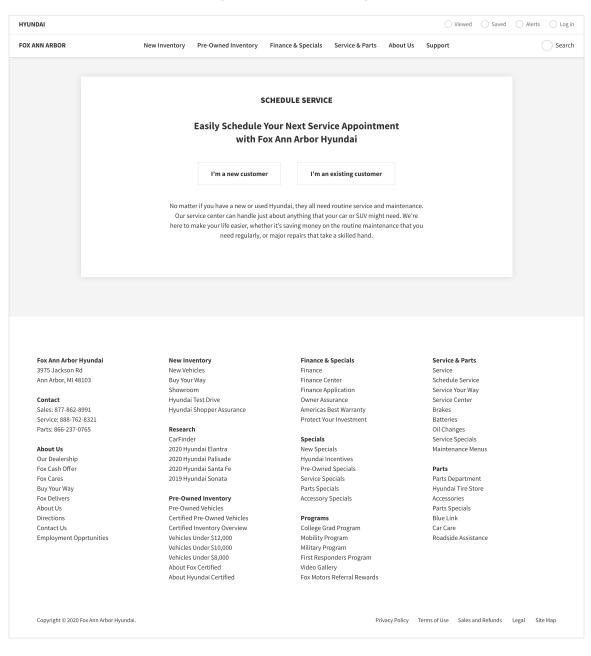
Redesigned Path 2: Existing Customer

- 1. Sign In
- 2. Select "Replace Engine Oil and Filter"
- Click "Next"
- 4. Choose between "I have a ride" or "I'll wait at the dealership"
- 5. Enter date and time of day
- 6. Select "Advisor" option
- 7. Enter first name, last name, phone number, email address
- 8. Activate "Reminders & Updates" toggle buttons (optional)
- 9. Enter additional comments (optional)
- 10. Click "Book Service"

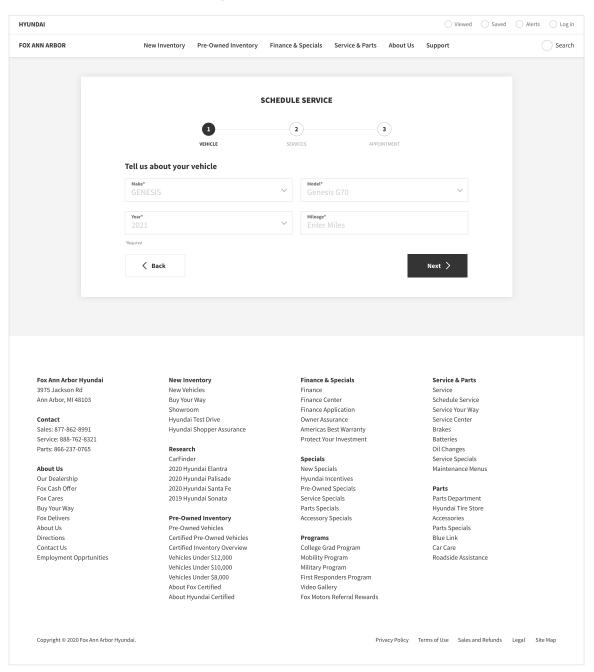
Schedule Service (Oil Change): Interface Changes

- Reduced the number of steps in the process, from 4 to 3. Combined step 3 and step 4 (Transportation and Appointment) into one last step in the process.
- Decreased the perceived length of the process in order to encourage users to schedule a service.
- Cleaned up and decluttered the User Interface in order to reduce the user's cognitive load.
- Minimized and simplified the number of "next", "continue", and "back" buttons, and placed them only at the bottom of the form.
- Simplified and improved the calendar and time picker User Interface. The redesigned UI takes less space and reduces the visual noise.

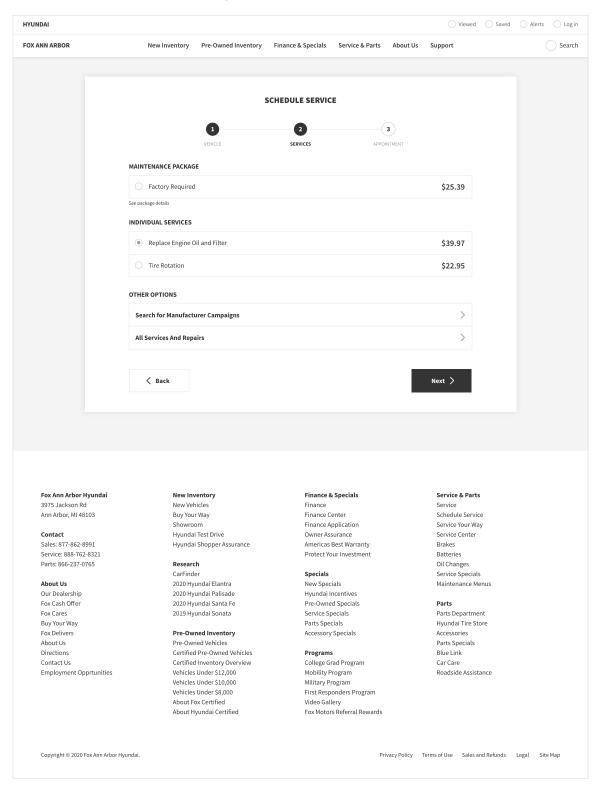
Schedule Service (Oil Change): New or Existing Customer



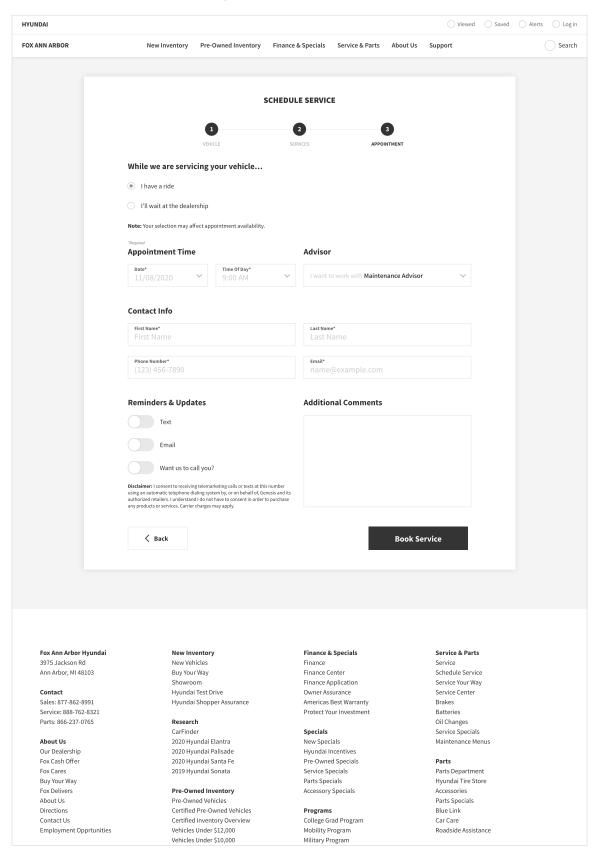
Schedule Service (Oil Change): Vehicle Details



Schedule Service (Oil Change): Choose Service



Schedule Service (Oil Change): Appointment Details



Save a Car to "My Favorites": Task Analysis

There are currently 3 paths users can take to save a car to "My Favorites". Paths are based on website location.

Current Paths:

- 1. Access step 2 from:
 - a. Browsing vehicle inventory
 - b. "Viewed" vehicles drop-down
 - c. Individual car page
- 5. Click "Save" or star icon

No Changes Necessary to Task Steps (Changes Occur in Interface)

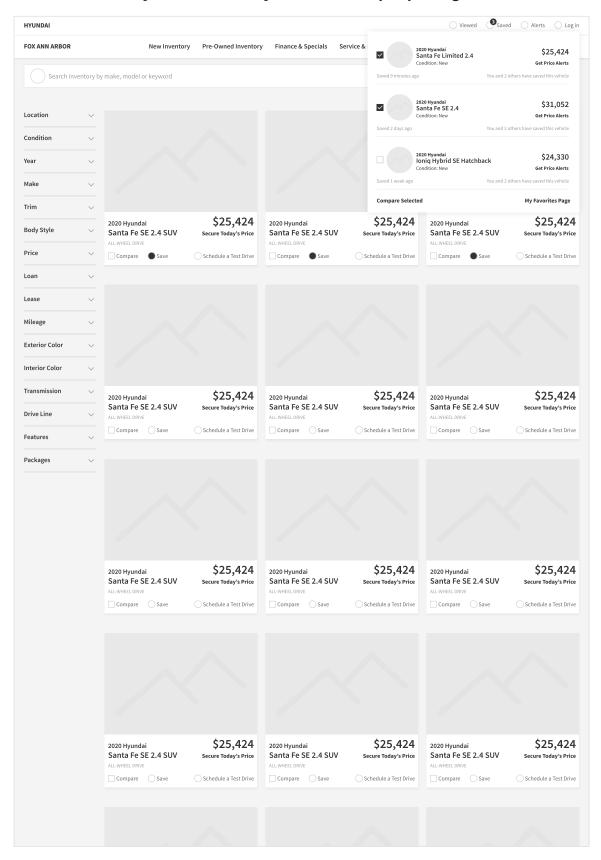
Save a Car to "My Favorites": Interface Changes

- Improved the "My Favorites" pop-up User Interface by reducing the number of "Get Price Alerts" calls to action (links) in order to reduce the user's cognitive load.
- Added more white space around UI elements on the "My Favorites" pop up so that users can easily scan the information and functionality available.
- Reduced the size of certain UI elements in order to establish a clear information hierarchy.

Save a Car to "My Favorites": Search Results

HYUNDAI					○ Viewed ○ Save	ed Alerts Login
FOX ANN ARBOR	New Inventory	Pre-Owned Inventory	Finance & Specials	Service & Parts About Us	Support	Search
Search inventory b	y make, model or keyword				S	Search Inventory
					0 0	Sort by ~
Location						
Condition						
Year ∨						
Make						
Trim		Ć0E 404		ĆOF 404		Ć0F 404
Body Style 🗸	2020 Hyundai Santa Fe SE 2.4 SUV ALL-WHEEL DRIVE	\$25,424 Secure Today's Price	2020 Hyundai Santa Fe SE 2.4 SUV	\$25,424 / Secure Today's Price	2020 Hyundai Santa Fe SE 2.4 SUV	\$25,424 Secure Today's Price
Price		Schedule a Test Drive	Compare Save	Schedule a Test Drive	Compare Save	Schedule a Test Drive
Loan						
Lease						
Mileage						
Exterior Color V						
Interior Color V						
Transmission	2020 Hyundai	\$25,424	2020 Hyundai	\$25,424	2020 Hyundai	\$25,424
Drive Line V	Santa Fe SE 2.4 SUV	Secure Today's Price	Santa Fe SE 2.4 SUV		Santa Fe SE 2.4 SUV	Secure Today's Price
Features	Compare Save	Schedule a Test Drive	Compare Save	Schedule a Test Drive	Compare Save	Schedule a Test Drive
Packages						
	2020 Hyundai Santa Fe SE 2.4 SUV ALL-WHEEL DRIVE	\$25,424 Secure Today's Price	2020 Hyundai Santa Fe SE 2.4 SUV	\$25,424 Secure Today's Price	2020 Hyundai Santa Fe SE 2.4 SUV	\$25,424 Secure Today's Price
		Schedule a Test Drive	Compare Save	Schedule a Test Drive	Compare Save	Schedule a Test Drive
	2020 Hyundai Santa Fe SE 2.4 SUV	\$25,424 Secure Today's Price	2020 Hyundai Santa Fe SE 2.4 SUV	\$25,424 / Secure Today's Price	2020 Hyundai Santa Fe SE 2.4 SUV	\$25,424 Secure Today's Price
	ALL-WHEEL DRIVE	Schedule a Test Drive	ALL-WHEEL DRIVE Compare Save	Schedule a Test Drive	ALL-WHEEL DRIVE Compare Save	Schedule a Test Drive
		Series de l'esconive		O SERVEDINE		Sericania di Tesconive

Save a Car to "My Favorites": "My Favorites" Pop-Up Widget



Compare Two Or More Cars: Task Analysis

There are currently 4 paths users can take to compare two or more cars. Paths are based on website location.

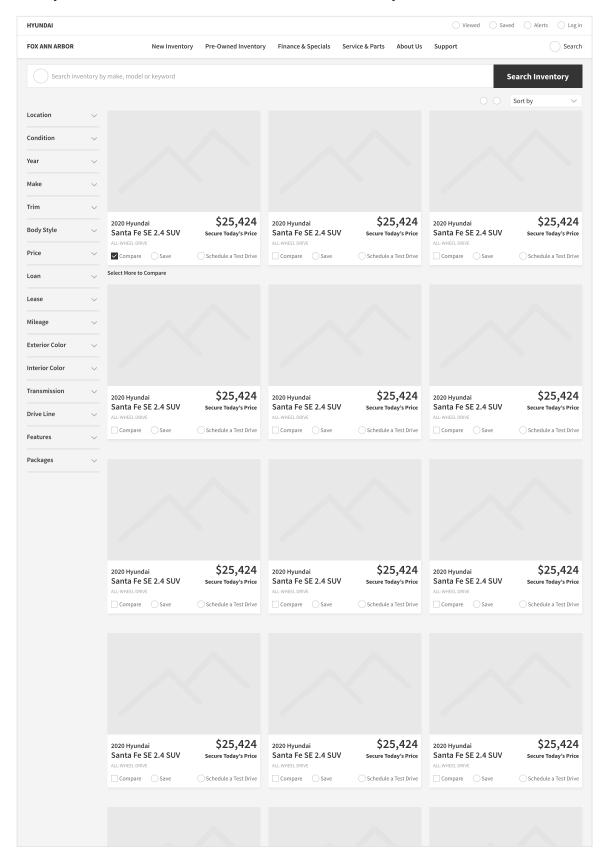
Current Paths:

- 1. Access step 2 from:
 - a. Browsing vehicle inventory
 - b. "Viewed" vehicles drop-down
 - c. "Saved" vehicles drop-down
 - d. 'My Favorites' page
- 2. Check compare box
- 3. Check compare box
- 4. Check compare box (optional)
- 5. Click "Compare"

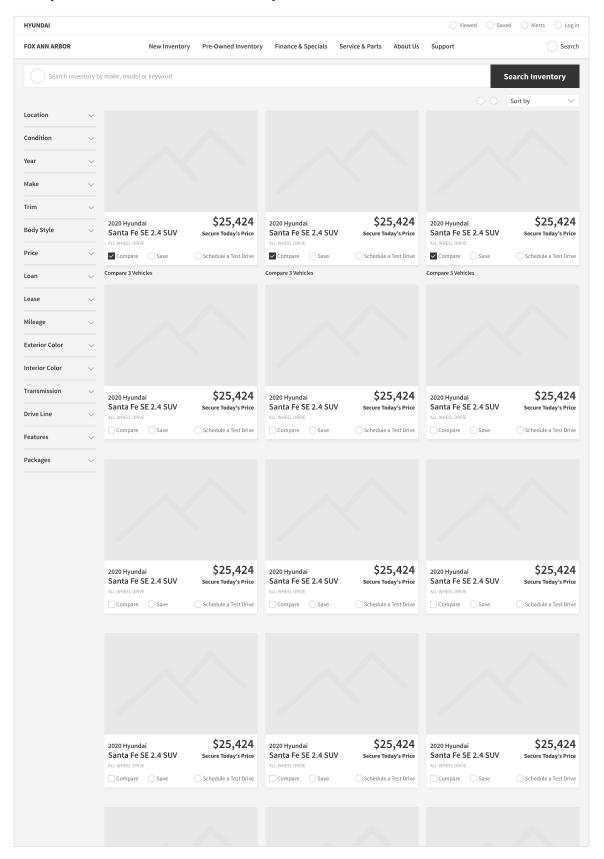
No Changes Necessary to Task Steps (Changes Occur in Interface)

- Improved the scannability of the "Compare (2 or more) Vehicles" call to action in the listed items grid.
- Added a "sticky" banner at the top of the "Compare" page that is triggered into a fixed
 position upon users scrolling past the compared cars names and images. The added
 banner will help users relate the information in the lower part of the compare chart to the
 vehicle it belongs to.

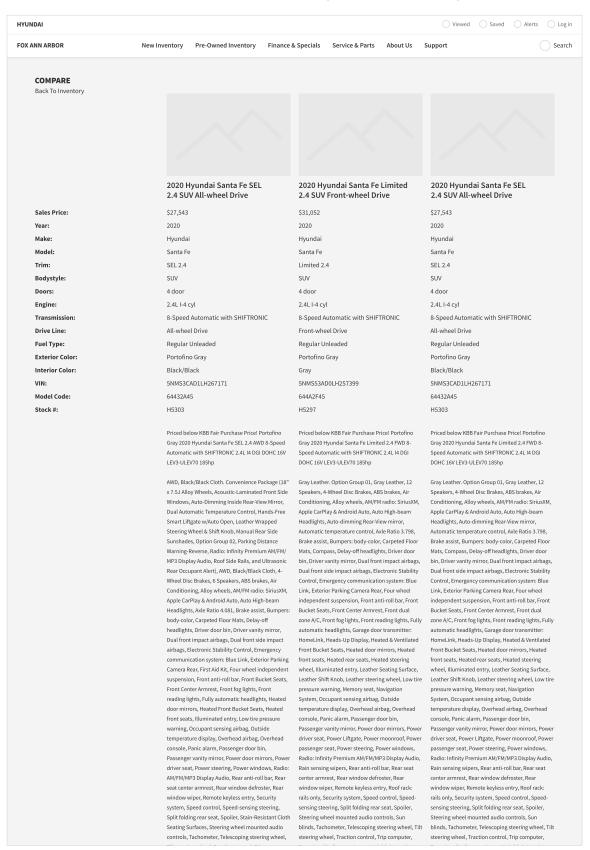
Compare Two or More Cars: Select More to Compare



Compare Two or More Cars: Compare Boxes Checked



Compare Two or More Cars: Compare Page (Top of the Page)



Compare Two or More Cars: Fixed-Position Banner

NN ARBOR	New Inventory Pre-Owned Inventory Finance 8	& Specials Service & Parts About Us	Support
INN ARBOR	New Inventory Pre-Owned Inventory Finance &	& Specials Service & Parts About Us	Support
COMPARE			
Back To Inventory	2020 Hyundai Santa Fe SEL 2.4 SUV All-wheel Drive	2020 Hyundai Santa Fe Limited 2.4 SUV Front-wheel Drive	2020 Hyundai Santa Fe SEL 2.4 SUV All-wheel Drive
Sales Price:	\$27,543	\$31,052	\$27,543
Year:	2020	2020	2020
Make:	Hyundai	Hyundai	Hyundai
Model:	Santa Fe	Santa Fe	Santa Fe
Trim:	SEL 2.4	Limited 2.4	SEL 2.4
Bodystyle:	SUV	SUV	SUV
Doors:	4 door	4 door	4 door
Engine:	2.4L I-4 cyl	2.4L I-4 cyl	2.4L I-4 cyl
Transmission:	8-Speed Automatic with SHIFTRONIC	8-Speed Automatic with SHIFTRONIC	8-Speed Automatic with SHIFTRONIC All-wheel Drive
Drive Line:		All-wheel Drive Front-wheel Drive	
Fuel Type:	Regular Unleaded	Regular Unleaded	Regular Unleaded
Exterior Color:	Portofino Gray	Portofino Gray	Portofino Gray
Interior Color:	Black/Black	Gray	Black/Black
VIN:	5NMS3CAD1LH267171 64432A45	5NMS53AD0LH257399 644A2F45	5NMS3CAD1LH267171 64432A45
Model Code: Stock #:	644 <i>32</i> A45 H5303	644A2F45 H5297	64432A45 H5303
σιστή πι	11303	110201	110000
	Priced below KBB Fair Purchase Price! Portofino Gray 2020 Hyundai Santa Fe SEL 2.4 AWD 8-Speed	Priced below KBB Fair Purchase Price! Portofino	Priced below KBB Fair Purchase Price! Portofino
	Automatic with SHIFTRONIC 2.4L I4 DGI DOHC 16V	Gray 2020 Hyundai Santa Fe Limited 2.4 FWD 8- Speed Automatic with SHIFTRONIC 2.4L I4 DGI	Gray 2020 Hyundai Santa Fe Limited 2.4 FWD 8- Speed Automatic with SHIFTRONIC 2.4L I4 DGI
	LEV3-ULEV70 185hp	DOHC 16V LEV3-ULEV70 185hp	DOHC 16V LEV3-ULEV70 185hp
	AWD, Black/Black Cloth. Convenience Package (18"	Gray Leather. Option Group 01, Gray Leather, 12	Gray Leather. Option Group 01, Gray Leather, 12
	x 7.5J Alloy Wheels, Acoustic-Laminated Front Side Windows, Auto-Dimming Inside Rear-View Mirror,	Speakers, 4-Wheel Disc Brakes, ABS brakes, Air Conditioning, Alloy wheels, AM/FM radio: SiriusXM,	Speakers, 4-Wheel Disc Brakes, ABS brakes, Air Conditioning, Alloy wheels, AM/FM radio: SiriusXM,
	Dual Automatic Temperature Control, Hands-Free	Apple CarPlay & Android Auto, Auto High-beam	Apple CarPlay & Android Auto, Auto High-beam
	Smart Liftgate w/Auto Open, Leather Wrapped Steering Wheel & Shift Knob, Manual Rear Side	Headlights, Auto-dimming Rear-View mirror, Automatic temperature control, Axle Ratio 3.798,	Headlights, Auto-dimming Rear-View mirror, Automatic temperature control, Axle Ratio 3.798,
	Sunshades, Option Group 02, Parking Distance	Brake assist, Bumpers: body-color, Carpeted Floor	Brake assist, Bumpers: body-color, Carpeted Floor
	Warning-Reverse, Radio: Infinity Premium AM/FM/	Mats, Compass, Delay-off headlights, Driver door	Mats, Compass, Delay-off headlights, Driver door
	MP3 Display Audio, Roof Side Rails, and Ultrasonic Rear Occupant Alert), AWD, Black/Black Cloth, 4-	bin, Driver vanity mirror, Dual front impact airbags, Dual front side impact airbags, Electronic Stability	bin, Driver vanity mirror, Dual front impact airbags, Dual front side impact airbags, Electronic Stability
	Wheel Disc Brakes, 6 Speakers, ABS brakes, Air	Control, Emergency communication system: Blue	Control, Emergency communication system: Blue
	Conditioning, Alloy wheels, AM/FM radio: SiriusXM, Apple CarPlay & Android Auto, Auto High-beam	Link, Exterior Parking Camera Rear, Four wheel independent suspension, Front anti-roll bar, Front	Link, Exterior Parking Camera Rear, Four wheel independent suspension, Front anti-roll bar, Front
	Headlights, Axle Ratio 4.081, Brake assist, Bumpers:	Bucket Seats, Front Center Armrest, Front dual	Bucket Seats, Front Center Armrest, Front dual
	body-color, Carpeted Floor Mats, Delay-off	zone A/C, Front fog lights, Front reading lights, Fully	zone A/C, Front fog lights, Front reading lights, Fully
	headlights, Driver door bin, Driver vanity mirror, Dual front impact airbags, Dual front side impact	automatic headlights, Garage door transmitter: HomeLink, Heads-Up Display, Heated & Ventilated	automatic headlights, Garage door transmitter: HomeLink, Heads-Up Display, Heated & Ventilated
	airbags, Electronic Stability Control, Emergency	Front Bucket Seats, Heated door mirrors, Heated	Front Bucket Seats, Heated door mirrors, Heated
	communication system: Blue Link, Exterior Parking Camera Rear, First Aid Kit, Four wheel independent	front seats, Heated rear seats, Heated steering wheel, Illuminated entry, Leather Seating Surface,	front seats, Heated rear seats, Heated steering wheel, Illuminated entry, Leather Seating Surface,
	suspension, Front anti-roll bar, Front Bucket Seats,	Leather Shift Knob, Leather steering wheel, Low tire	Leather Shift Knob, Leather steering wheel, Low tire
	Front Center Armrest, Front fog lights, Front	pressure warning, Memory seat, Navigation	pressure warning, Memory seat, Navigation
	reading lights, Fully automatic headlights, Heated door mirrors, Heated Front Bucket Seats, Heated	System, Occupant sensing airbag, Outside temperature display, Overhead airbag, Overhead	System, Occupant sensing airbag, Outside temperature display, Overhead airbag, Overhead
	front seats, Illuminated entry, Low tire pressure	console, Panic alarm, Passenger door bin,	console, Panic alarm, Passenger door bin,
	warning, Occupant sensing airbag, Outside temperature display, Overhead airbag, Overhead	Passenger vanity mirror, Power door mirrors, Power driver seat, Power Liftgate, Power moonroof, Power	Passenger vanity mirror, Power door mirrors, Power driver seat. Power Liftgate, Power moonroof, Power
	console, Panic alarm, Passenger door bin,	passenger seat, Power steering, Power windows,	passenger seat, Power steering, Power windows,
	Passenger vanity mirror, Power door mirrors, Power	Radio: Infinity Premium AM/FM/MP3 Display Audio,	Radio: Infinity Premium AM/FM/MP3 Display Audio,
	driver seat, Power steering, Power windows, Radio: AM/FM/MP3 Display Audio, Rear anti-roll bar, Rear	Rain sensing wipers, Rear anti-roll bar, Rear seat center armrest, Rear window defroster, Rear	Rain sensing wipers, Rear anti-roll bar, Rear seat center armrest, Rear window defroster, Rear
	seat center armrest, Rear window defroster, Rear	window wiper, Remote keyless entry, Roof rack:	window wiper, Remote keyless entry, Roof rack:
	window wiper, Remote keyless entry, Security system, Speed control, Speed-sensing steering,	rails only, Security system, Speed control, Speed- sensing steering, Split folding rear seat, Spoiler,	rails only, Security system, Speed control, Speed- sensing steering, Split folding rear seat, Spoiler,
	Split folding rear seat, Spoiler, Stain-Resistant Cloth	Steering wheel mounted audio controls, Sun	Steering wheel mounted audio controls, Sun
	Seating Surfaces, Steering wheel mounted audio	blinds, Tachometer, Telescoping steering wheel, Tilt	blinds, Tachometer, Telescoping steering wheel, Tilt
	controls, Tachometer, Telescoping steering wheel, Tilt steering wheel, Traction control, Trip computer,	steering wheel, Traction control, Trip computer, Turn signal indicator mirrors, Variably intermittent	steering wheel, Traction control, Trip computer, Turn signal indicator mirrors, Variably intermittent
	and Variably intermittent wipers. Price includes:	wipers, and Ventilated front seats. Price includes:	wipers, and Ventilated front seats. Price includes:
	\$2000 - Retail Bonus Cash. Exp. 11/02/2020	\$2000 - Retail Bonus Cash. Exp. 11/02/2020	\$2000 - Retail Bonus Cash. Exp. 11/02/2020

Find a Car: Task Analysis

There are currently 5 paths users can take to find a 2021 All Wheel Drive, SUV, with Heated Seats and Sunroof. Paths are based on the approach taken to find the information (search or browse).

Current Path 1: Browse New Inventory

- 1. Click 'New Inventory'
- 2. Click 'New Vehicles'
- 3. Enter "2021" into the minimum and maximum year fields or move year slider to 2021
- 4. Select "SUV"
- 5. Open "Drive Line" filter
- 6. Select "AWD"
- 7. Open "Features" filter
- 8. Select "Heated Seats", "Sunroof/Moonroof"
- 9. Select a car

No Changes Necessary to Task Steps (Changes Occur in Interface)

Current Path 2: Home page widget

- 1. Select location from the dropdown
- 2. Select "I'm interested in" car condition
- 3. Select "2021" from Years drop-down
- 4. Select "SUV" from Body Styles drop-down
- 5. Click "Search"
- 6. Open "Drive Line" filter
- 7. Select "AWD"
- 8. Open "Features" filter
- 9. Select "Heated Seats", "Sunroof/Moonroof"
- 10. Select a car

Redesigned Path 2: Home page widget

- 1. Click "Search All Cars"
- 2. Open "Year" filter
- 3. Move year slider to 2021
- 4. Open "Body Style" filter
- 5. Select SUV
- 6. Open "Drive Line" filter
- 7. Select AWD
- 8. Open "Features" filter
- 9. Select "Heated Seats" and "Sunroof/Moonroof"
- 10. Select a car

Current Path 3: Search bar

- 1. Enter keywords
 - a. 2021 SUV heated seats sunroof
- 2. Press "enter" key
- 3. Open "Drive Line" filter

- 4. Click AWD
- 5. Select a car

No Changes Necessary to Task Steps

Current Path 4: Search by Stock Number

- 1. Enter stock number
- 2. Press "enter" key
- 3. Select a car

No Changes Necessary to Task Steps

Current Path 5: Search by VIN

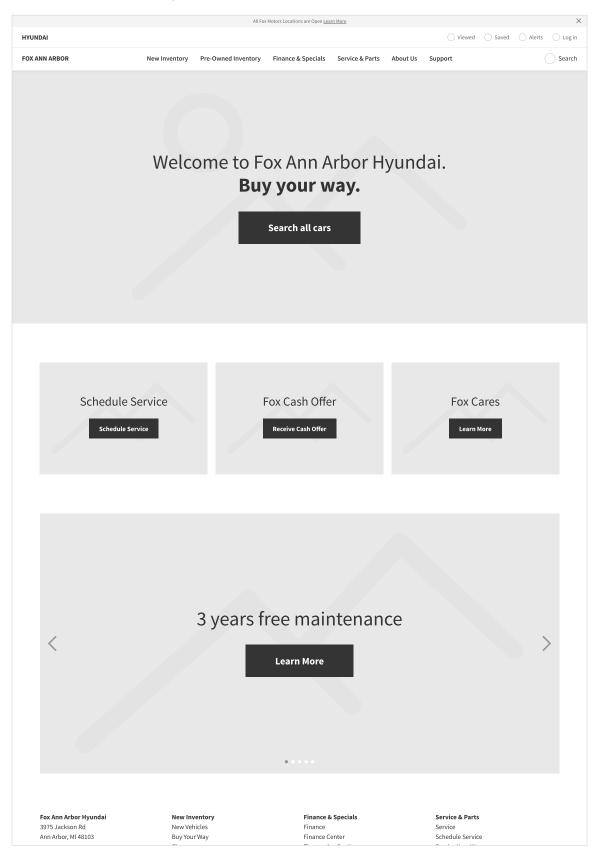
- 1. Enter VIN
- 2. Press "enter" key
- 3. Select a car

No Changes Necessary to Task Steps

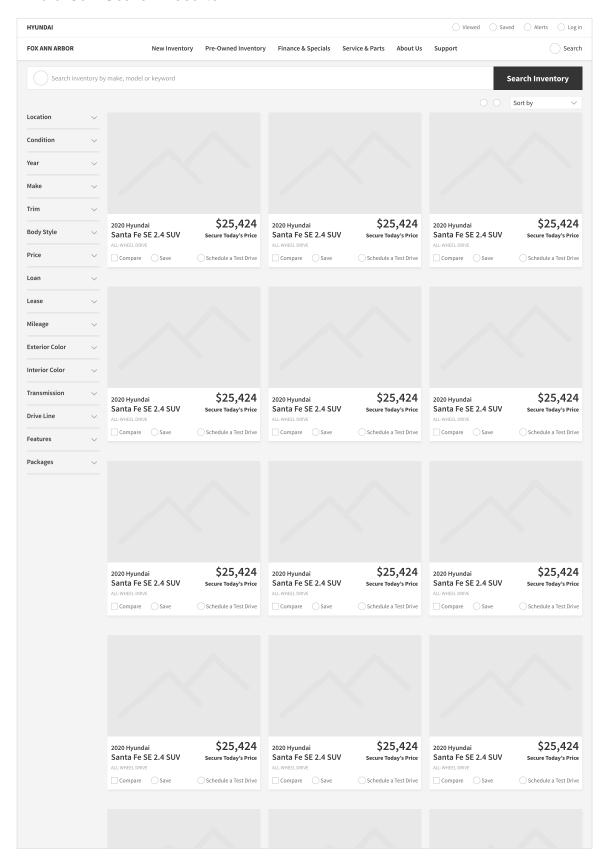
Find a Car: Interface Changes

- Replaced home page's six-step car search widget with a single "Search All Cars" call to action button in order to reduce the user's cognitive load as well as the perceived amount of time it takes users to start looking at car options.
- · Redesigned the User Interface of the results page; simplified the results grid so that more vehicles can fit in one single page, while at the same time reducing the amount of information listed on each result item, in order to reduce visual clutter.

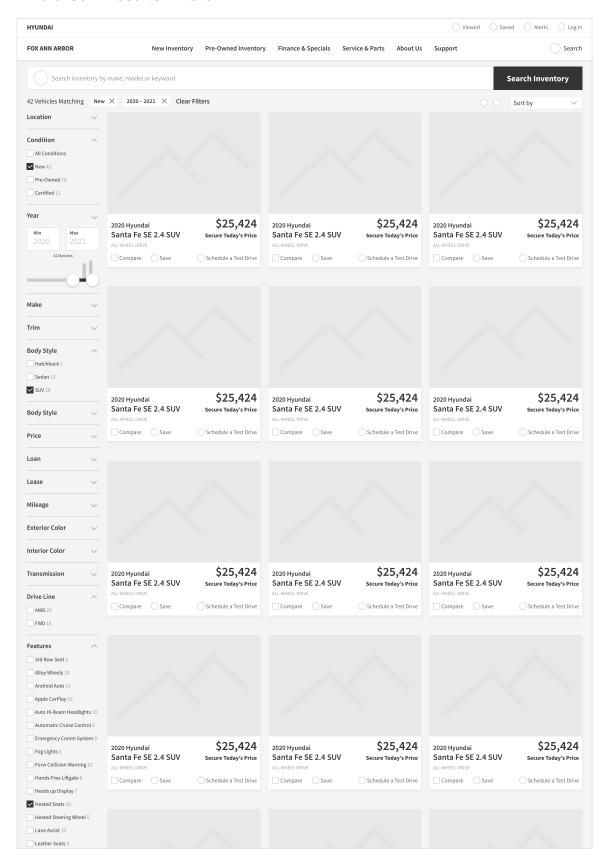
Find a Car: Home Page



Find a Car: Search Results



Find a Car: Results Filters



Maintenance Schedule: Task Analysis

There is currently 1 path users can take to find the recommended maintenance schedule for a Hyundai car. Users can find the recommended maintenance schedule from the top navigation's "Service & Parts" drop-down menu and the "Maintenance Menus" link.

Current Path:

- 1. Select vehicle year
 - a. Click arrow to see over eight years back if necessary
- 2. Select model
- 3. Select trim
- 4. Select engine, select size (if field is not pre-populated)
- 5. Select drive (if field is not pre-populated)
- 6. Select transmission (if field is not pre-populated)
- 7. Enter estimated mileage, enter average monthly mileage
- 8. Select driving condition
- 9. Click "Show me the Details"

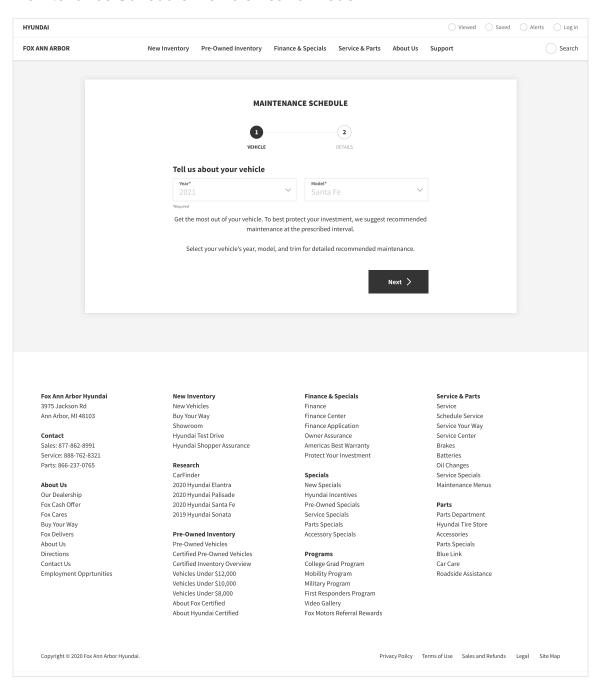
Redesigned Path:

- 1. Select vehicle year
- 2. Select model
- 3. Click "Next"
- 4. Select and/or enter trim, engine, size, drive, transmission, mileage, average monthly mileage, and driving condition
- 5. Click "View Schedule"

Maintenance Schedule: Interface Changes

- Replaced the current 3-page process into a 2-step process.
- Replaced the current multiple-button "year picker" with a drop-down menu.
- Redesign the User Interface in order to reduce visual noise.
- · Added the steps in the process above the form in order to help users understand how long the process will take to complete the task.
- Combined the vehicle year and vehicle model steps into one single page.
- Redesign the User Interface to make the process simpler and easier to use and understand, by improving the scannability of the information and functionality of the process forms.

Maintenance Schedule: Vehicle Year & Model



Maintenance Schedule: Vehicle Details

