
NADAGUIDES.COM

interface redesign

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CONCEPT STATEMENT

NADAguides.com is an online publisher of vehicle data information that provides comprehensive and market-reflective pricing for new and used cars, as well as facilitates car buyers' online car shopping needs. As a product recently acquired by J.D. Power, it's had a steady revenue from ads, but based on traffic analysis, more than half of its visitors bounce from the critical vehicle search path (from the home page, all the way to the vehicle detail page). User testing results show that users have positive feedback on the content on the site. Upon close inspection, it was determined users spend a considerable amount of time on their vehicle search, thus proving the site has good content that users need; it's just not displayed in a way that users easily understand that causes users to bounce.

PROJECT SUMMARY

As a content rich website, NADAguides.com is packed with so many car information that overwhelms the user. The objective of this redesign is to re-examine how visually data is displayed that will not only educate car shoppers, but also entice them to visit its partners. This will enable NADAguides to rely less on ads and more on user engagement.

The redesign will look into the visual interface color scheme, typography, etc. to achieve cohesive design across the board.

The goal of this project is to redesign some of the critical pages on the users' search path on the NADAgudies.com Autos Site that will reflect improvement in visual design, content placement, user interaction, and user experience.

PERSONA DEVELOPMENT

BRIDGET THOMAS 32

USER PERSONA 1

Bridget is a tech professional who was recently promoted to IT Director and received a considerable raise. She's been driving her Honda Accord for over 12 years and she's now on the lookout for a luxury vehicle befitting her new professional status.



SCENARIO

As a busy professional, Bridget does most of her car research online and on the go. Most of the sites she's visited took many clicks to get to the car information she needs.

EMOTIONS

Frustrated

PAIN POINTS

- Sites having too many ads and fake click baits that distract her visit
- Seeing too many unnecessary content on the site that takes too much time to read

EXPECTATIONS

- Hopes to view as much car information online and in as few sessions as possible

TOUCH POINTS



TABLET MOBILE

SITE FEATURES

Single page application that shows multiple page sections into a single page.

Derek works as an engineer for a construction company. He's been driving an old Chevy that has put on too many miles. He loved his old truck and is convinced a newer Chevy truck is the one for him.



SCENARIO

Derek recently saw an ad for a Ford truck. Derek is suddenly curious what other trucks are out there and how they compare to Chevy trucks.

EMOTIONS

Motivated, Curious

PAIN POINTS

- Having to go through the same search path again to find comparable vehicle
- Not being able to find accurate suggestions from experts

EXPECTATIONS

- A feature that showcases comparable vehicles
- An easily navigable site that lets users explore more vehicles of the same kind

TOUCH POINTS



DESKTOP MOBILE

SITE FEATURES

Compare Car tool that allows users to pick and choose cars to compare.

Mary is a retired grandmother. In the afternoons, she drives to her daughter's house to look after her 2 young grandkids after school. Mary currently drives an old sedan that feels small now with her grandkids growing up.



SCENARIO

Mary has found it difficult to drive in the snow having to put on snow chains by herself. She is considering an SUV that is great to drive in the winter.

EMOTIONS

Motivated, Curious

PAIN POINTS

- Having to go through the same search path again to find comparable vehicle
- Not being able to find accurate suggestions from experts

EXPECTATIONS

- Having to go through the same search path again to find comparable vehicle
- Not being able to find accurate suggestions from experts

TOUCH POINTS



DESKTOP

SITE FEATURES

Expert Reviews section that relates to the specific car the user is on.

MICHAEL BASS 52

USER PERSONA 4

Michael is a businessman who has been having a good year in sales. He's been driving an Acura SUV and is looking to upgrade to an Audi Q5 or Q7.



SCENARIO

While price is not an issue, Michael is interested to read reviews about Audis from current owners.

EMOTIONS

Determined

PAIN POINTS

- Not getting a clear distinction between owner and third party reviews

EXPECTATIONS

- Michael expects to see car reviews prominently placed on the site
- He'd also like proper break down of ratings that is easily understood

TOUCH POINTS



DESKTOP MOBILE

SITE FEATURES

Owner Reviews section on the Vehicle Detail Page that shows break down of ratings.

VICKY MENDEZ 36

USER PERSONA 5

Vicky is a new mother and a school teacher who has been a Volvo driver for as long as she can remember. Her family has trusted the brand, so she intends to continue driving one.

SCENARIO

Since the arrival of her daughter, Vicky has been busy getting the hang of motherhood. She's considering a trade-in rather than doing direct sales for a quick turnaround.

EMOTIONS

Tired

PAIN POINTS

- Vicky has no time in the day to visit a dealer quotes on a trade-in
- Not getting the option to trade in when she shops online

EXPECTATIONS

- Vicky hopes to have the option to get a quote on her trade-in online
- She's also like to see how a trade-in affects pricing on her new Volvo

TOUCH POINTS



TABLET

SITE FEATURES

Ability for the user to input Trade-In value or add Trade-in options that updates the pricing based on value.



RHONDA GRIMES 58

USER PERSONA 6

Rhonda is a social worker who travels a lot for work. She recently had a divorce which impacted her financial standing. She maintains her good credit, pays her bills on time, and holds off of any big purchases until she's able to recover and save up.



SCENARIO

Although it's bad timing, her trusty Toyota Camry has been having mechanical problems lately so she reluctantly started browsing for vehicles online.

EMOTIONS

Worried

PAIN POINTS

- Car shopping site showing too many numbers where users like Rhonda cannot get accurate pricing

EXPECTATIONS

- Rhonda wants to see pricing organized in a way that is clear and understandable to her.

TOUCH POINTS



DESKTOP

SITE FEATURES

Pricing section that clearly shows car value, and the ability to change price depending on options.

Ali is a full time software developer who just started his Master of Science program at a university in town. He currently bikes to work and school, but with his busy schedule, he's constantly tired. He's looking to buy a reliable car that he can use for his daily commute.



SCENARIO

Ali has decided on a car but is waiting for the right time to buy. Inasmuch as he'd like to keep checking prices online, he's too busy to do so.

EMOTIONS

Exhausted

PAIN POINTS

- Needing to go and check pricing everyday that takes time from his daily routine
- Not getting the option to be notified when pricing changes

EXPECTATIONS

- To better assist him on his car search, Ali would like a price alert feature that is easy to find and utilize

TOUCH POINTS



MOBILE

SITE FEATURES

Ability for the user to request an alert for each time the market price changes.

BOB NEWMAN 60

USER PERSONA 8

Bob is a restaurant owner who has leased a Mercedes SUV in the last 3 years. He enjoyed the car and its features tremendously and is considering purchasing one as his long-term vehicle.



SCENARIO

Bob began his car search weeks in advance and is now ready to make a purchase. There are over 10 Mercedes Benz dealers in his area but he does not have the time to visit each one.

EMOTIONS

Enthusiastic

PAIN POINTS

- Bob considered visiting individual car dealer websites but there are still too many websites to look at
- Bob also visited a car search website but the results were overwhelming and not everything was available in his area

EXPECTATIONS

- Bob wants a one-stop shop that not only lists all new cars, but also cars within a certain distance from his house

TOUCH POINTS



DESKTOP

SITE FEATURES

A module that shows local cars within a certain distance from his Zip Code.

Cathy is a fresh grad who just landed her first job as a junior designer for an advertising agency. To celebrate, she's buying her very first own car. She's looking at getting a nice, reliable vehicle won't break the bank.



SCENARIO

As she's new to the workforce, Cathy is still working on her savings. She's more concerned about how much the new car will cost her monthly than its overall retail price.

EMOTIONS

Excited

PAIN POINTS

- Not all sites Cathy has visited even show monthly pricing at all
- Those that do show monthly payments do not expound on how the cost was attained

EXPECTATIONS

- Cathy would appreciate a monthly cost calculator that allows users to enter custom data to get a more accurate calculation

TOUCH POINTS



DESKTOP

SITE FEATURES

A monthly payment calculator that determines how much monthly payment would be.

Tony is a car enthusiast who is also in the market for a new car. He's seen a lot Teslas on the road and he's impressed so far with what he's read. Now that he's ready to purchase one, he'd like to begin taking notes.



SCENARIO

Car articles come from varied websites, and not all of them are reputable. Tony is interested to read all collective articles from only one site.

EMOTIONS

Eager

PAIN POINTS

- Too many car articles that show up that don't have anything to do with the car of his choice
- Those that are Tesla-specific don't always come from reputable sources

EXPECTATIONS

- Curated article list that are specific to the make, model, and trim

TOUCH POINTS



DESKTOP

SITE FEATURES

Selected articles relating to the car the user is visiting.

COMPETITIVE RESEARCH



Kelley Blue Book

Kelley Blue Book is an Irvine, California-based vehicle valuation and automotive research company that is recognized by both consumers and the automotive industry. The company is owned by the Cox Automotive subsidiary of Cox Enterprises.

Wikipedia contributors, "Kelley Blue Book," Wikipedia, The Free Encyclopedia, https://en.wikipedia.org/w/index.php?title=Kelley_Blue_Book (accessed January 13, 2019).

SIMILARITIES

- KBB is free and does not require subscription for users to get car information
- KBB offers details for new and used cars
- Not being able to compare many different makes in a single site visit

STRENGTHS

- KBB has a bigger and more solid user base

WEAKNESSES

- From a design standpoint, KBB suffers from the same UI issues NADAguides does, where it has room for improvement

NOTABLE FEATURES

- Shorter search path to Vehicle Detail Page



Cars.com is an automotive classified website focused on the United States that launched in June 1998 and now is the second largest automotive classified site. Its headquarters are located in Chicago, Illinois.

Wikipedia contributors, "Cars.com," Wikipedia, The Free Encyclopedia, <https://en.wikipedia.org/w/index.php?title=Cars.com> (accessed January 13, 2019).

SIMILARITIES

- Cars.com is free and does not require subscription for users to get car information
- Cars.com offers details for new and used cars
- Cars.com makes local deals available to users

STRENGTHS

- Cars.com focuses their content on local listings that entices users to quickly shop locally

WEAKNESSES

- The massive local listings can turn away new car buyers who are not interested in this content

NOTABLE FEATURES

- Slightly better user interface than NADAguides.com



Edmunds.com Inc. is an American online resource for automotive information. The company is headquartered in Santa Monica, California, and maintains an office in downtown Detroit, Michigan. Edmunds is privately held, with the Steinlauf family holding a majority stake.

Wikipedia contributors, "Edmunds (company)," Wikipedia, The Free Encyclopedia, [https://en.wikipedia.org/w/index.php?title=Edmunds_\(company\)](https://en.wikipedia.org/w/index.php?title=Edmunds_(company)) (accessed January 13, 2019).

SIMILARITIES

- Edmunds offers details mostly for new cars

STRENGTHS

- Edmunds website content is better organized and visually more pleasing than NADAguides

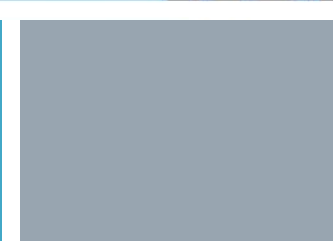
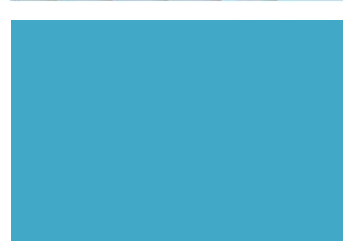
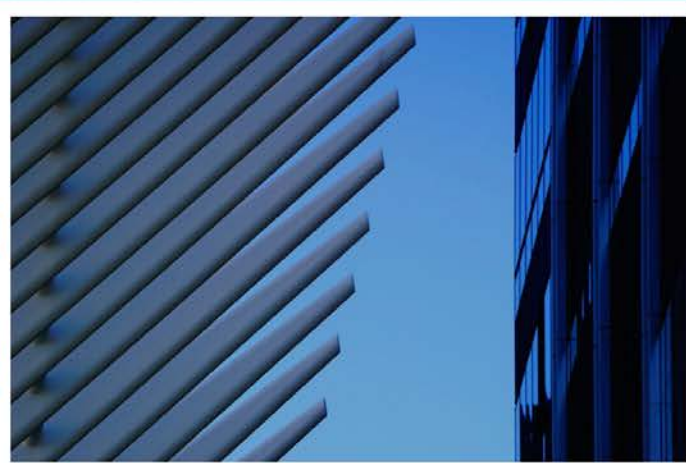
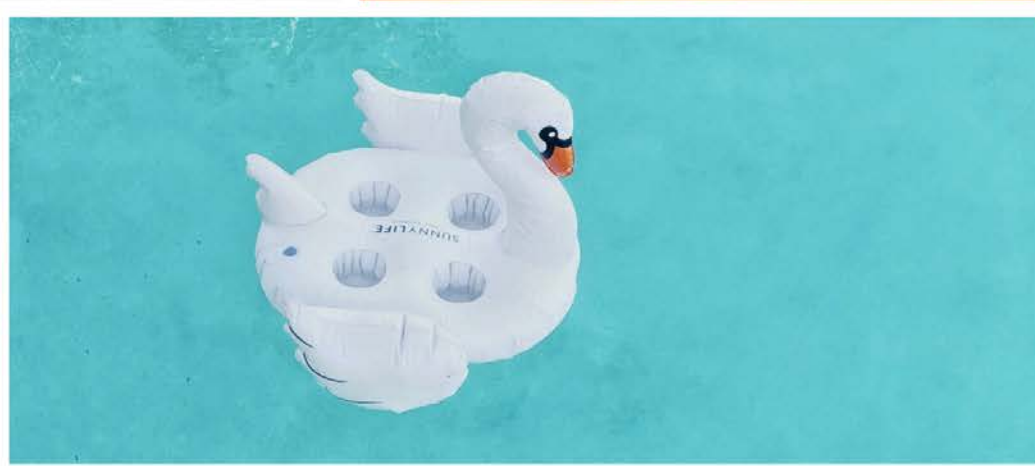
WEAKNESSES

- Edmunds requires subscriptions from users before they're able to see any significant content

NOTABLE FEATURES

- Shorter search path to Vehicle Detail Page

MOOD BOARD



CREATIVE STRATEGY

The objective of this redesign is to strategize how content is displayed on the site that makes it easy to read and understand for car buyers of any age. I am inspired by a minimalist interface with plenty of white space, splash of bright solids, and linear shapes. I've also simplified the steps users take to get to the Vehicle Detail Page, and combined multiple pages into one single page application that shows all car details users need in one place.




Simple

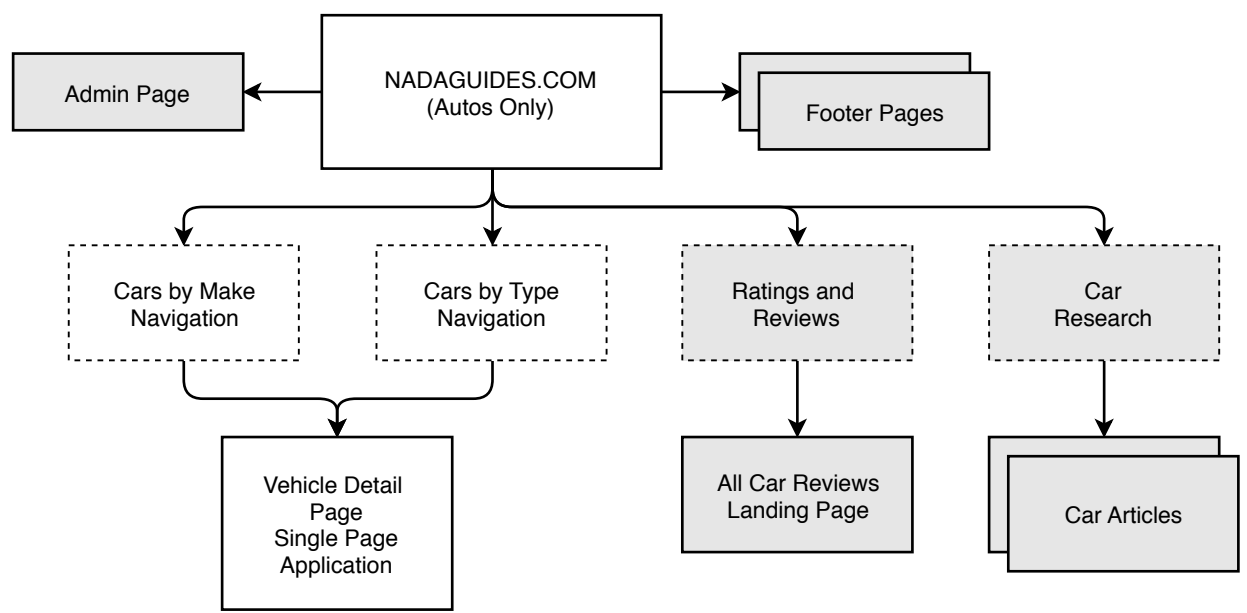
Organized

Clear

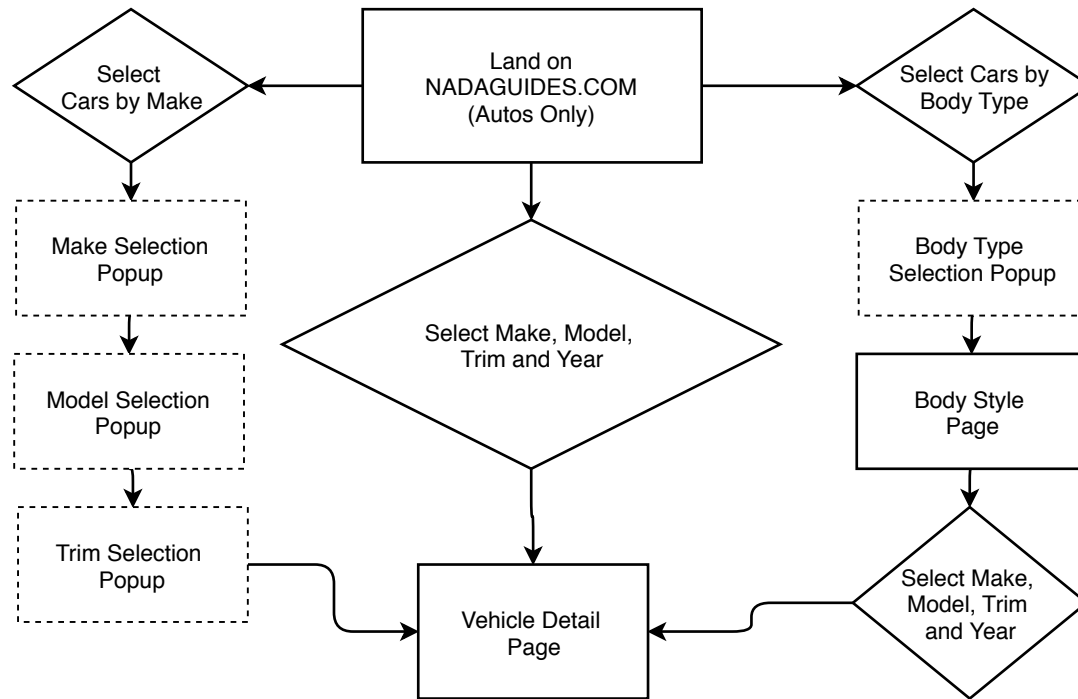
Functional

SITE MAP

-  Pages to be mocked up
-  Pages not included in project
-  Path only



USER FLOW



UI WIREFRAME

HOME PAGE

Navigation: LOGO, Cars by Make, Cars by Type, Ratings and Reviews, Car Research, Zip Code 92626, Sign In

Lorem ipsum dolor sit amet consectetur

I have a car in mind | I need help finding a car

POPULAR ON NADAGUIDES

- 2018 Top-Rated Luxury Car >
- 10 Most Popular Midsize SUVs >
- Most Reliable Crossovers and SUVs >
- Most Reliable Luxury Crossovers >
- 2018 Most Dependable Trucks >

Search for a car

BY MAKE: Select make, Select model, Select trim, Select year, Go

BY TYPE: SUV, Truck, Sedan, Van, Coupe, Wagon, Convertible, Sports Car, Diesel, Crossover, Luxury Car, Hybrid/Electric, Certified Pre-Owned

Car Buying Tools

- Calculate Payments
- Trade-In Calculator
- Compare Cars
- Calculate Lease Payments
- See New Car Options

Expert Reviews

View all >

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Read all reviews

Car Articles

View all >

- NEW CAR PREVIEWS: 2020 BMW 7 Series Preview
- MOST DEPENDABLE: 2018 Vehicle Dependability Study
- NEW MODEL UPDATE: New for 2019: Volkswagen
- MOST POPULAR: 10 Most Popular Small Cars

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Navigation: LOGO, Cars by Make, Cars by Type, Ratings and Reviews, Car Research, Zip Code 92626, Sign In

Lorem ipsum dolor sit amet consectetur

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Expert Reviews

View all >

- Mauris non mattis purus, mauris placerat luctus arcu.**
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- Mauris non mattis purus, mauris placerat luctus arcu.**
Nullam vestibulum sem ut nulla interdum tempus. Sed odio purus, trucidant viverra turpis a, hendrerit porta enim.

Best deal near you

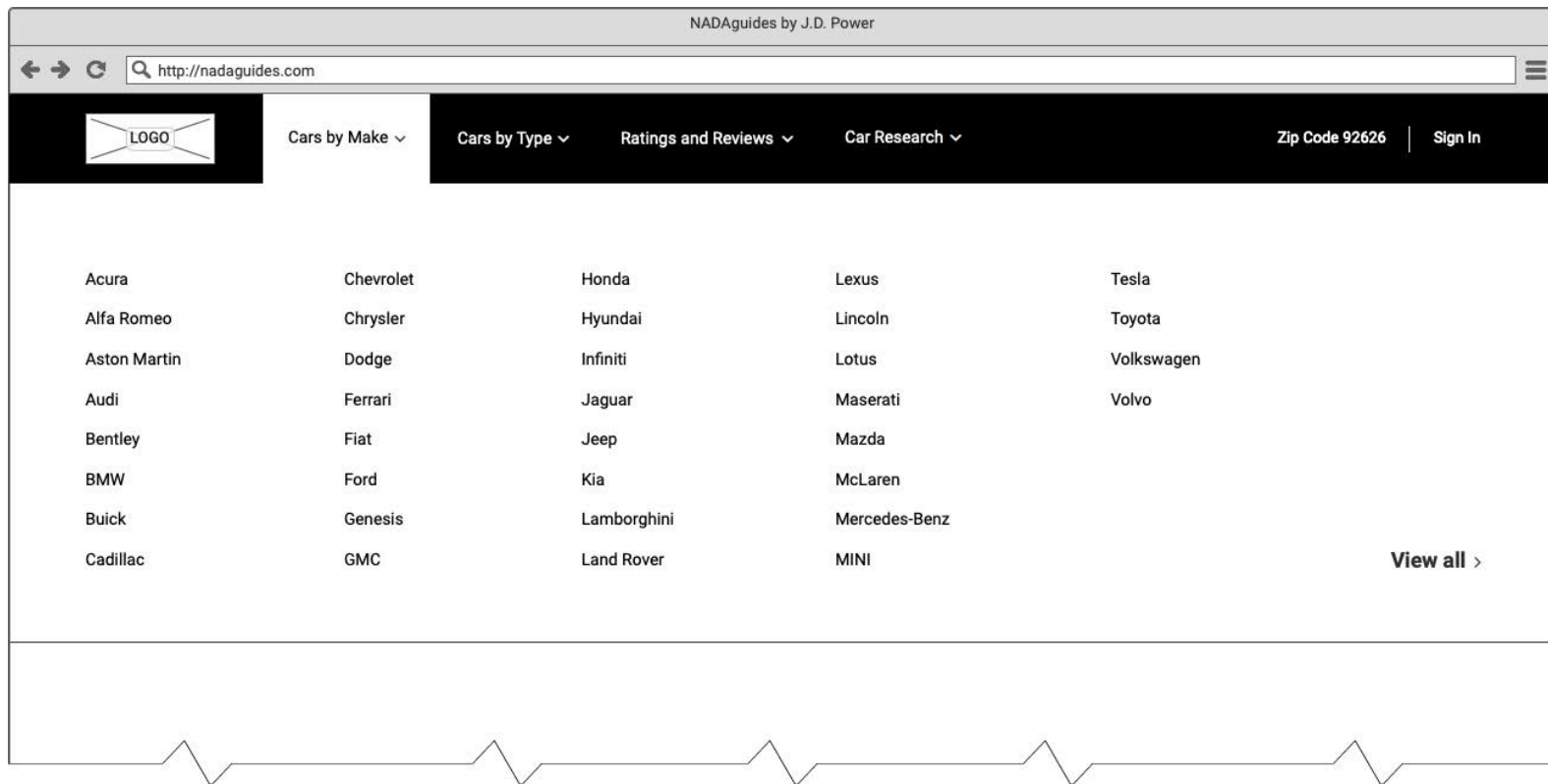
Car Type: Sedan, Zip Code: 92626 Change, PARTNER LOGO, Search

Dealer price quote

Make, Model, PARTNER LOGO, Search

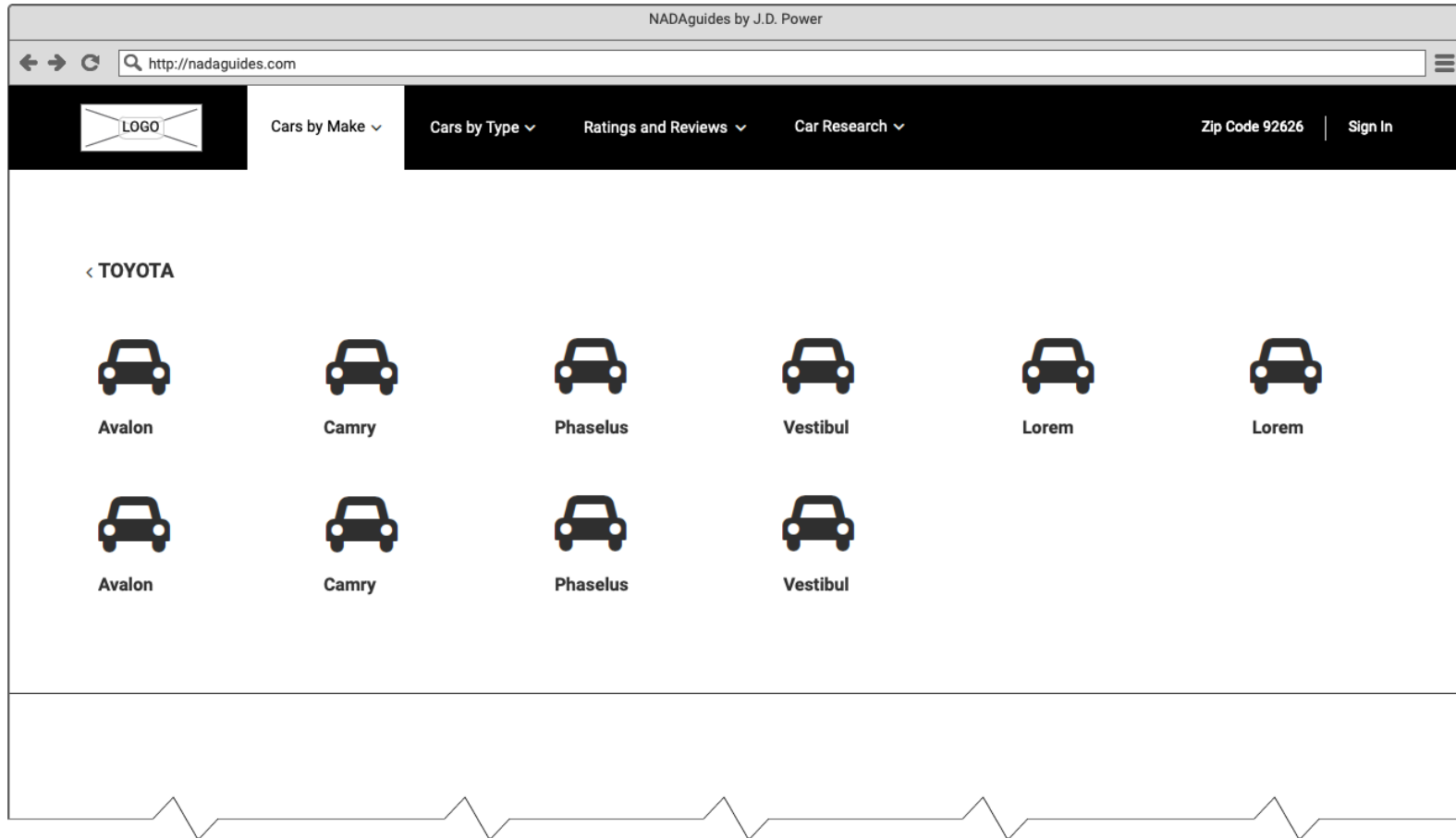
NAVIGATION ACTIVE STATE

Part 1



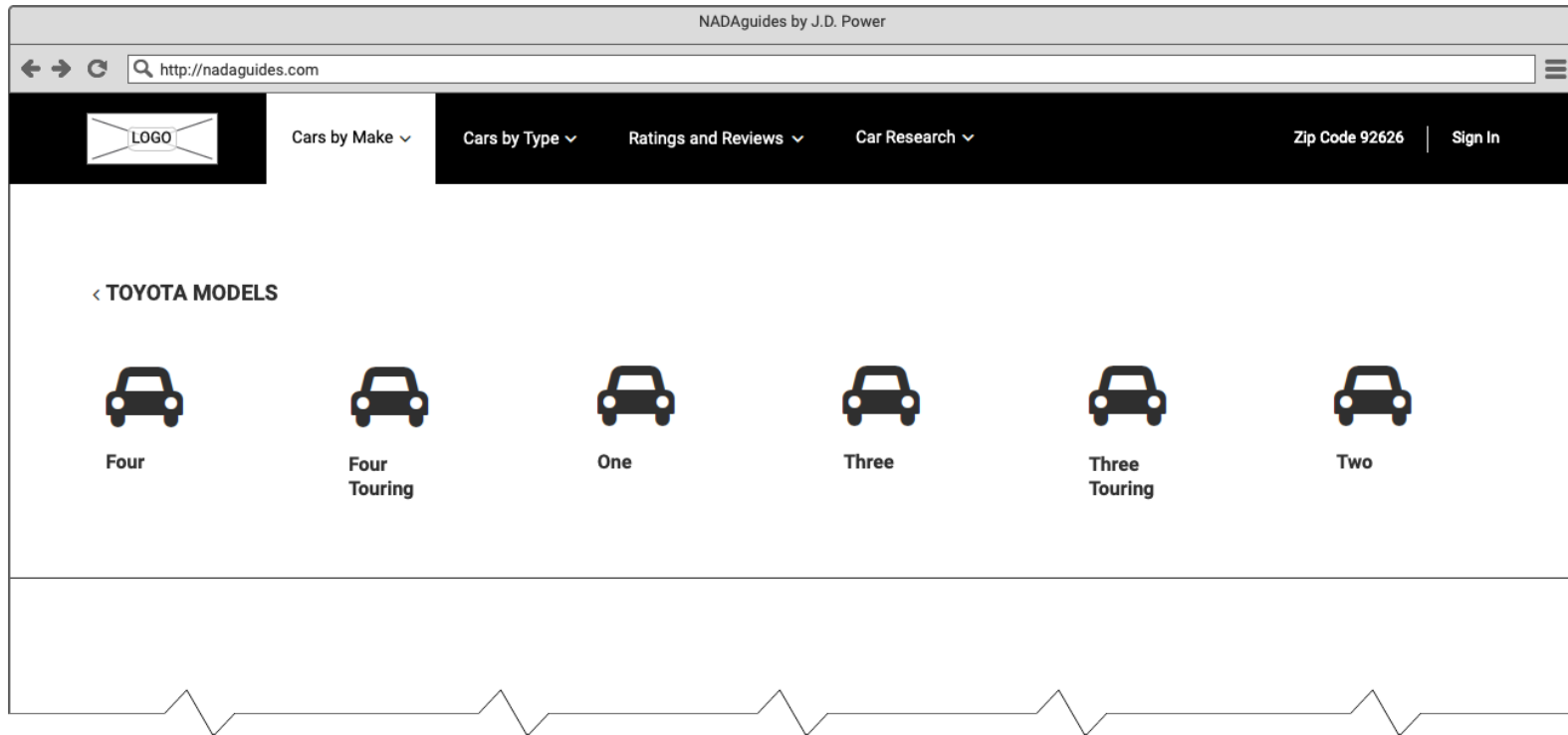
NAVIGATION ACTIVE STATE

Part 2

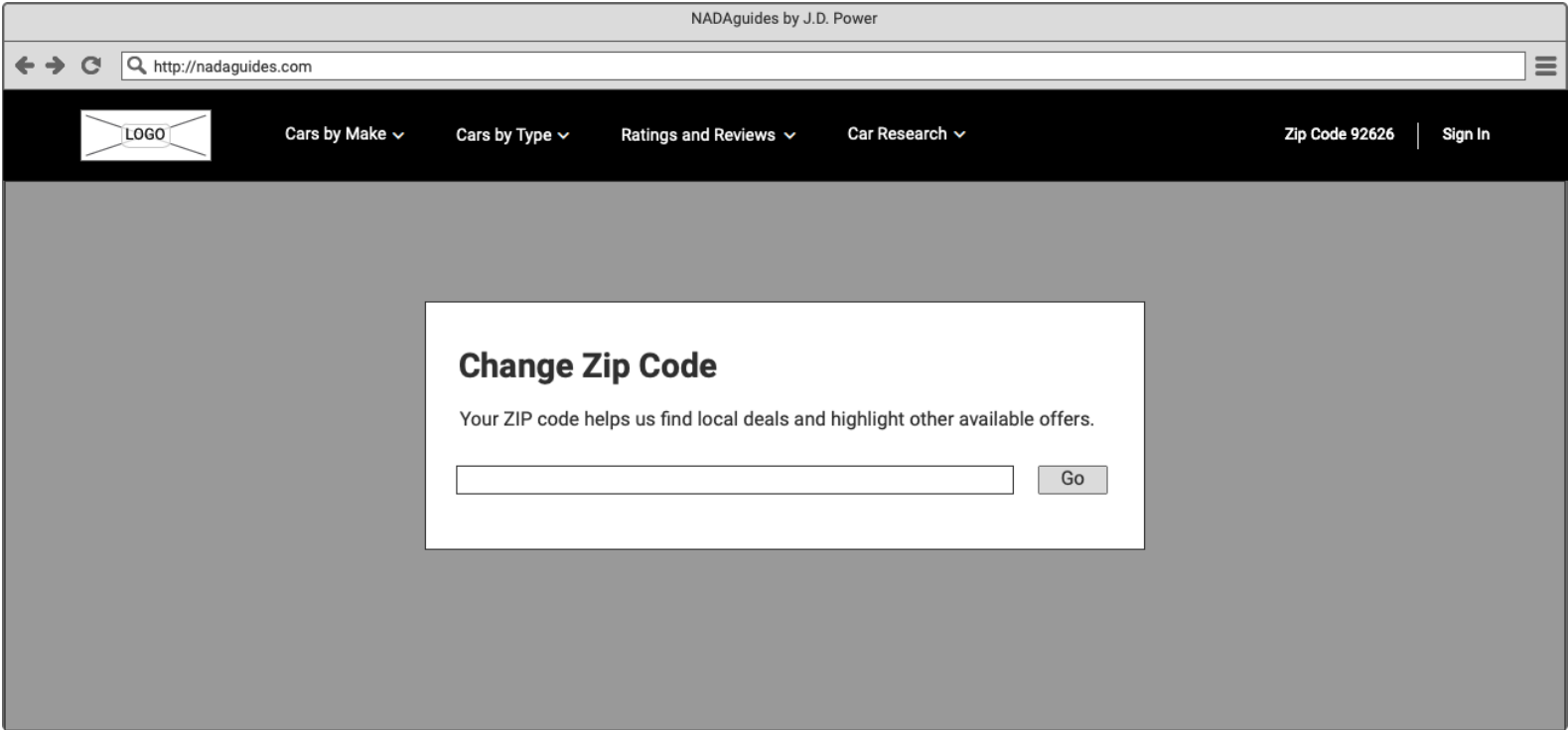


NAVIGATION ACTIVE STATE

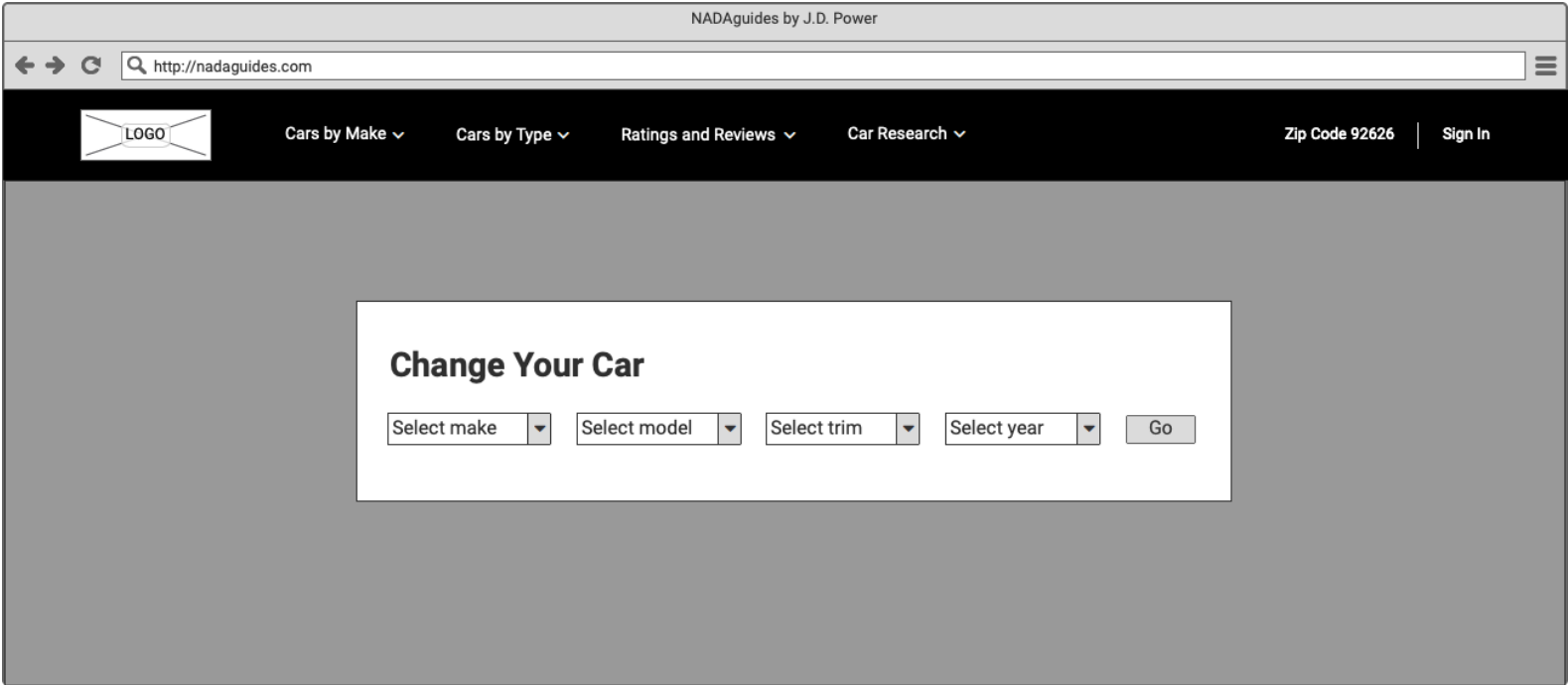
Part 3



ZIP CODE MODAL




CHANGE CAR MODAL



VEHICLE DETAIL PAGE (VDP)

2018 Toyota Prius V [Change Car](#) [Save](#) [Compare](#)



\$26,765 MSRP | **22/25 MPG** CITY/HIGHWAY

Standard Options
 Upgraded Options
 Incentives [Add](#)
 Trade-In [Add](#)

\$26,765 MSRP

Calculate Monthly Payments

Price (\$):
 Trade-In Value (\$):
 Interest Rate (%):
 Down Payment (\$):
 Sales Tax (%):
 Loan Term (Mo):

\$380.00 MONTHLY PAYMENT

\$850 TOTAL INTEREST

[Free Dealer Quote](#)

Specs

22/25 MPG CITY/HIGHWAY
3.0 ENGINE
FWD DRIVETRAIN
5 PASSENGERS


INTERIOR [+](#)
 EXTERIOR [+](#)
 PERFORMANCE [+](#)
 SAFETY [+](#)

J.D. Power Rating

93 OVERALL

[See All Toyota Ratings](#) | [See All Hybrid Ratings](#)

Owner Reviews



4.5 OVERALL

RELIABILITY: ★★★★★
 INTERIOR: ★★★★★
 EXTERIOR: ★★★★★
 DRIVING: ★★★★★

12 Reviews

John Smith August 27, 2018 Driven 3,000 Miles Owned 4 months

4.5 OVERALL

RELIABILITY: ★★★★★
 INTERIOR: ★★★★★
 EXTERIOR: ★★★★★
 DRIVING: ★★★★★

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Mary Poppo August 27, 2018 Driven 3,000 Miles Owned 4 months

4.5 OVERALL

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 INTERIOR: ★★★★★
 EXTERIOR: ★★★★★
 DRIVING: ★★★★★

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Expert Reviews [View all](#)

Recent Reviews

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Mauris non mattis purus, mauris placerat luctus arcu.

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Mauris non mattis purus, mauris placerat luctus arcu.

Mauris non mattis purus, mauris placerat luctus arcu.





[Read full review](#)

Search Local Cars for Sale [View more](#)

2018 Toyota Prius listings within 50 miles of Zip Code 92026

 2018 Toyota Prius V Fletcher Jones Toyota Mileage: 3,000 Distance: 4 mi	 2018 Toyota Prius V Fletcher Jones Toyota Mileage: 3,000 Distance: 4 mi	 2018 Toyota Prius V Fletcher Jones Toyota Mileage: 3,000 Distance: 4 mi	 2018 Toyota Prius V Fletcher Jones Toyota Mileage: 3,000 Distance: 4 mi
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Car Articles [View all](#)

 2020 BMW 7 Series Preview	 2018 Vehicle Dependability Study	 New for 2019: Volkswagen	 10 Most Popular Small Cars
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VEHICLE DETAIL PAGE (VDP)

NADAguides by J.D. Power

← → ↻

LOGO Cars by Make ▾ Cars by Type ▾ Ratings and Reviews ▾ Car Research ▾ Zip Code 92626 | Sign In

🏠 > Toyota > Prius > 2019 Prius V

2018 Toyota Prius V [Change Car](#)

♥ SAVE + COMPARE

↑


☒

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\$26,765
MSRP

22/25 MPG
CITY/HWY

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PRICING SPECS RATING OWNER REVIEWS EXPERT REVIEWS RELATED ARTICLES

Pricing

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VEHICLE DETAIL PAGE (VDP)

PRICING

SPECS

RATING

OWNER REVIEWS

EXPERT REVIEWS

RELATED ARTICLES

Pricing

[Price alerts >](#)

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Standard Options

Upgraded Options

Incentives [+ Add](#)

Trade-In [+ Add](#)

\$26,765 MSRP



Calculate Monthly Payments

Price (\$)

Trade-In Value (\$)

Interest Rate (%)

\$380.00

MONTHLY PAYMENT

Down Payment (\$)

Sales Tax (%)

Loan Term (Mo)

▼

\$850

TOTAL INTEREST

[More Information >](#)

[View Disclosures >](#)

[Free Dealer Quote](#)

VEHICLE DETAIL PAGE (VDP)

Specs

 **22/25 MPG**
CITY/HWY

 **3.0**
ENGINE

 **FWD**
DRIVETRAIN

 **5**
PASSENGERS

INTERIOR	+
EXTERIOR	+
PERFORMANCE	+
SAFETY	+

J.D. Power Rating

93
OVERALL

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[See All Toyota Ratings](#)

[See All Hybrid Ratings](#)

VEHICLE DETAIL PAGE (VDP)

Owner Reviews



4.5
OVERALL

★ ★ ★ ★ ★
RELIABILITY

★ ★ ★ ★ ★
EXTERIOR

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INTERIOR

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Mary Poppins August 27, 2018 Driven 3,000 Miles | Owned 4 months

4.5
OVERALL

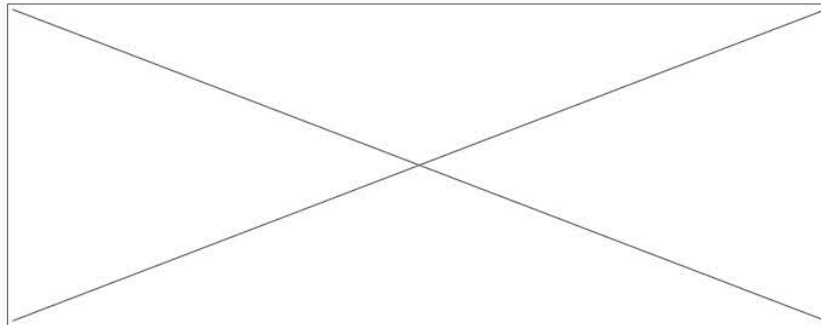
★ ★ ★ ★ ★ RELIABILITY ★ ★ ★ ★ ★ INTERIOR ★ ★ ★ ★ ★ EXTERIOR ★ ★ ★ ★ ★ DRIVING

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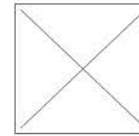
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By Adam Levine

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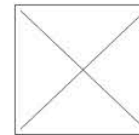
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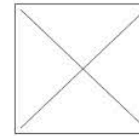
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Vestibulum cursus bibendum dolor, vel elementum lorem tristique sit amet.



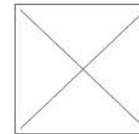
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2018 Toyota Prius V

Fletcher Jones Toyota
Mileage: 2,000
Distance: 4 mi



2018 Toyota Prius V

Fletcher Jones Toyota
Mileage: 2,000
Distance: 4 mi



2018 Toyota Prius V

Fletcher Jones Toyota
Mileage: 2,000
Distance: 4 mi



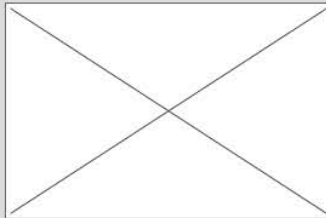
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Fletcher Jones Toyota
Mileage: 2,000
Distance: 4 mi

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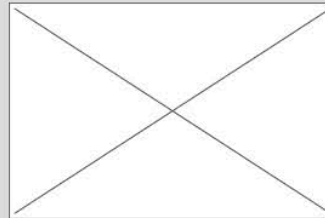
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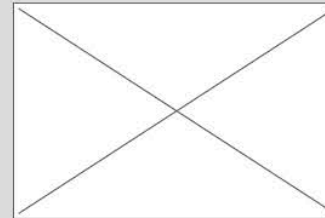
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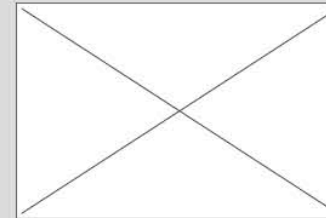
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Font Size 4rem

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Font Weight 700

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Font Size 3rem

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Font Weight 700

H5

Roboto Condensed

Font Size 1.8rem

Line Height 3rem

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Body

Roboto

Font Size 1.6rem

Line Height 2.8rem

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Fine Print

Roboto

Font Size 1.4rem

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Font Weight 400

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COLORS

Black

#2A2A2A

Dark Blue

#12284C

Orange

#F99A10

Red

#B22028

Blue

#42A8C7

Dark Gray

#5C6770

Light Gray

#CCCCCC

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Toyota says that, excluding pickup trucks, the RAV4 is the best-selling vehicle in America. And now that the completely redesigned 2019 Toyota RAV4 is going on sale in December 2018, the consumer obligation to consider SUVs shall soon be complete.

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





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2019 Toyota Prius IV

95

\$26,765 MSRP

52 MPG CITY

Toyota has a surefire winner on its hands with the Prius. The small hybrid is deeply rooted in the company's sporting heritage, as is evident with even a passing glance. Quisque luctus in orci id blandit. Etiam quis nisl tortor. Nulla dapibus tellus a mi gravida malesuada. Integer finibus ante vel sem congue finibus bibendum et tortor. Nunc eget nisi molestie, dapibus felis vel, pellentesque elit. Curabitur id molestie lorem, placerat sodales ante.

Pricing

\$26,765

\$380.00 MONTHLY PAYMENT

Specs

52 CITY MPG | 3.0 LITER | FWD | 5 DOORS | 340 HORSEPOWER

J.D. Power Rating

95

Owner Reviews

4.5

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\$26,765 MSRP


52 MPG CITY/HWY

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Standard Options

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\$26,765 MSRP

\$

CALCULATE MONTHLY PAYMENTS

Price (\$) 26.7


Trade-In Value (\$)

Interest Rate (%)

\$380.00

MONTHLY PAYMENT

VEHICLE DETAIL PAGE (VDP)



CALCULATE MONTHLY PAYMENTS

Price (\$)	Trade-In Value (\$)	Interest Rate (%)	\$380.00 MONTHLY PAYMENT
26,7			
Down Payment (\$)	Sales Tax (%)	Loan Term (Mo)	\$850 TOTAL INTEREST

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Specs

 **52**
CITY/HWY

 **3.0**
ENGINE

 **FWD**
DRIVETRAIN

 **5**
PASSENGERS

 **340**
HORSEPOWER

- INTERIOR 
- EXTERIOR 
- PERFORMANCE 
- SAFETY 

VEHICLE DETAIL PAGE (VDP)

J.D. Power Rating



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4.5
OVERALL



2 REVIEWS

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John Smith August 27, 2018

Driven 3,000 miles | Owned 4 months

4.5

OVERALL



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2019 Toyota Prius Review

by [Phil Macdonald](#)

July 2, 2018

Featuring a more rigid architecture, a lower center of gravity, a new gas-electric hybrid drivetrain for more expensive variants, upgraded interior materials, improved technologies, and an infusion of love-it-or-hate-it style, the new Prius was claimed to be simultaneously more fuel efficient and more fun to drive.

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Penske Toyota of Downey
Distance: 21 miles



Penske Toyota of Downey
Distance: 21 miles



Penske Toyota of Downey
Distance: 21 miles



Penske Toyota of Downey
Distance: 21 miles



Penske Toyota of Downey
Distance: 21 miles

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Prius

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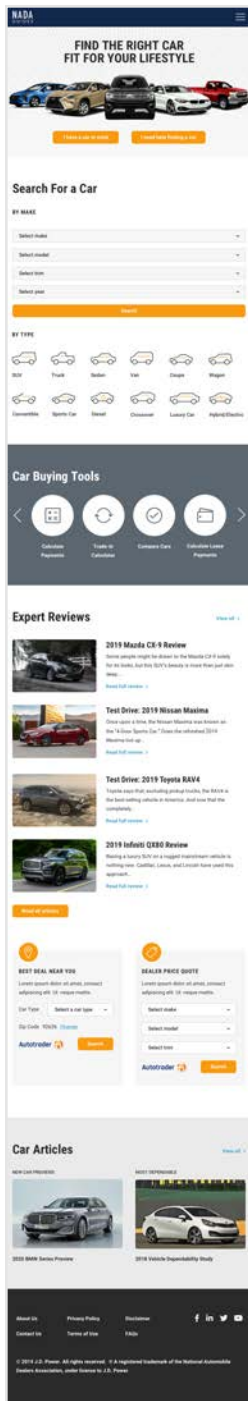
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Wagon Convertible Sports Car Diesel Crossover

Luxury Car Hybrid/Electric

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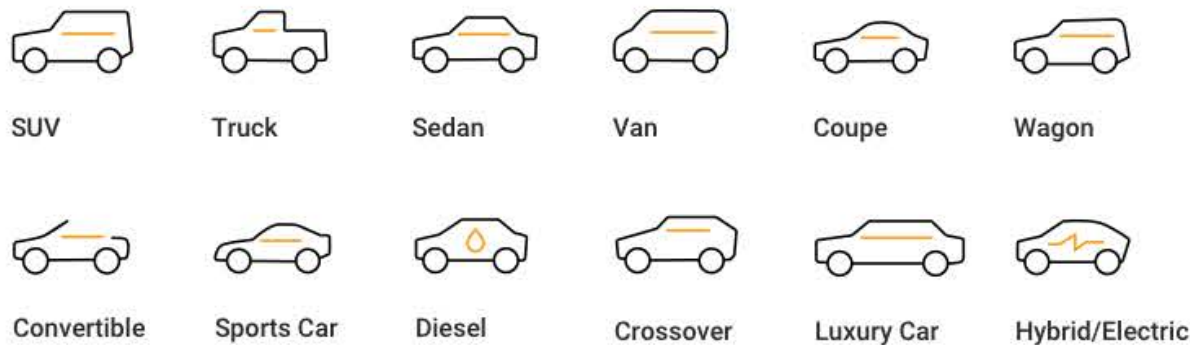
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Select trim

Select year

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