

AA



FABRICE SIMONNET

Looking for the perfect used car can be time consuming and could lead to frustration among AA users. Saving their regular searches and creating email alerts are essential features that will help AA users to save valuable time. Accessing those saved searches is equally important and represent a fundamental part of the overall experience.

The exercise will focus on optimizing those keys feature access for AA used car platform.

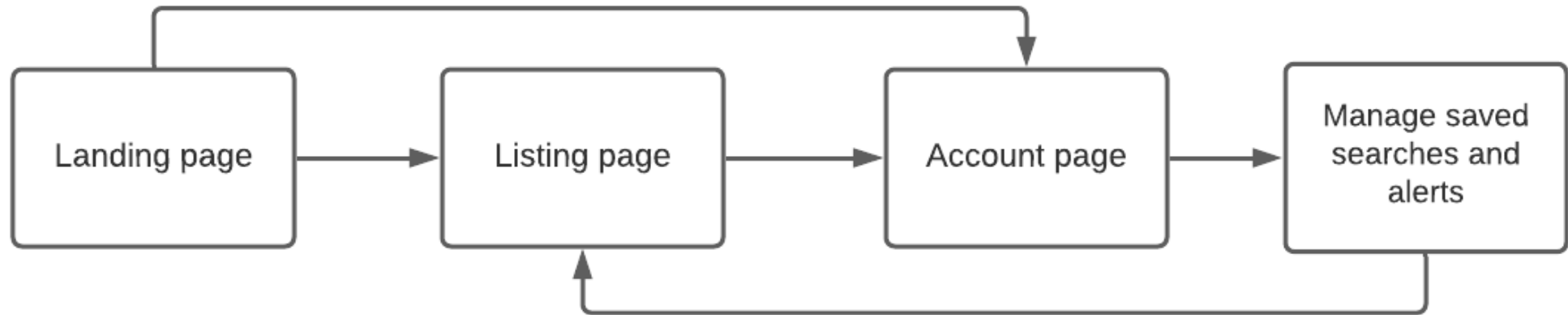
Understanding to problem:

To understand and frame the problem I will start by analyzing the current accessibility of the features by AA log users from main site landing page and its listing **desktop** pages, with the assumption that users will have multiple searches saved and will need to an easy access to them.

Currently, AA log users have to go through a number steps/screens to access their hidden saved searches, with no possibility to toggle between them. The lack of accessibility and visibility could prevent the use of those essential features for the users.

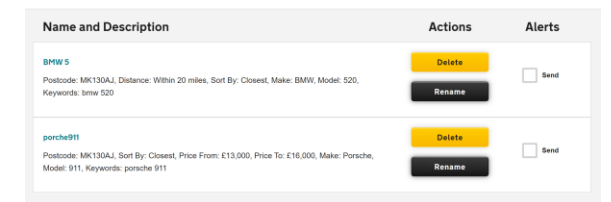
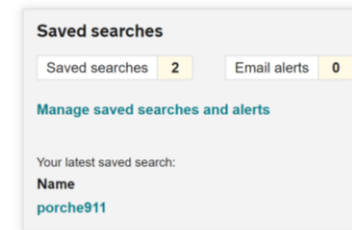
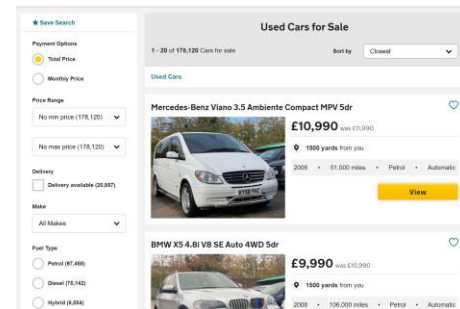
Current flow:

Users can currently access their feature from the landing and listing desktop pages by using the top navigation.



Framing the problem:

After reviewing the number of steps needed in order to access all saved searches and manage alerts; I conclude that the overall process could be simplified and reduced as well as made more visible and accessible.



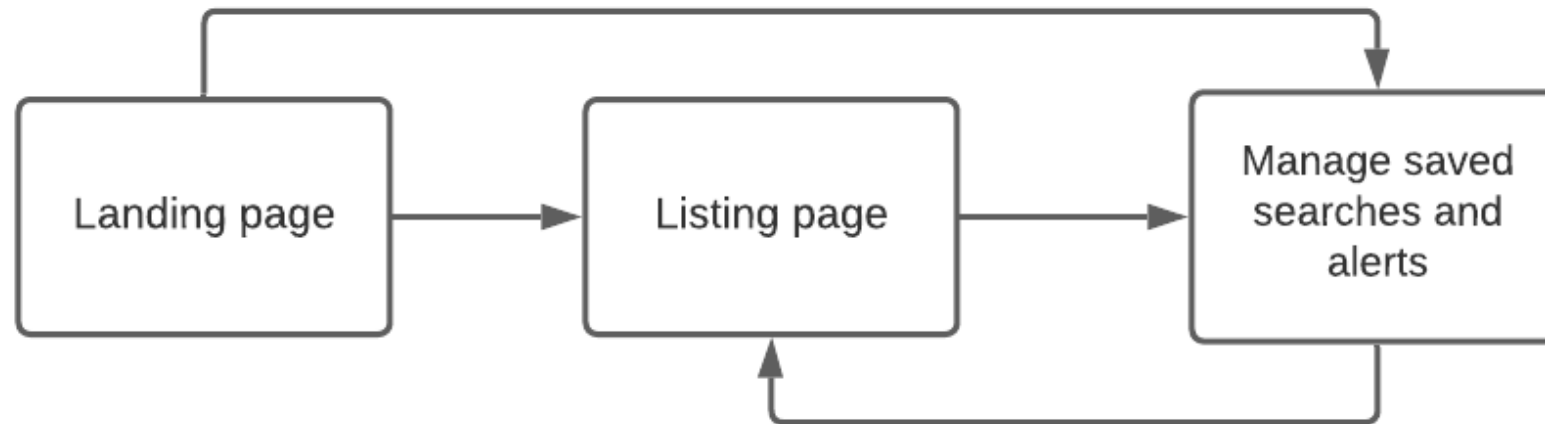
Outcomes goals:

Now that we have a good understanding of the problem we are trying to solve in the exercise, defining the goals and how there will be measures is a necessary step to establish our success.

- **Efficiency:** Increase the efficiency by removing unnecessary clicks/steps.
- **Increase accessibility:** Ensure direct accessibility in fewer clips/steps
- **Usability:** Allow users to toggle between his saved search.

Optimise flow:

In the new optimized flow, I have reduced the steps need for the user to get his saved searches, by giving him a direct access from the landing and listing pages.



Solution 1

Adding saved searches access directly on the search widget

Used Cars ▾ Used Vans ▾ Finance ▾ Warranty ▾ Value my car ▾ Dealerships ▾ Information ▾ My account ▾

Search Used Cars

Search for acar or a van Postcode Distance (up to)

Your saved searches:

Solution 2

Introducing a dropdown under My account with a straight access to saved searches and other important pages.

The wireframe shows a navigation bar at the top with the following items: Used Cars, Used Vans, Finance, Warranty, Value my car, Dealerships, Information, and My account. A dropdown menu is open under 'My account', listing: Favourites, Saved searches (highlighted in red), Finance eligibility, My details, and Logout. Below the navigation bar is a large heading 'Search Used Cars'. Underneath is a search form with three input fields: 'Search for acar or a van' (containing 'Exemples: ford Festa or mercedes c class diesel automatic'), 'Postcode', and 'Distance (up to)'. A yellow 'Search' button is to the right of these fields. Below the search form is a section titled 'Your saved searches:' followed by five buttons labeled 'Saved search 1' through 'Saved search 5'. At the bottom of the page, there are three empty rectangular boxes.

Solution 3

Adding saved searches access directly on the search section and a create a alert button above the filters on the left side column.

The wireframe illustrates a car search interface with the following components:

- Navigation Bar:** A horizontal bar at the top containing dropdown menus for "Used Cars", "Used Vans", "Finance", "Warranty", "Value my car", "Dealerships", "Information", and "My account".
- Search Section:** A grey bar containing a search input field with placeholder text "Search for a car or a van" and examples "Exemples: ford Festa or mercedes c class diesel automatic". It also includes fields for "Postcode" and "Distance (up to)", and a yellow "Search" button.
- Saved Searches:** A row of five buttons labeled "Saved search 1" through "Saved search 5", preceded by the text "Your saved searches:".
- Left Filter Column:** A vertical sidebar containing:
 - A "Saved search" section with a "Create a alert" button.
 - "Payment Options" with radio buttons for "Total price" and "Monthly price".
 - "Price Range" with input fields for "No min price" and "No max price".
 - "Delivery" with an unchecked checkbox.
- Results Section:** A large area titled "Search Used Cars for sale" with a "Closest" button. It contains a grid of empty placeholder boxes for search results.

Solution 4

Consolidating the details page with all relevant information.

Used Cars ▾ Used Vans ▾ Finance ▾ Warranty ▾ Value my car ▾ Dealerships ▾ Information ▾ My account ▾

My details

Complete your details to make form filling quicker and easier.

Email address

First name last name

Telephone Postcode

Consente preferences

We would like to keep you in the loop with advice on car buying and finance. We'll keep your information safe and only send things we believe would be of interest to you.

Yes No

[Save your details](#)

Mock-up 1

AA

Recently viewed 4

Used Cars ▾ Used Vans Finance ▾ Warranty ▾ Value my car Dealerships Information ▾ My account ▾

Search Used Cars

Search thousands of cars and vans
from our network of dealers across the UK

Search for a car or a van

Examples: Ford Fiesta or Mercedes c class diesel automatic

Postcode

MK130AJ

Distance (up to)

Nationwide ▾

Search

Saved search:

Search name 1

Search name 2

Search name 3

Free Breakdown Cover



Get 12 months of Breakdown Cover, or an upgrade if you're already a member.

[Find out more or apply](#)

Full history checks



No write-offs or stolen cars on our site.

[Find out more](#)

Approved dealers



All of our Approved partners have had their vehicles rigorously inspected to the AA's highest standards for your peace of mind.

Mock-up 2

AA

Recently viewed 4

Used Cars ▾ Used Vans Finance ▾ Warranty ▾ Value my car Dealerships Information ▾ My account ▲

Favourites
Saved searches
Finance eligibility
My details
Log out

Search Used Cars

Search thousands of cars and vans
from our network of dealers across the UK

Search for a car or a van

Examples: Ford Fiesta or Mercedes c class diesel automatic

Postcode

MK130AJ

Distance (up to)

Nationwide ▾

Search

Saved search:

Search name 1

Search name 2

Search name 3

Free Breakdown Cover



Get 12 months of Breakdown Cover, or an upgrade if you're already a member.

[Find out more or apply](#)

Full history checks



No write-offs or stolen cars on our site.

[Find out more](#)

Approved dealers



All of our Approved partners have had their vehicles rigorously inspected to the AA's highest standards for your peace of mind.

Mock-up 3

AA

Favourites 3

Recently viewed 4

Used Cars ▾ Used Vans Finance ▾ Warranty ▾ Value my car Dealerships Information ▾ My account ▾

Search for a car or a van

Postcode

Distance (up to)

Examples: audi a3 or audi a1 or audi a3 petrol

MK130AJ

Nationwide ▾

Search

Saved search:

Search name 1 ✕

Search name 2 ✕

Search name 3 ✕

★ Save Search

Payment Options

Total Price

Monthly Price

Price Range

No min price (10,586) ▾

No max price (10,586) ▾

Delivery

Delivery available (1,037)

Model

All Models ▾

Fuel Type

Used Audi Cars for Sale

41 - 60 of 10,586 Cars for sale

Sort by

Closest ▾

Used Cars > Audi

Audi Q7 3.0 TDI V6 S line Tiptronic quattro (s/s) 5dr



£27,500

11 miles from you

Delivery available

2015 • 65,000 miles • Diesel • Automatic

AA Car Finance

View

Audi A4 Allroad 3.0 TDI V6 Allroad S Tronic quattro (s/s) 5dr



£16,500 was £19,000

Mock-up 4

AA

Used Cars ▾

Used Vans

Finance ▾

Warranty ▾

Value my car

Dealerships

Information ▾

My account ▾

My account

[Logout](#)

My details

Complete your details to make form filling quicker and easier.

Email Address

fabricsimonnet@hotmail.co.uk

First Name

Last Name

Telephone

Postcode

Consente preferences

We would like to keep you in the loop with advice on car buying and finance. We'll keep your information safe and only send things we believe would be of interest to you.

Yes No

Save your details




Mock-up 5

AA

Recently viewed 4

Used Cars ▾ Used Vans Finance ▾ Warranty ▾ Value my car Dealerships Information ▾ Your account

My Favourites

<input type="checkbox"/>	Select All	Make & Model	Image	Year	Mileage	Fuel	Transmission	Engine Size	Contact dealer
<input type="checkbox"/>		Porsche 911 Carrera reviews ★★★★☆		1999	96,000	Petrol	Automatic	3387	0116 343 0795* Message dealer
<input type="checkbox"/>		Audi RS3 reviews ★★★★★		2016	40,000	Petrol	Automatic	2480	01525 572 139* Message dealer
<input type="checkbox"/>		Audi Q3 reviews ★★★★★		2016	54,901	Diesel	Semiauto	2.0	01604 306 962* Message dealer

× Remove selected

Email selected to yourself

What do real car owners think?

We ask our users to tell us what they really think about their cars so you can read honest and unbiased reviews before you buy.

[Read reviews now](#)

