CASE STUDY

PROJECT BRIEF

STATEMENT OF INTEREST

The Seaforth Boat Rental is one of the largest boat rental and yacht charter companies with 5 locations around the San Diego area. With main competitors nearby, Seaforth Boat Rental needs to stand out.

By enhancing the Seaforth Boat Rental website to be more organized and user-friendly, we can increase user traffic and bring in more business overall.

Photo Credit: http://www.socialmail.com/emails/u-t-san-diego-deals/480637/15-90-minute-kayak-session-iphone-and-ipad-repair-savings-more-san-diego-deals

KEY RESEARCH

Heuristic evaluation of Seaforth Boat Rental using Whitney Quesenbery's 5E's Method:

Tasks And Findings:

1. Find Out How Much It Costs To Rent A Sailboat Per Hour
    -Seemed unorganized, too many clicks to find
    -Not aesthetically pleasing grid
    -Non-responsive website

2. Find What Rentals Are Offered
    -Poor quality graphics
    -Not aesthetically pleasing viewing
    -Too text heavy

3. Attempt To Book Your Rental Boat In Advance
    -Required to create an account to check out
    -No images of rental to confirm again when booking

Source: Quesenbery, W. (2004, February 1). Balancing the 5Es: Usability. Retrieved March 22, 2015, from http://www.wqusability.com/articles/5es-citj0204.pdf

COMPETITIVE AUDIT

	Design & Aesthetic	Perform. & Speed	Content Organize.	Clear & Easy Nav.	Clear & Easy C/O
Mission Bay Sport Center		●	●	●	
Resort Watersports	●			●	
MB Aquatic Center		●			●
Carlsbad Lagoon	●		●	●	
Action Sport Rentals				●	●
Adventure Watersports	●	●			●
Seaforth Boat Rental		●			

PERSONA'S

Seaforth Boat Rental has a wide range of target users.

Middle aged men as members of the sailing club offered at Seaforth Boat Rental or who love to fish as their hobby.

Families on vacation looking to book a sailing lesson, rent a boat, or a paddle board for a day.

College students and their friends looking to do something out of the ordinary that weekend.

WORK FLOW ANALYSIS
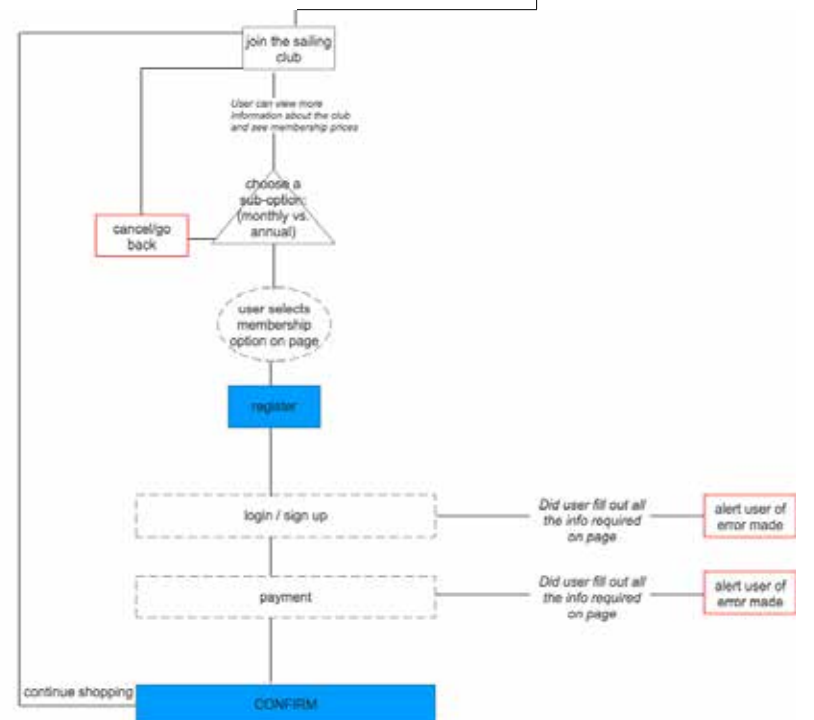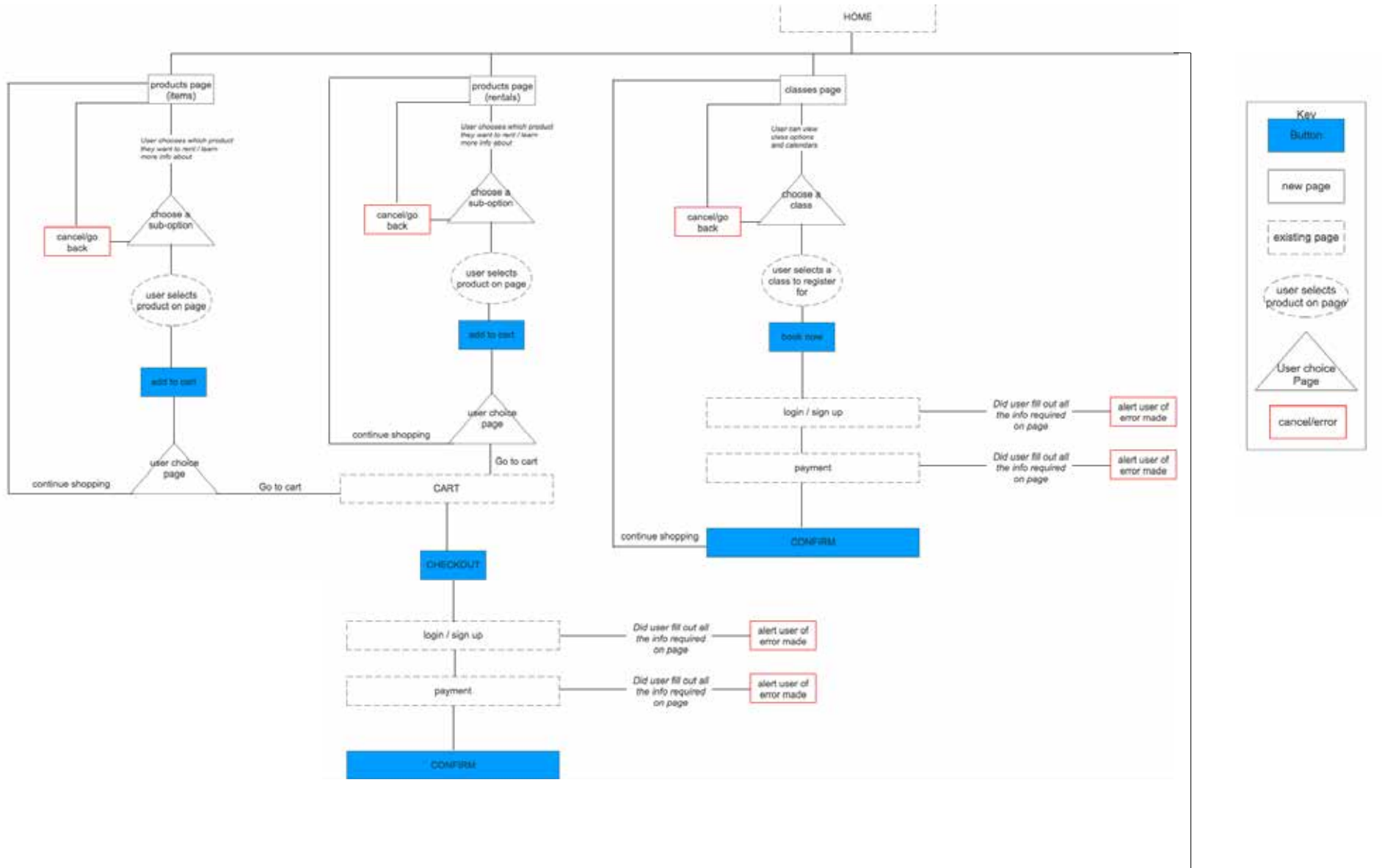
INTITIAL SCHEMATIC WORK

DESKTOP VIEW
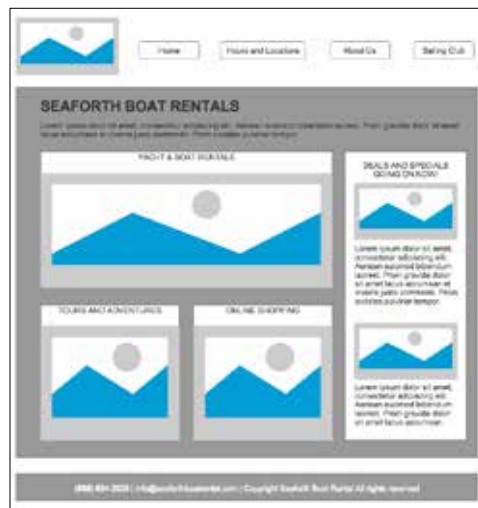
Home Page

Category Page
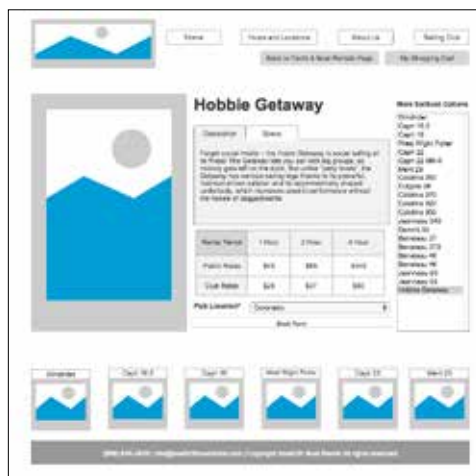
Product Page

Check Out Page

UPDATED SCHEMATIC WORK

DESKTOP VIEW
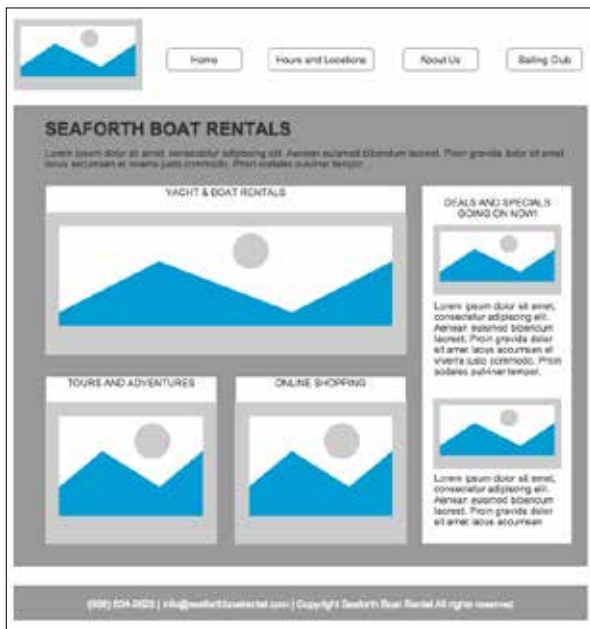
Home Page

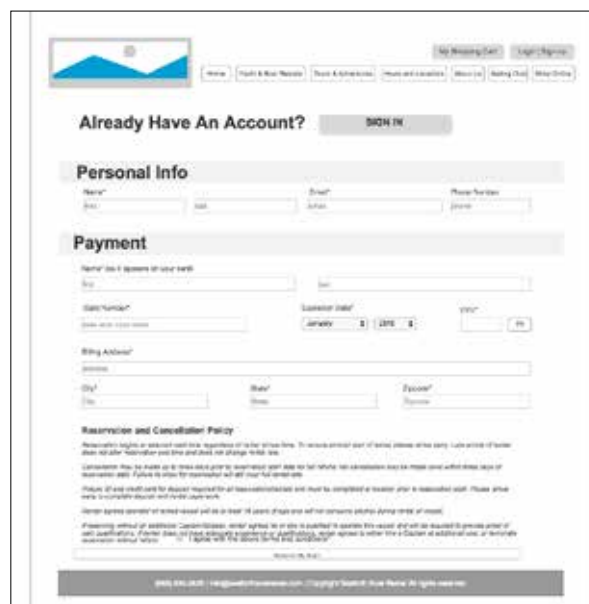
Category Page

Product Page

Check Out Step 1

Check Out Step 2

Check Out Step 3

RESPONSIVE SCHEMATIC WORK

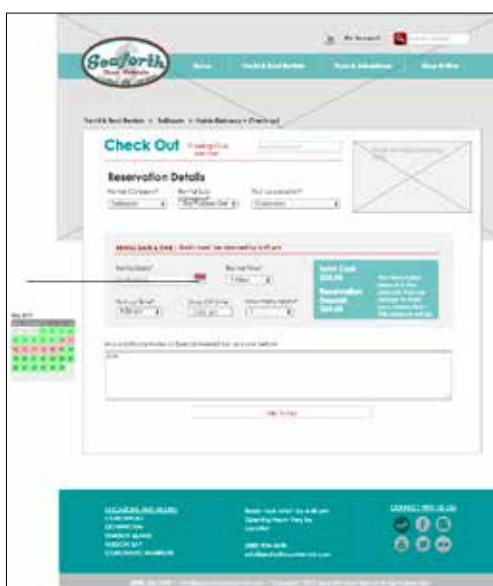## DESKTOP (1024 PX), TABLET (768 PX), MOBILE (480 PX)

DESKTOP VIEW

Home Page
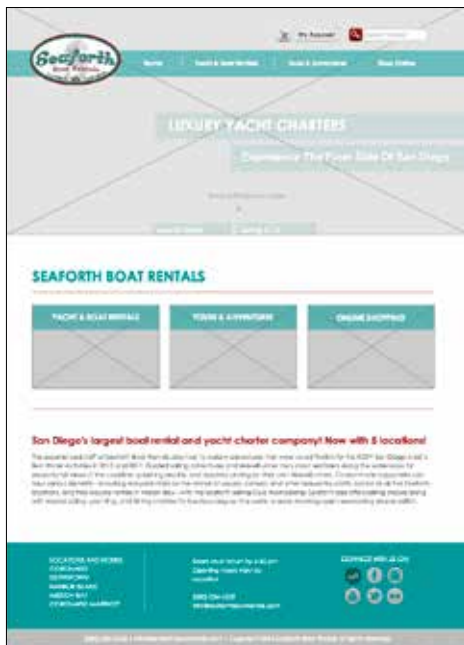
Category Page

Product Page

Check Out Step 1

Check Out Step 2

Check Out Step 3

DESKTOP (1024 PX), TABLET (768 PX), MOBILE (480 PX)
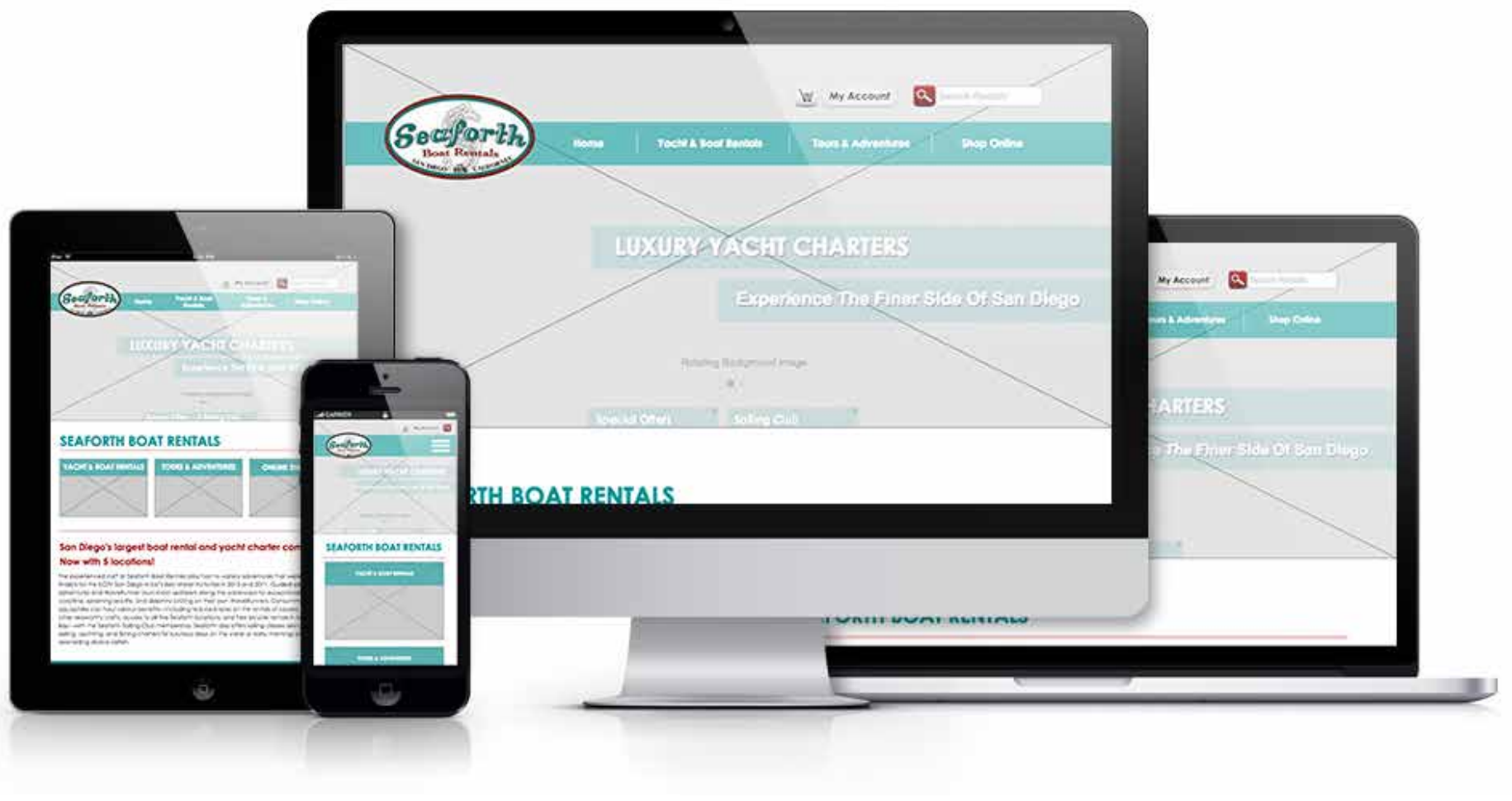
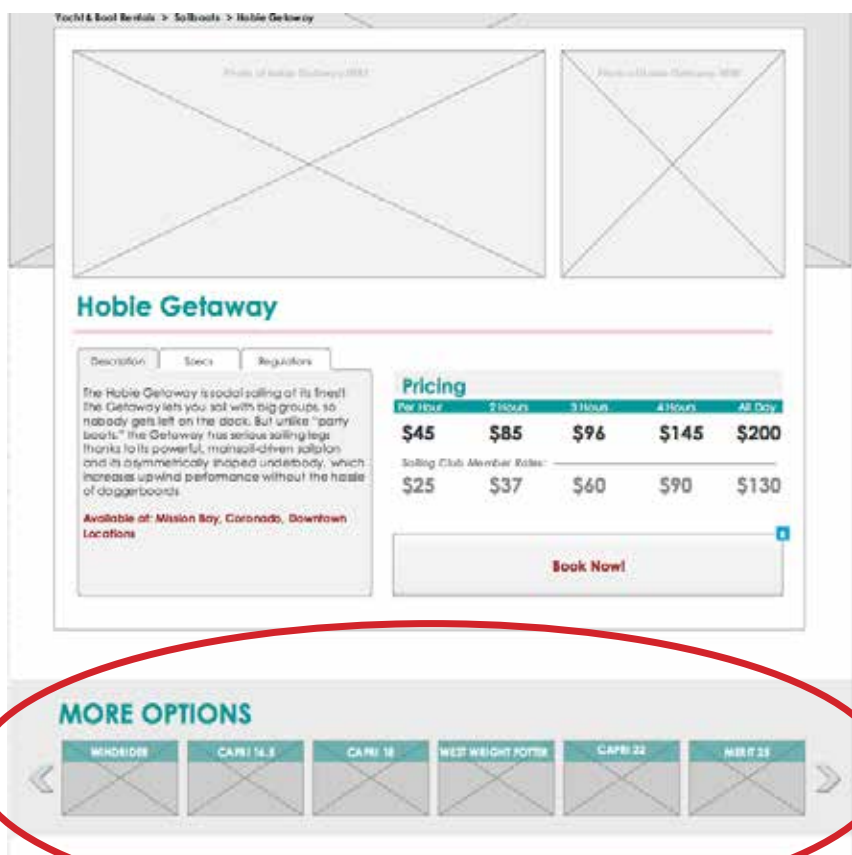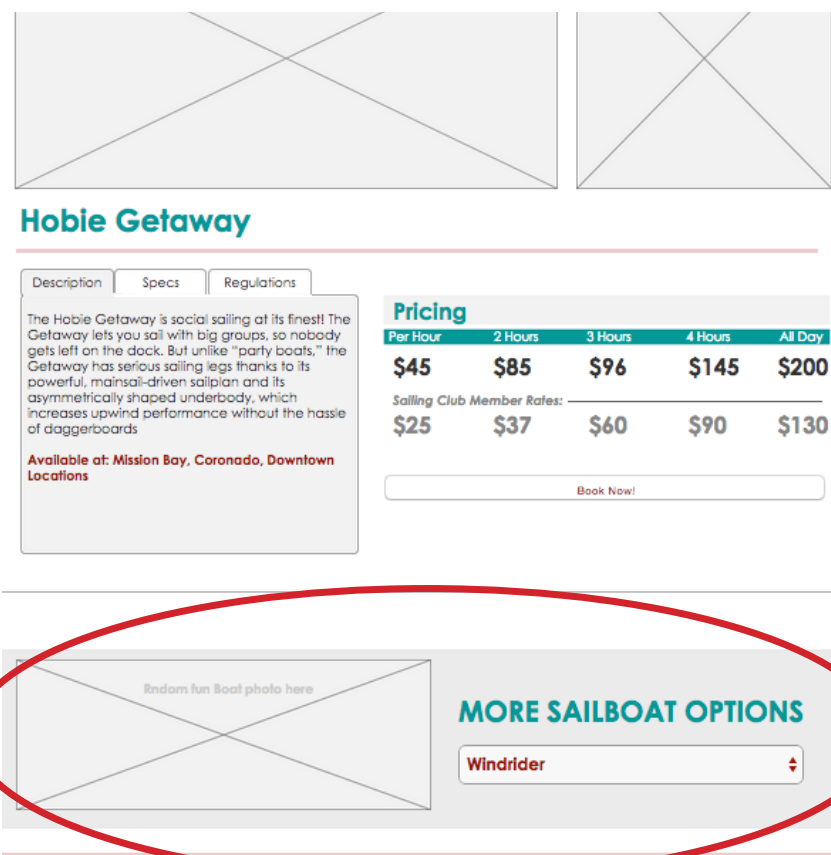## A/B TEST PROTOTYPES

I made two prototypes that were almost identical except for 2 things, the first item was:
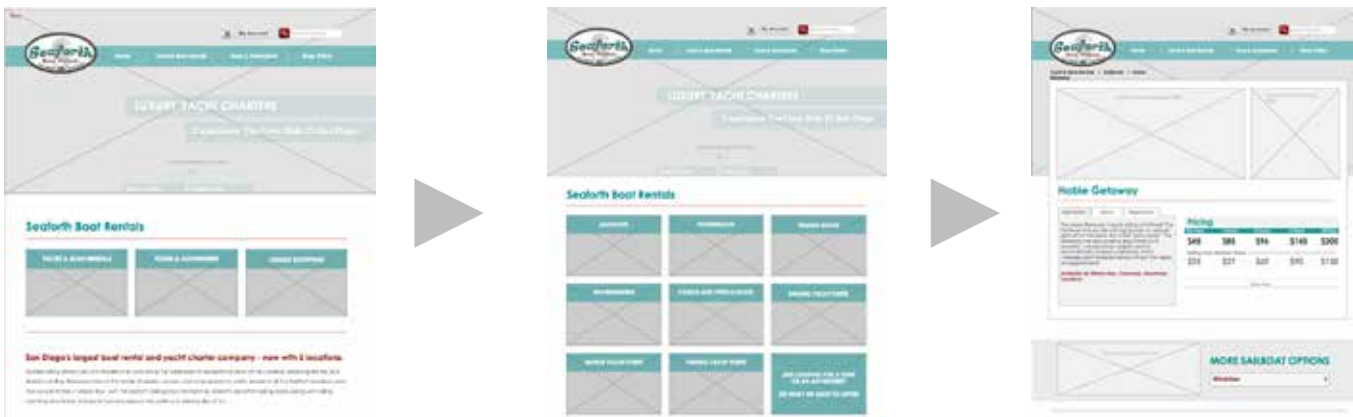
Version A

Version B

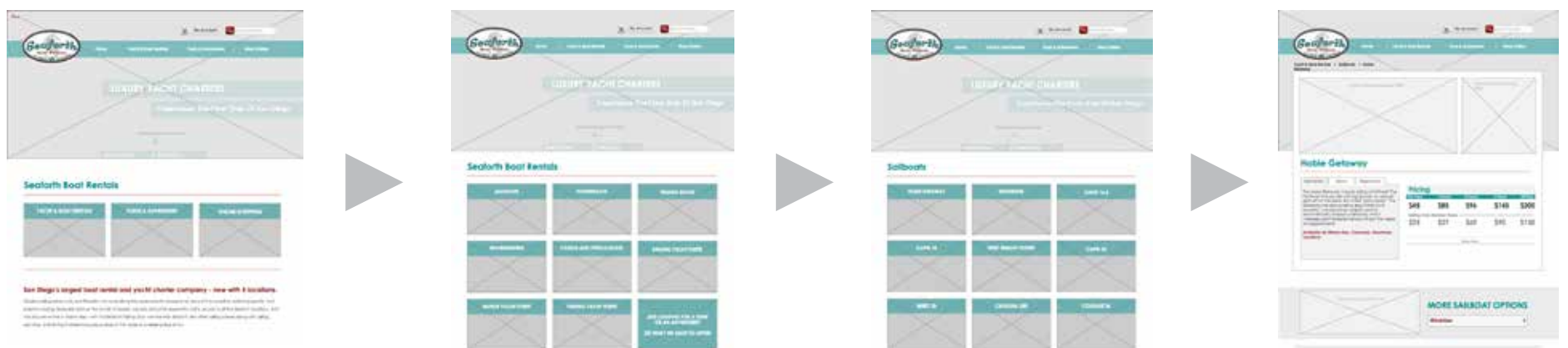## A/B TEST PROTOTYPES

The Second item was:

Version A

Version B

A/B TEST SURVEY QUESTIONS

WEBSITE A LINKS:
Desktop A: http://vl25fd.axshare.com/tablet_home.html
Tablet A: http://vl25fd.axshare.com/tablet_home.html
Mobile A:http://vl25fd.axshare.com/tablet_home.html

WEBSITE B LINKS:
Desktop B: http://vl25fd.axshare.com/desktop_home.html
Tablet B: http://vl25fd.axshare.com/tablet_home.html
Mobile B: http://vl25fd.axshare.com/mobile_home.html

1. Name

2. Email

3. Choose version of website (See Website A links above and website B links above) Choose one and then follow the corresponding website links.
- *A*
- *B*

4. Select one of the following versions to perform the test and follow the corresponding links.
- *Desktop*
- *Mobile*
- *Tablet*

5.From the home page, can you find all the rental options? Once you are there, you want to see all the different sailboat rentals they have. Where would you look to do that? How satisfied were you that you found what you needed quickly?

6. Pretend you want to rent the Hobie Getaway sailboat! (When you are looking at the description and prices for the Hobie) How would you get back to the sailboat selections from here? How satisfied were you that you found what you needed easily?

7. You decide you might want to rent a Hobie Getaway for a few hours, but want to check the price first. How would you do that? How satisfied were you that you found what you needed and it was clear to understand?

8.Did you notice the shopping cart on any pages? If so, what did you think it would do? How satisfied were you with the check out experience?
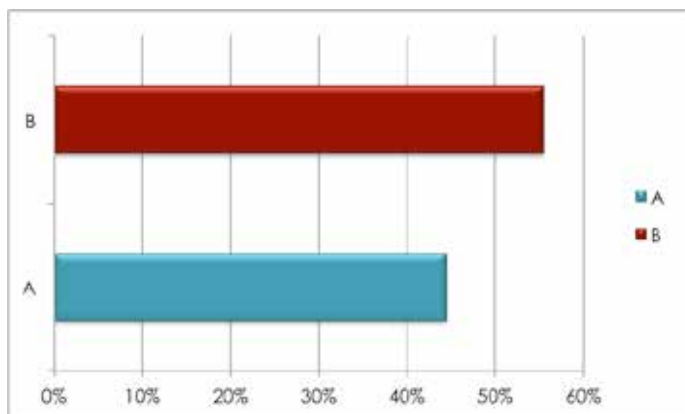
9. Overall, how would you rate your experience?
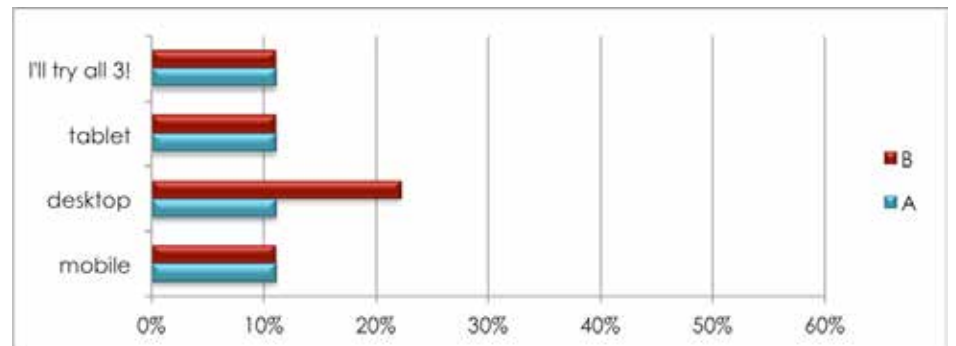
10. Any other comments to share?

PROTOTYPE A/B SURVEY FINDINGS

Choose version A or version B of website:

4.Select one of the following versions to perform the test and follow the corresponding links:

5.Pretend you want to rent the Hobie Getaway sailboat! (When you are looking at the description and prices for the Hobie) How would you get back to the sailboat selections from here? How satisfied were you that you found what you needed easily?
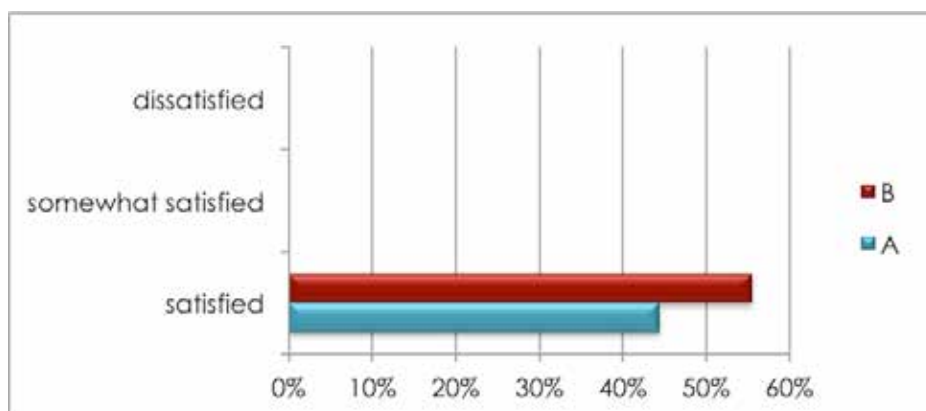

6.You decide you might want to rent a Hobie Getaway for a few hours, but want to check the price first. How would you do that? How satisfied were you that you found what you needed and it was clear to understand?
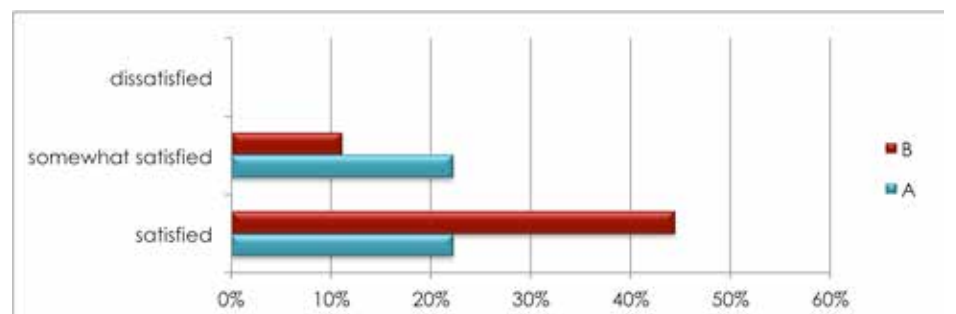
PROTOTYPE A/B SURVEY FINDINGS (CONT.)

7.From the home page, can you find all the rental options? Once you are there, you want to see all the different sailboat rentals they have. Where would you look to do that? How satisfied were you that you found what you needed quickly?
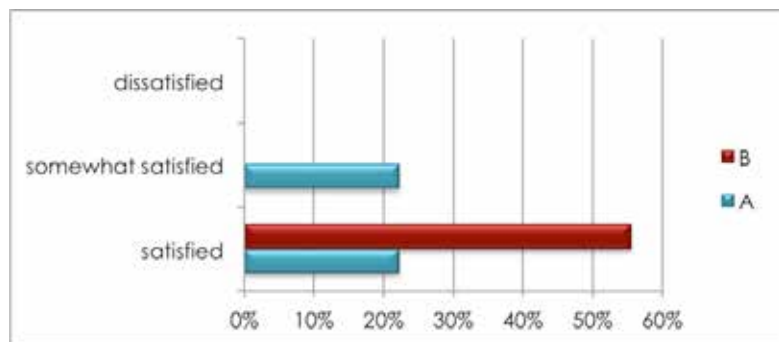
8.Did you notice the shopping cart on any pages? If so, what did you think it would do? How satisfied were you with the check out experience?
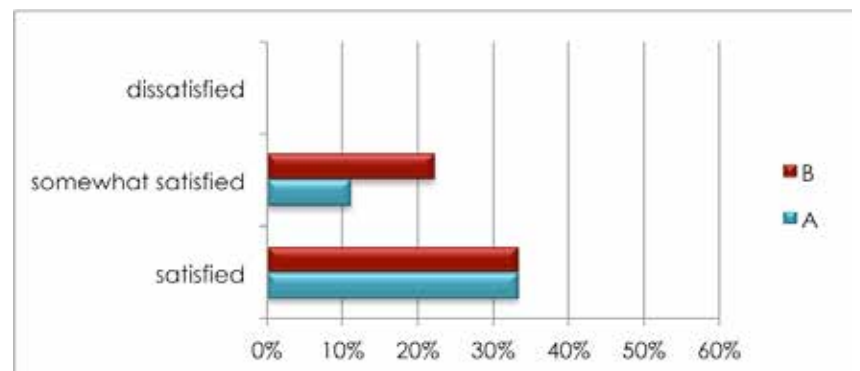
9.Overall, how would you rate your experience?
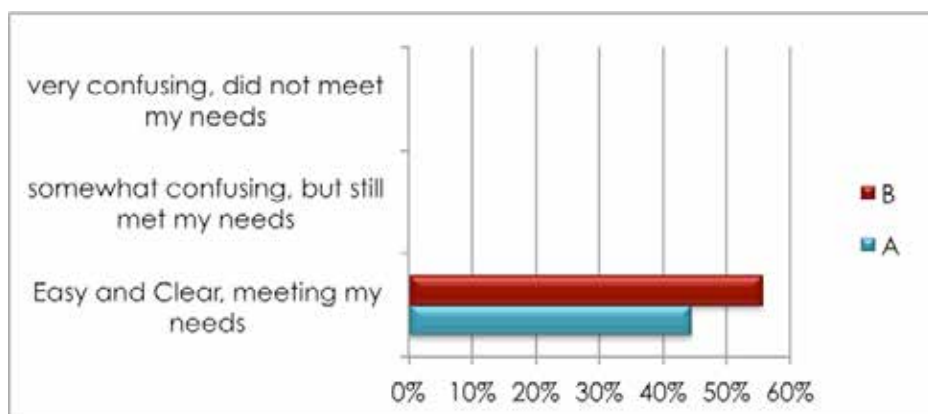
9.Any other comments to share?

Version A
The layout is really narrow on my iPhone using chrome.

On the pricing page it would be a nice feature to be able to click on the pricing option you would like and for it to auto-fill on the following page and not have to select through the drop-downs. On the mobile version I would consider moving the description box underneath the pricing and book now box. Other than that You have done some great work.

Version B
My only comment is that some of the copy overlaps on the checkout page. Great Work!

Great Job. The large type and easy navigation made for a pleasurable

Had to zoom in to read the text and click around. No problem when zoomed in. Rather that than have to zoom out. Can it auto fit the screen possibly?

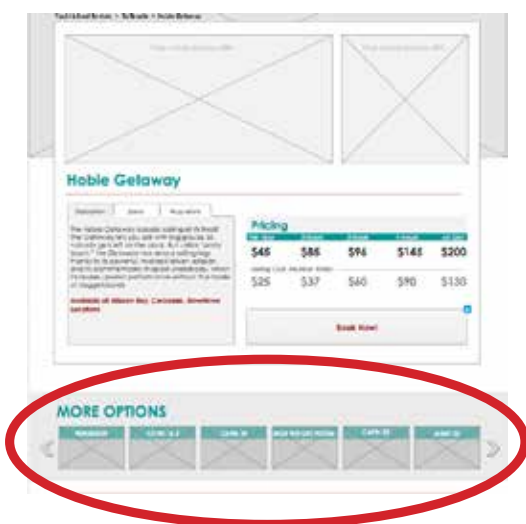Information was easy to find and was organized well

PROTOTYPE A/B SURVEY CONCLUSION

Version B - SUCCESS!

Version A - SUCCESS!

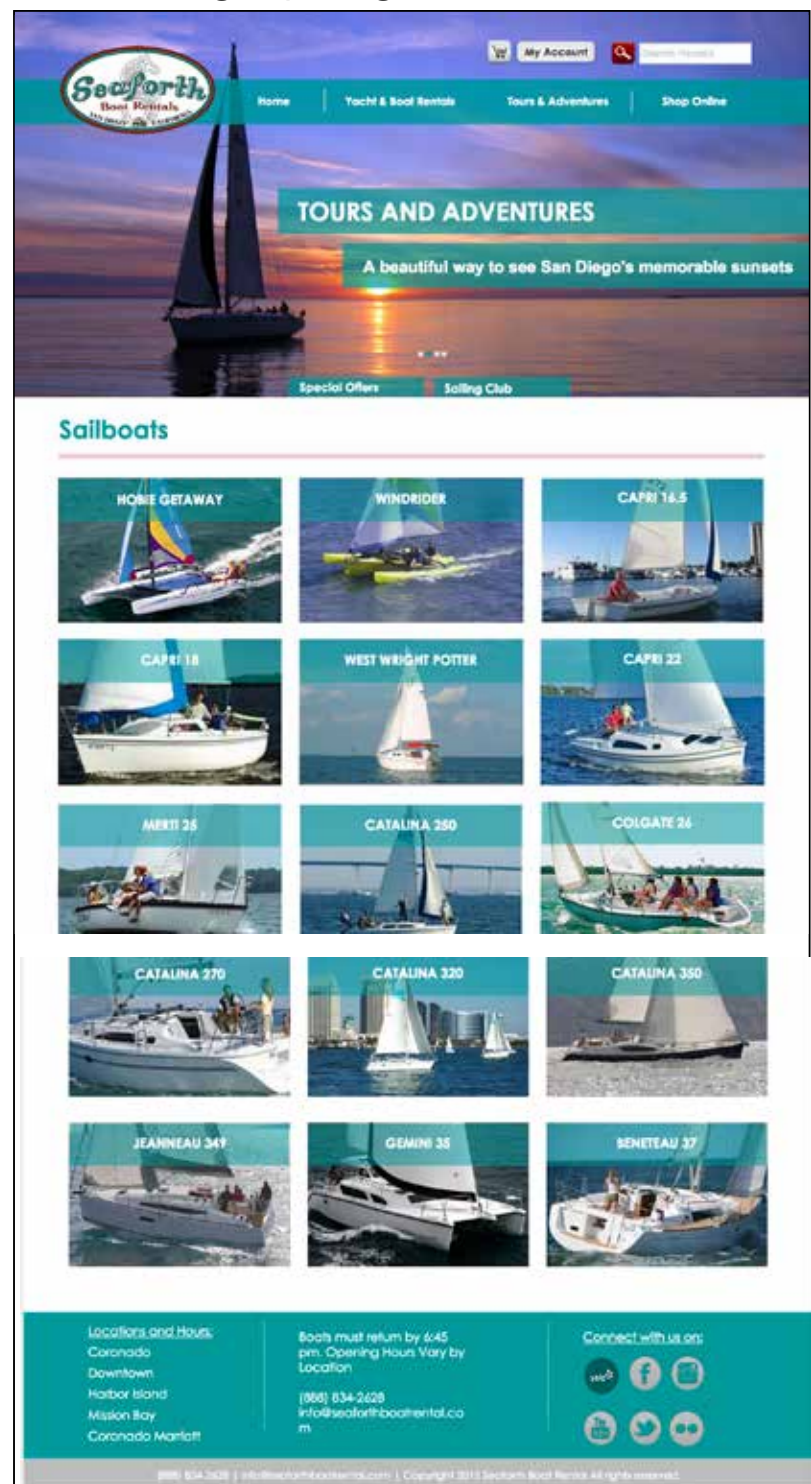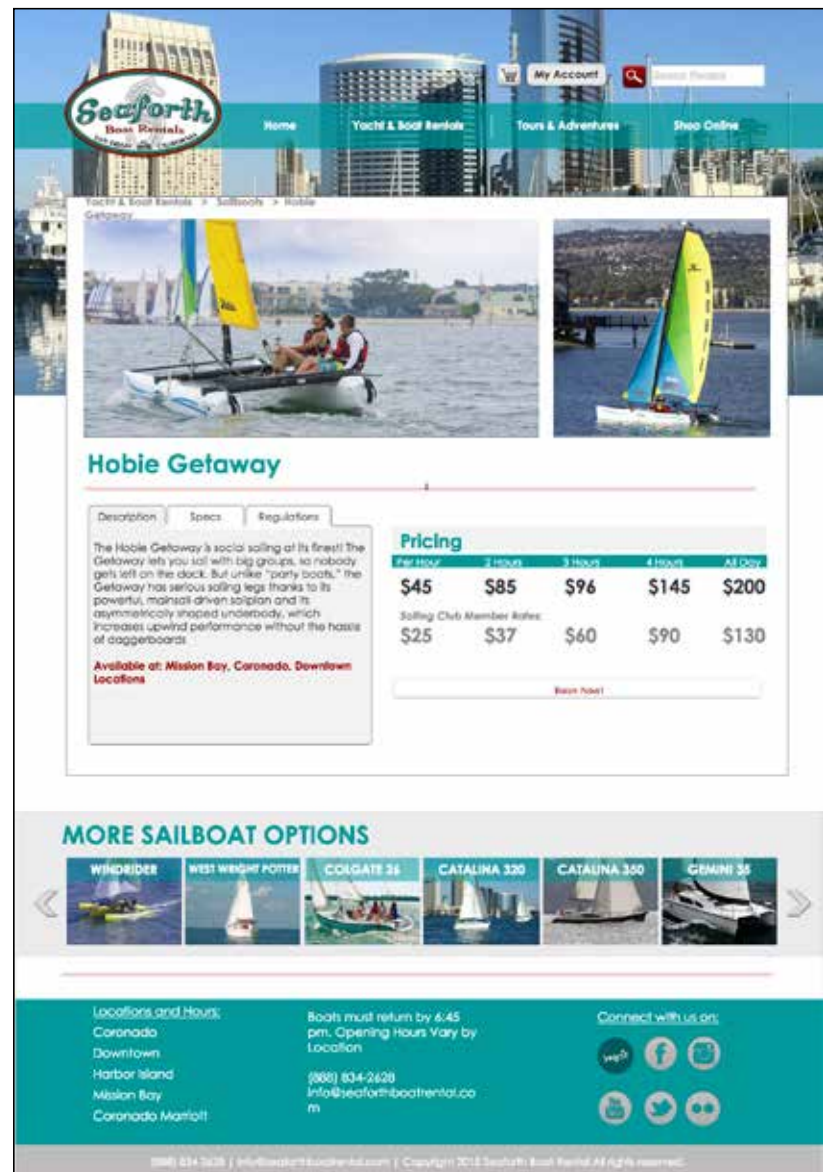## DESKTOP VIEW

Home Page

Sub-Category Page
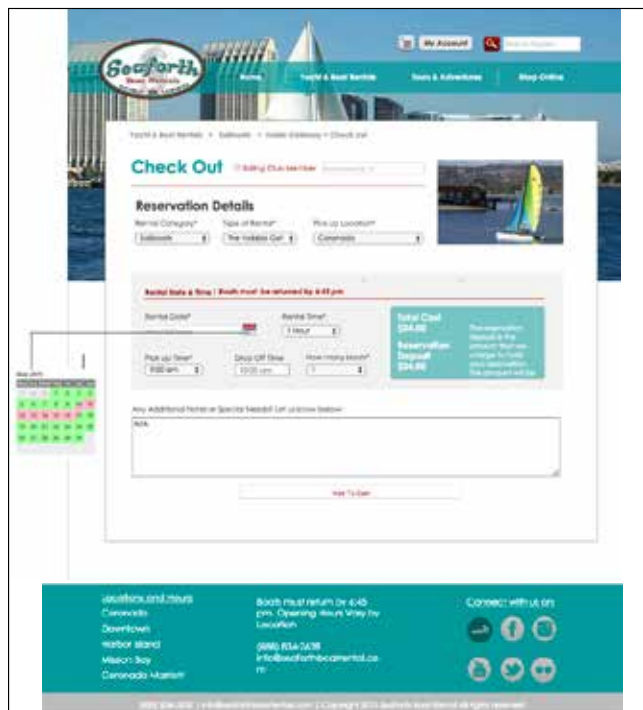
FINAL SCHEMATIC WORK

DESKTOP VIEW

Category Page

Product Page
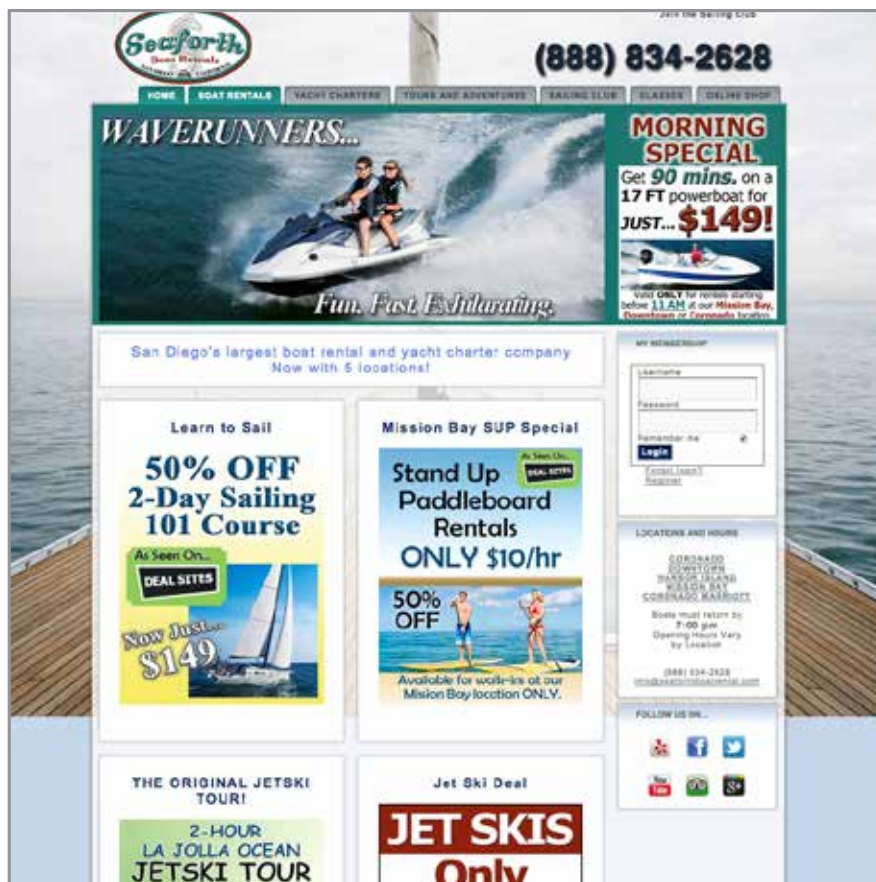
DESKTOP VIEW (CONT.)

Check Out Step 1

Check Out Step 2

Check Out Step 3

SIDE-BY-SIDE COMPARISON

SeaforthBoatRental.com - **Before**

SeaforthBoatRental.com - **After**

Final Axure link: https://vl25fd.axshare.com/#c=2

DESKTOP (1024 PX), TABLET (768 PX), MOBILE (480 PX)