

Competitive Benchmarking



Car Rental // Mobile Version

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Tasks

- Conduct a **competitive benchmarking** exercise within the car rental sector - focusing on mobile apps.
 - Rent a car for **1 week** from **Bologna Airport**, for a family of 4 (**2 adults & 2 children**).
- * (Turo search will be conducted for Miami, as no vehicles available in Bologna)*
- Conduct the task using 3 car rental companies, and 1 car sharing company:

The AVIS logo consists of the word "AVIS" in a bold, red, italicized sans-serif font, with a registered trademark symbol (®) to the upper right.The Hertz logo features the word "Hertz" in a bold, yellow, italicized sans-serif font, set against a black rectangular background.The SIXT logo shows the word "SIXT" in a bold, black, sans-serif font, with a yellow swoosh above the letter "I".The TURO logo displays the word "TURO" in a bold, white, sans-serif font inside a black arrow-shaped box pointing to the right, with a white asterisk to the right of the arrow.

Objectives

Use our test to establish out the following:

- What are the companies doing well that can be emulated?
- What areas could be improved?
- What are the pain points users may encounter?
- How was the overall user experience?

Our Companies



American car rental company, founded in 1946.
5,500 hire locations in 170 countries.



American car rental company founded in 1918.
12,000 locations across 160 countries.





German car rental company, founded 1912.
2,200 hire locations across 105 countries.




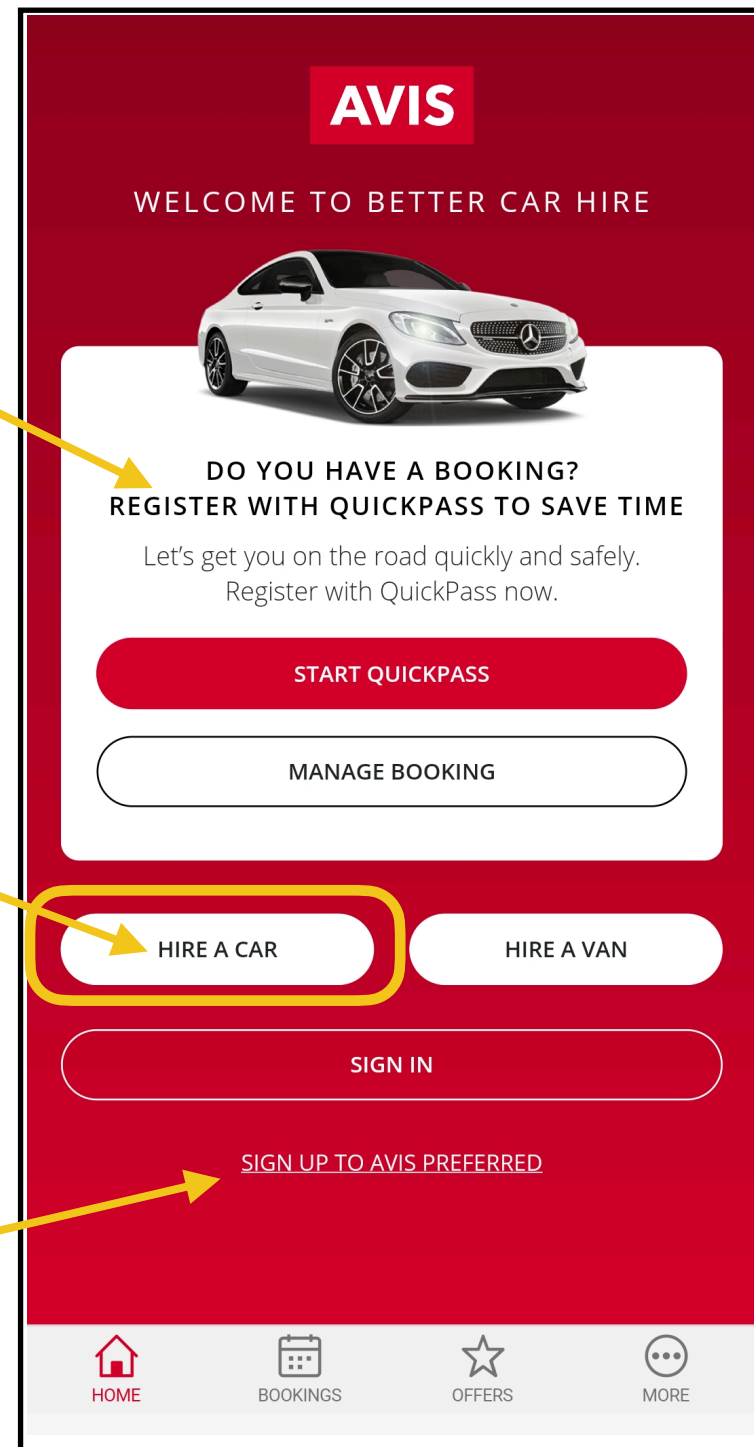
American car-sharing company founded in 2010.
14 million members, with 450,000 vehicles operating in 56
countries.

AVIS Car Rental - Homepage & Search

What is QuickPass? 
If the user doesn't sign up will they not 'get on the road quickly and safely'?


One small button on a crowded page is all that a new user gets to begin their search 

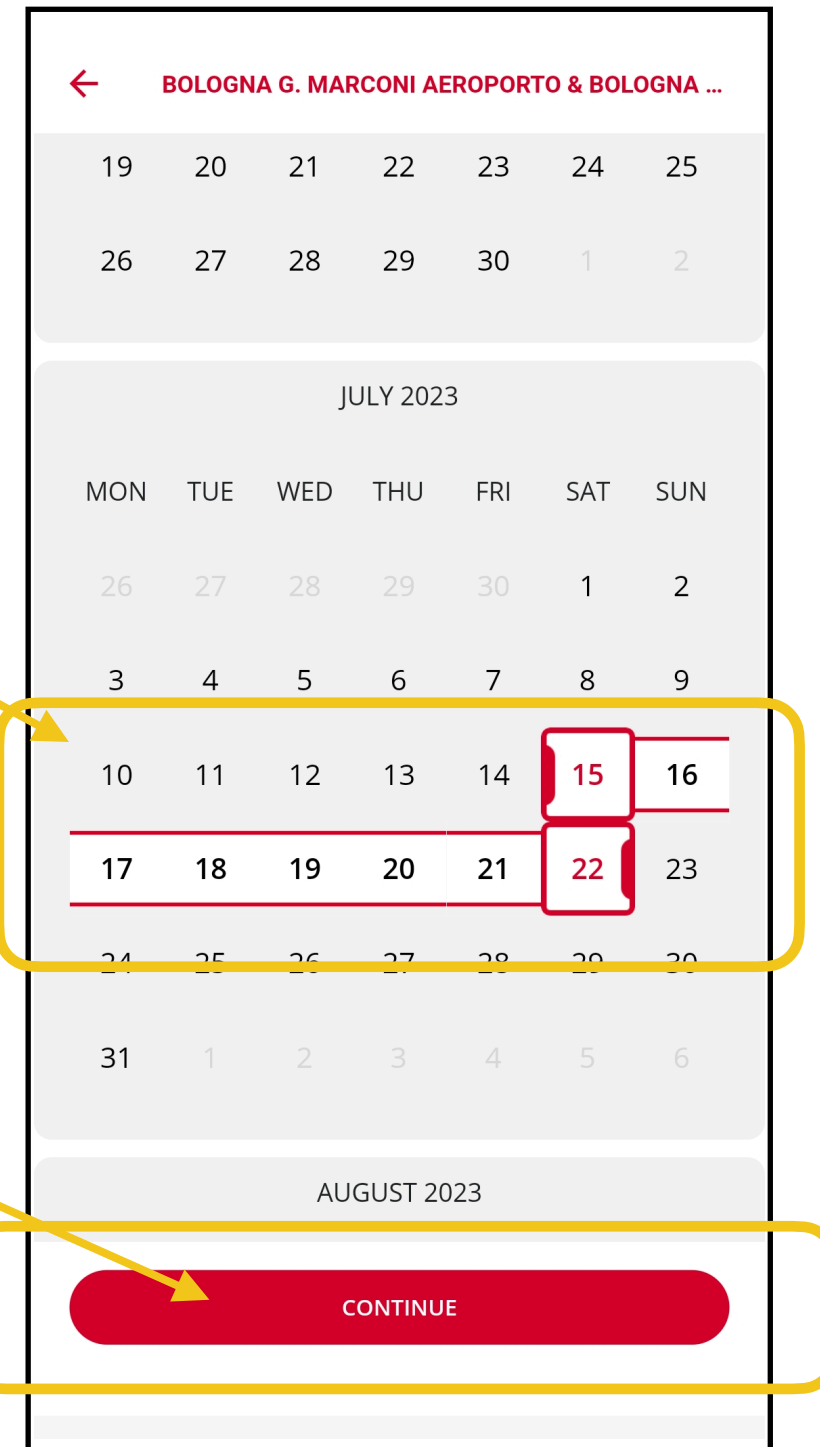
How is Avis Preferred different to QuickPass? Is one a membership? Do I have to sign up and then come back to the homepage to begin my search for a vehicle again? 




1


Brand colours of RED & WHITE used nicely for the calendar date search. 

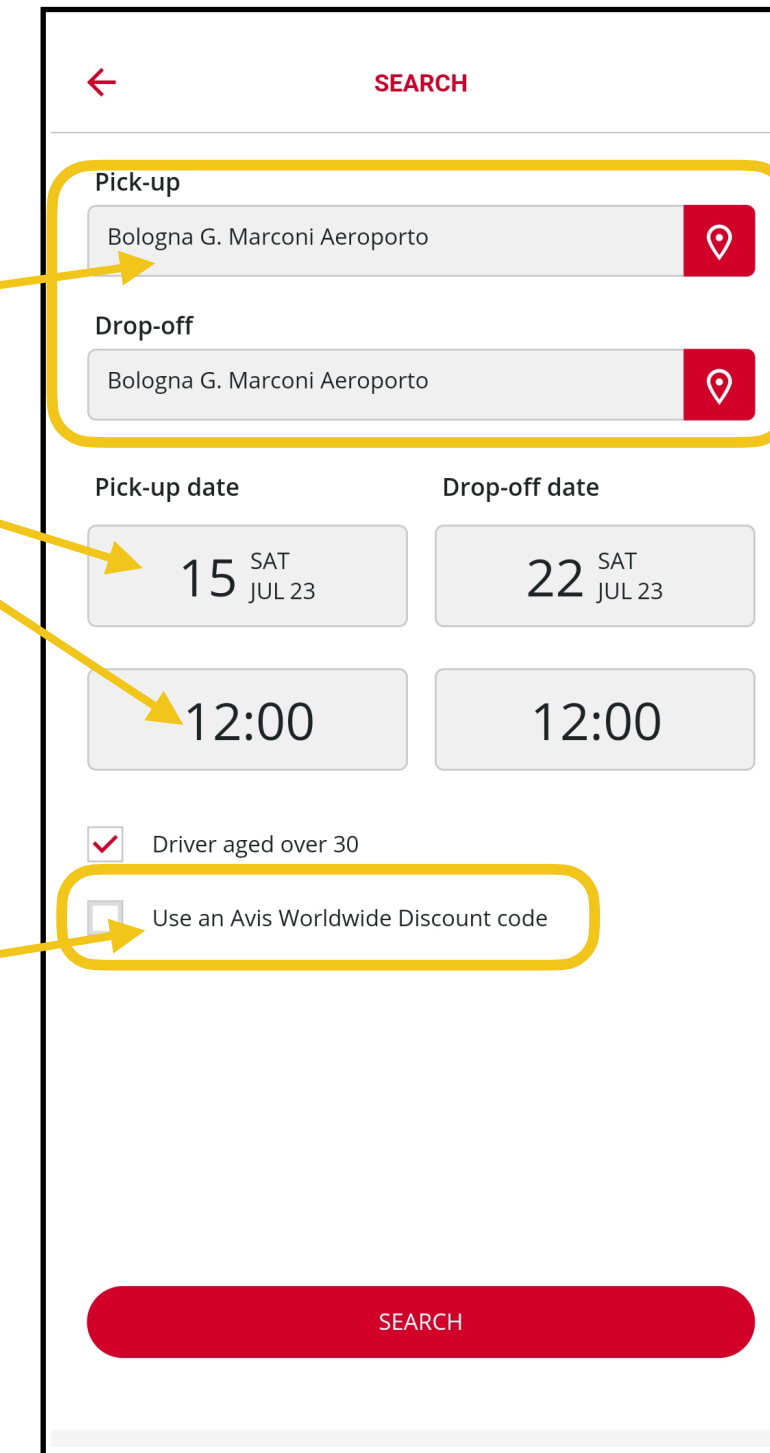
After date is selected then user can clearly move to next section of the app 



2

The essential parts of the vehicle search are laid out clearly 
Where?
What date(s)/time?

Using an 'Avis Discount code' is given smaller significance here, as most people won't have one nor need to be distracted from the search they're on. 



3

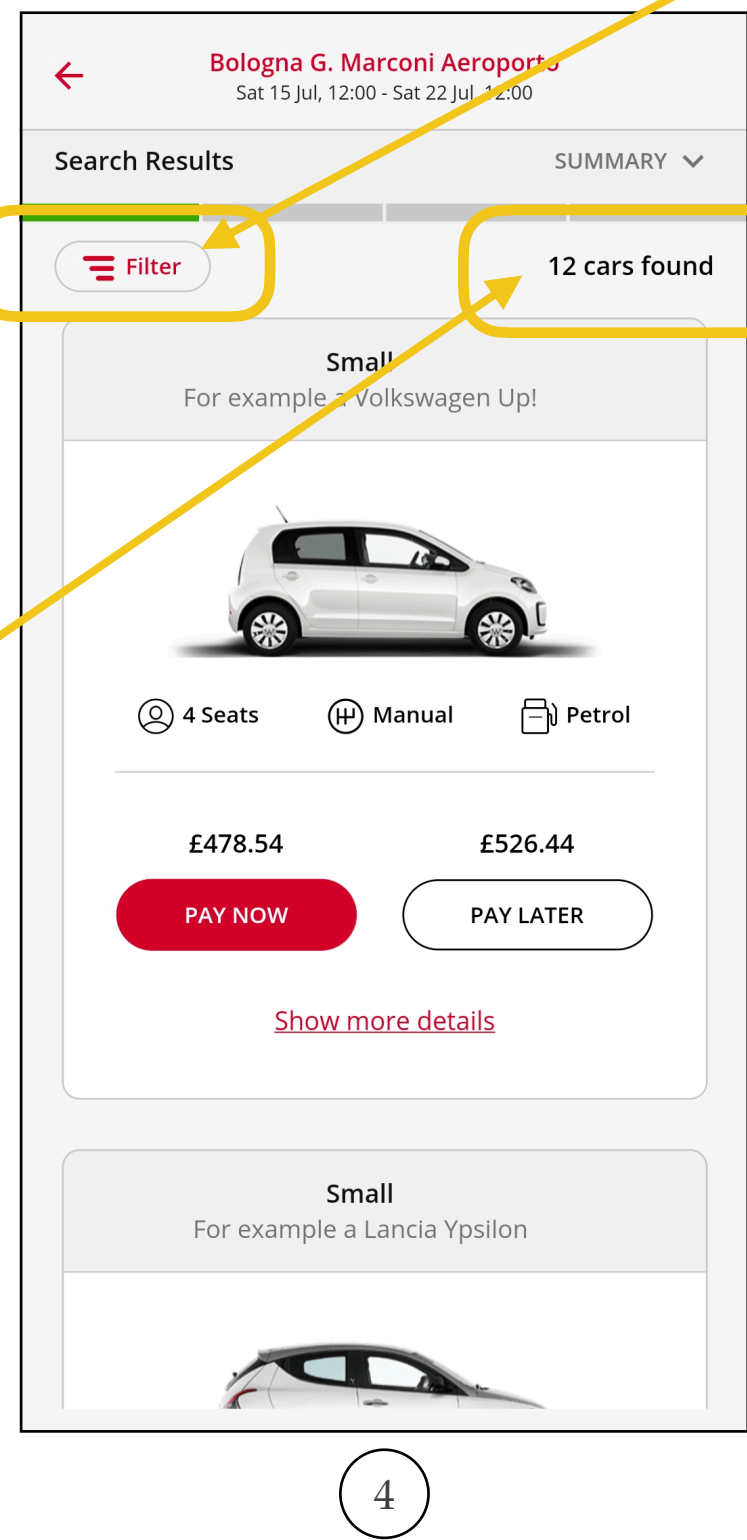
AVIS. Vehicle search / Insurance / Extras

There are 12 cars suggested on this page:

- 4 Small
- 6 Medium
- 2 Large

Users have to scroll all the way down to see these vehicles

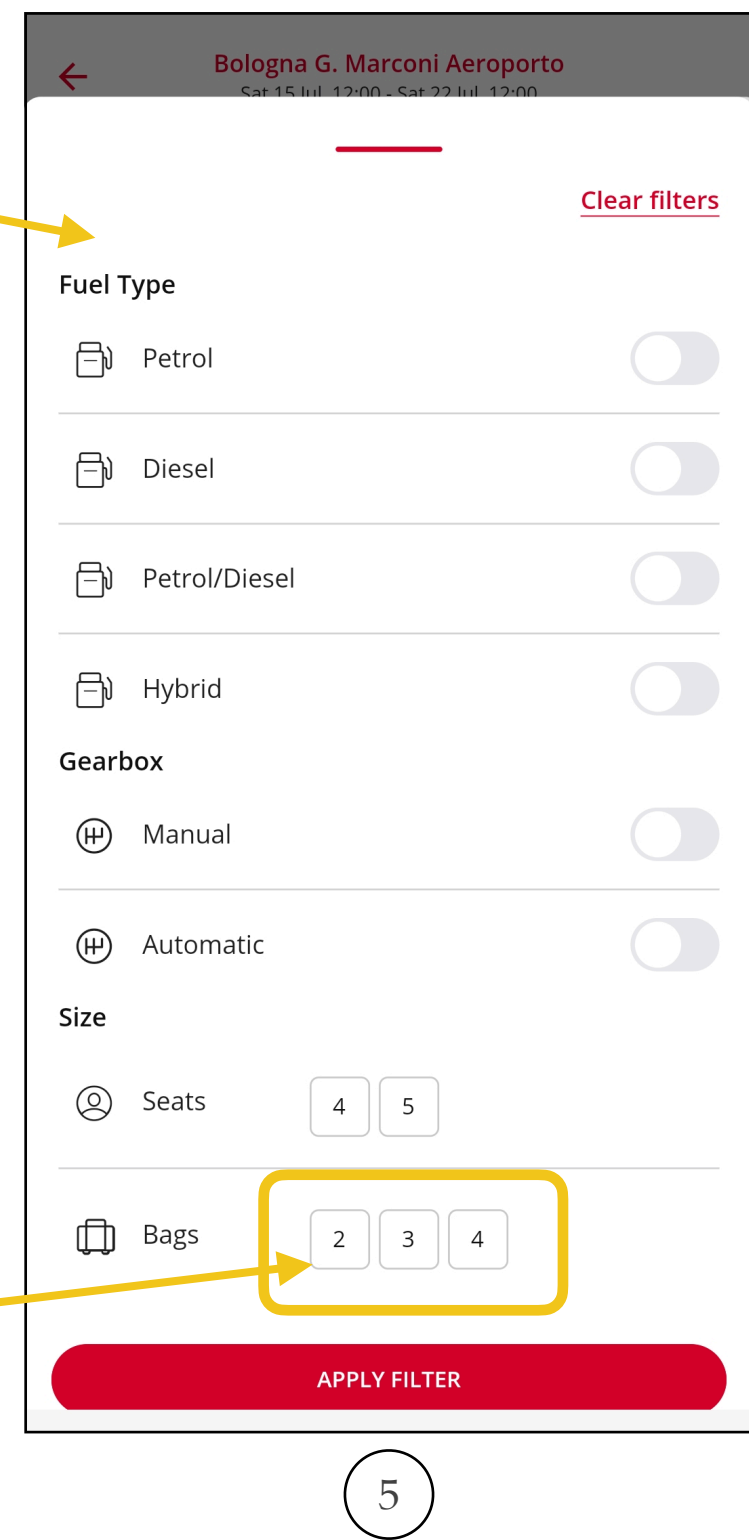
A side swipe showing each vehicle in it's own frame would be better.



They suggest these 12 vehicles before letting me choose the **size** I need for 2 adults and 2 children, as well as options like **manual/automatic** or **fuel** type.

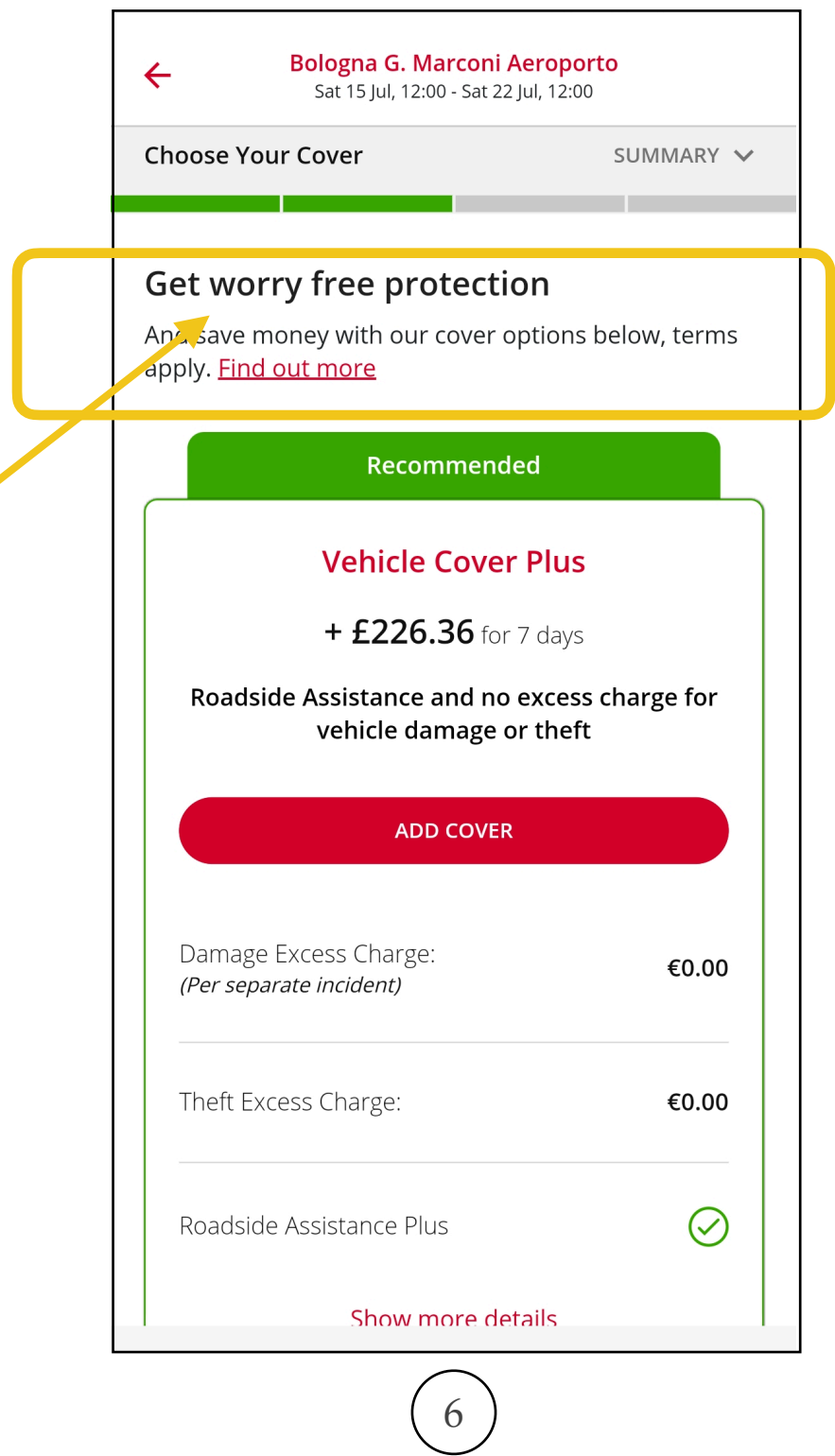
What size bags are they asking about? Suitcases? If so, what size? This question seems only for airline travellers as they would know the amount of bags they are bringing.

Does 3 bags mean 3 x large suitcases for a family holiday? Are the vehicles suggested based on this unclear decision?

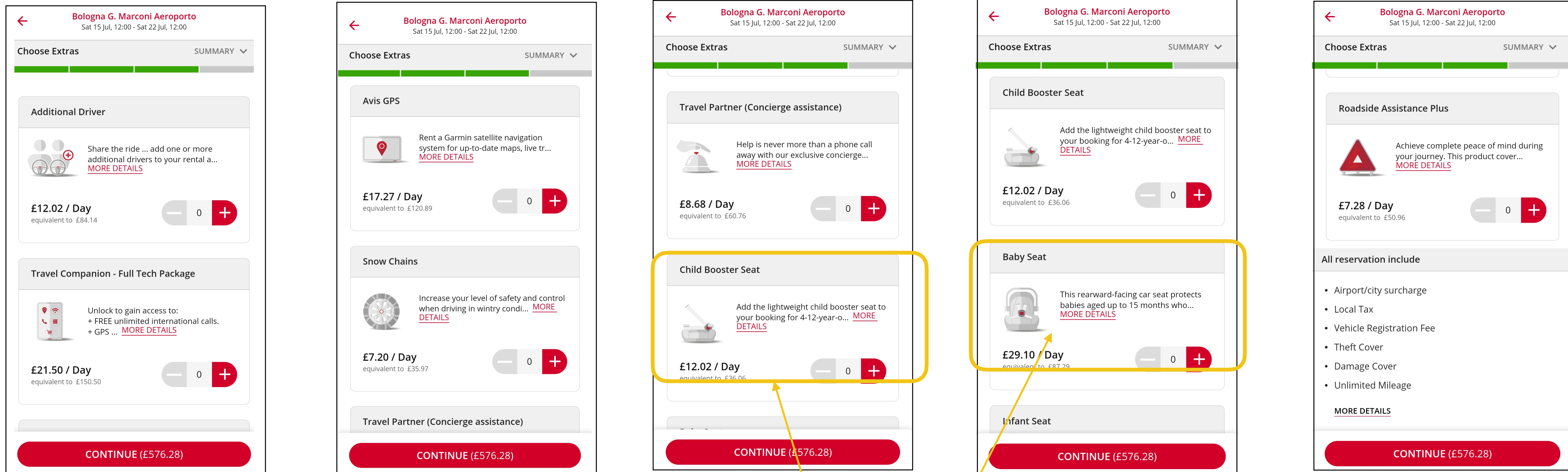


This part seems unnecessary. The user **IS** already here for cover, and **'worry free'**, **'protection'**, and **'save money'** implies you have to click the link as the only way to get it.

Users now scroll down 3 pages of insurance offers, of varying cover and cost

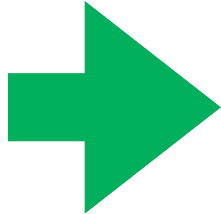


AVIS Vehicle search / Insurance / Extras



There are 9 extra add-on options all of which you have to scroll through before finally inputting you details for the rental completion

If I was able to put in the ages of my 2 children near the start of the search, then many of the options above needn't appear for me, such as **child booster seat, baby seat and infant seat**

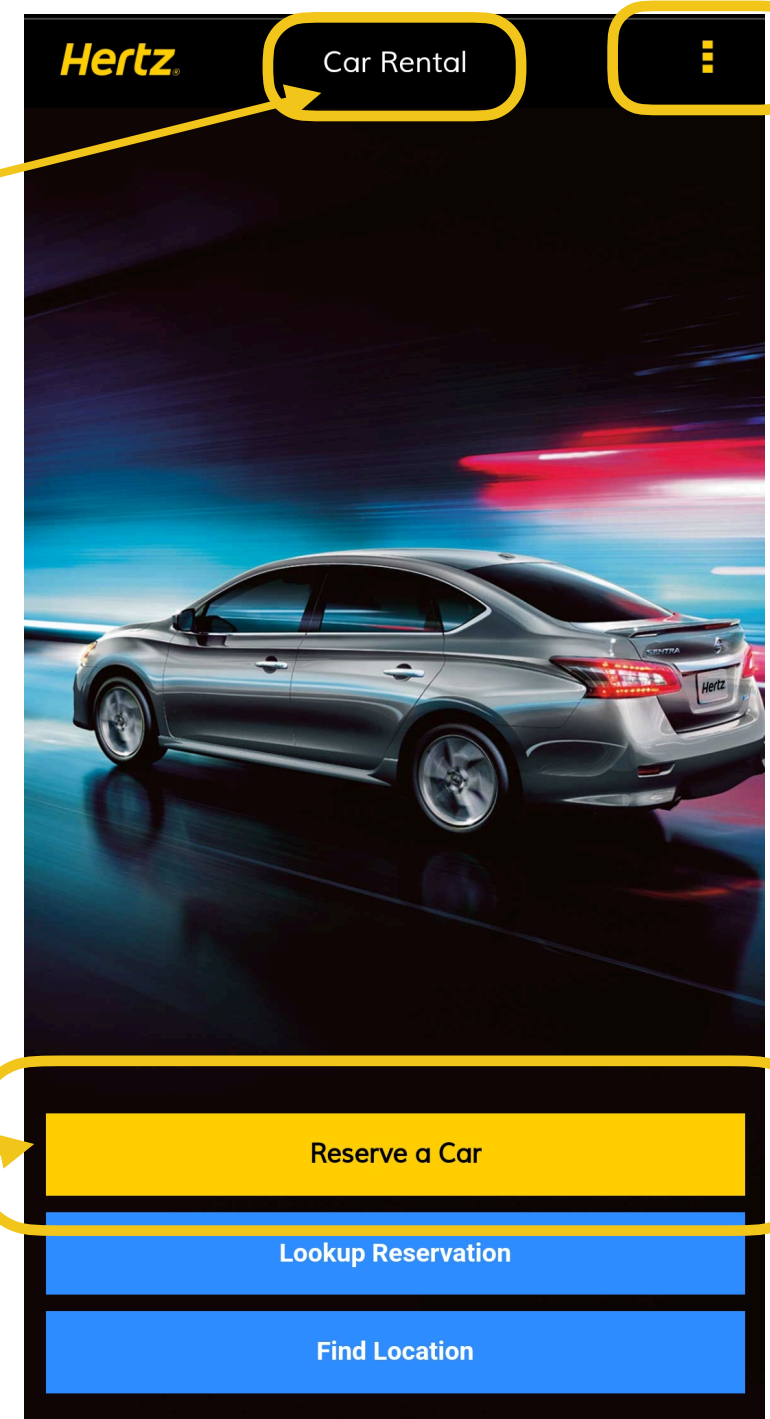
Now the user puts in own details 



Car Rental - Homepage & Search

This title seems a bit redundant as we know this is a 'car rental' app

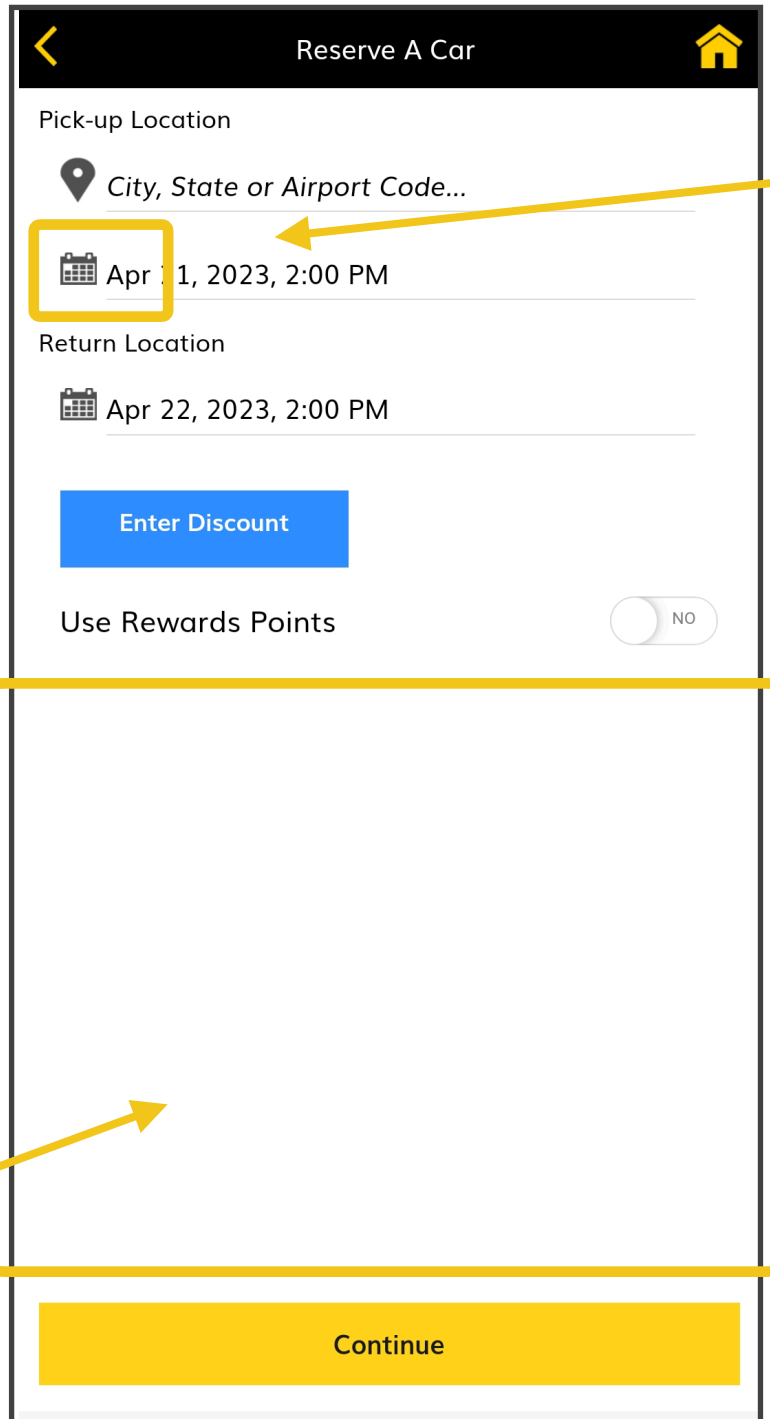
Also the small text size and colour really contrast with the rest of this page.



1

No clear indication what these 3 dots are for. Is it a menu or extra search choices?

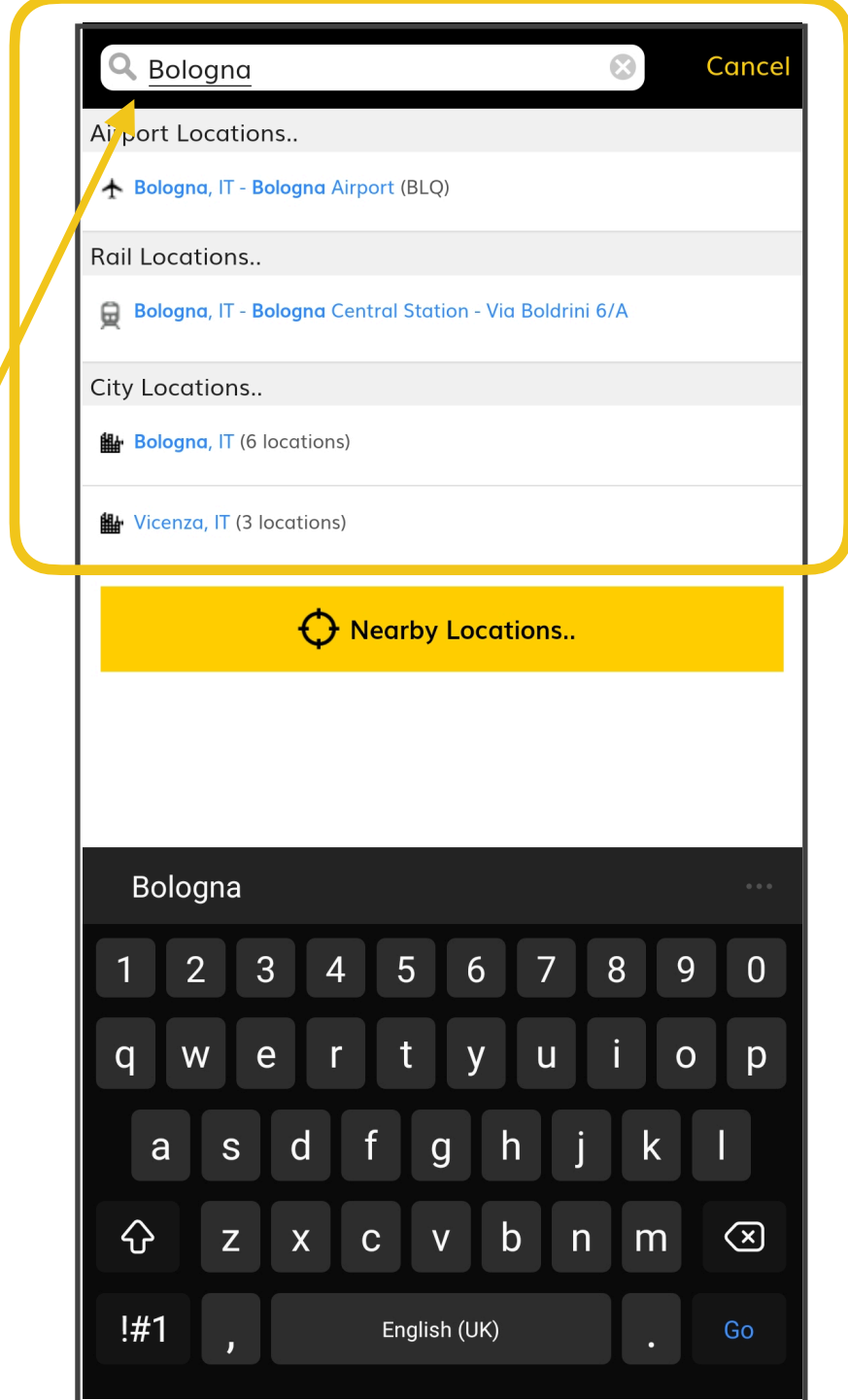
The bottom half of the screen is blank and not used for any purpose. Why not an image? Why not promote an offer or discount? Membership sign up benefits?



2

Having to tap on the calendar icon to take you to another page seems unnecessary, when there is room for a monthly calendar on same screen below

One location search provides airport, train and city branch locations



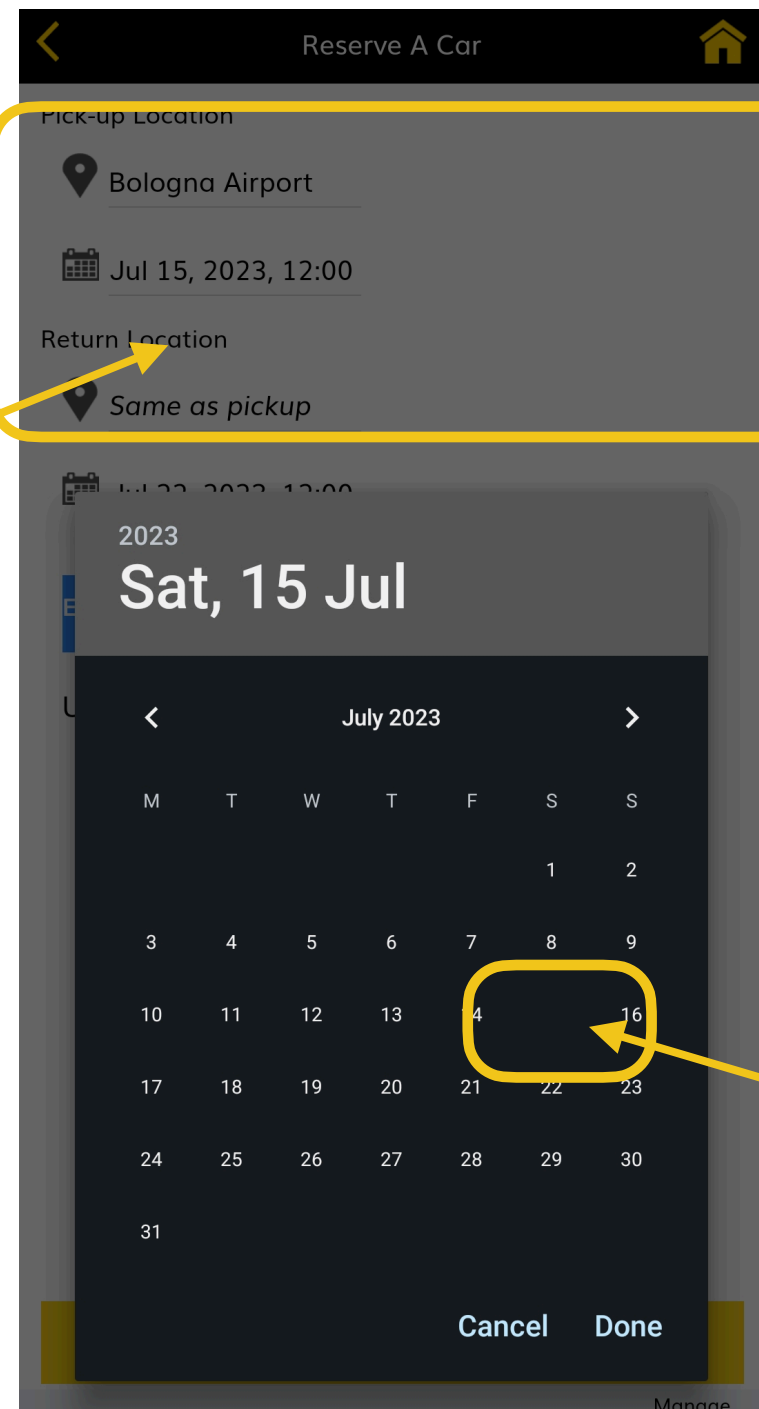
3

'Reserve a Car' given extra importance with own colour button

If the user has come to the app for the sole reason of renting a car, then this homepage helps from the beginning

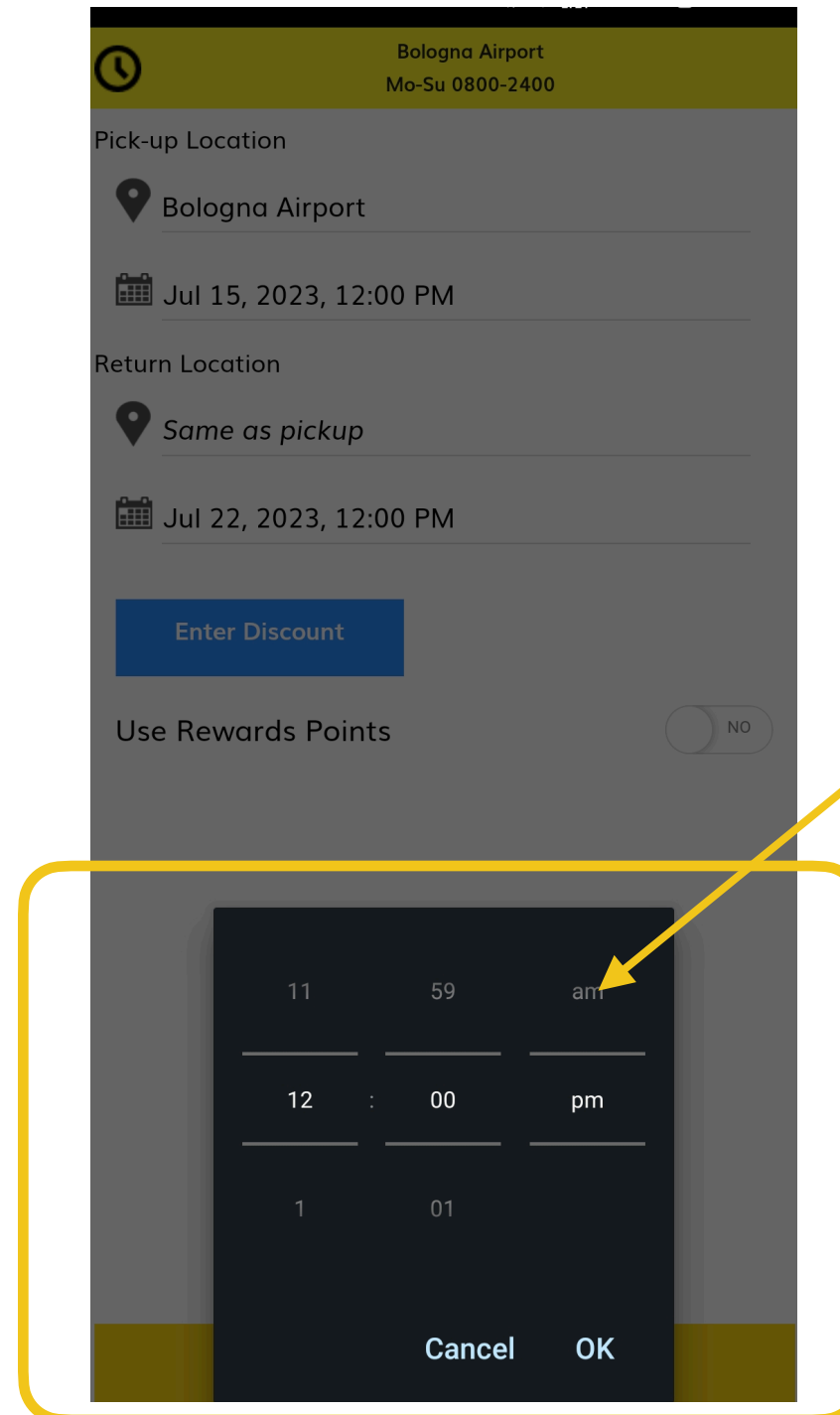
Hertz Vehicle search / Insurance / Extras

The presence of the dimmed page behind is distracting, and the text for dates is small and **doesn't highlight** in another colour on selection



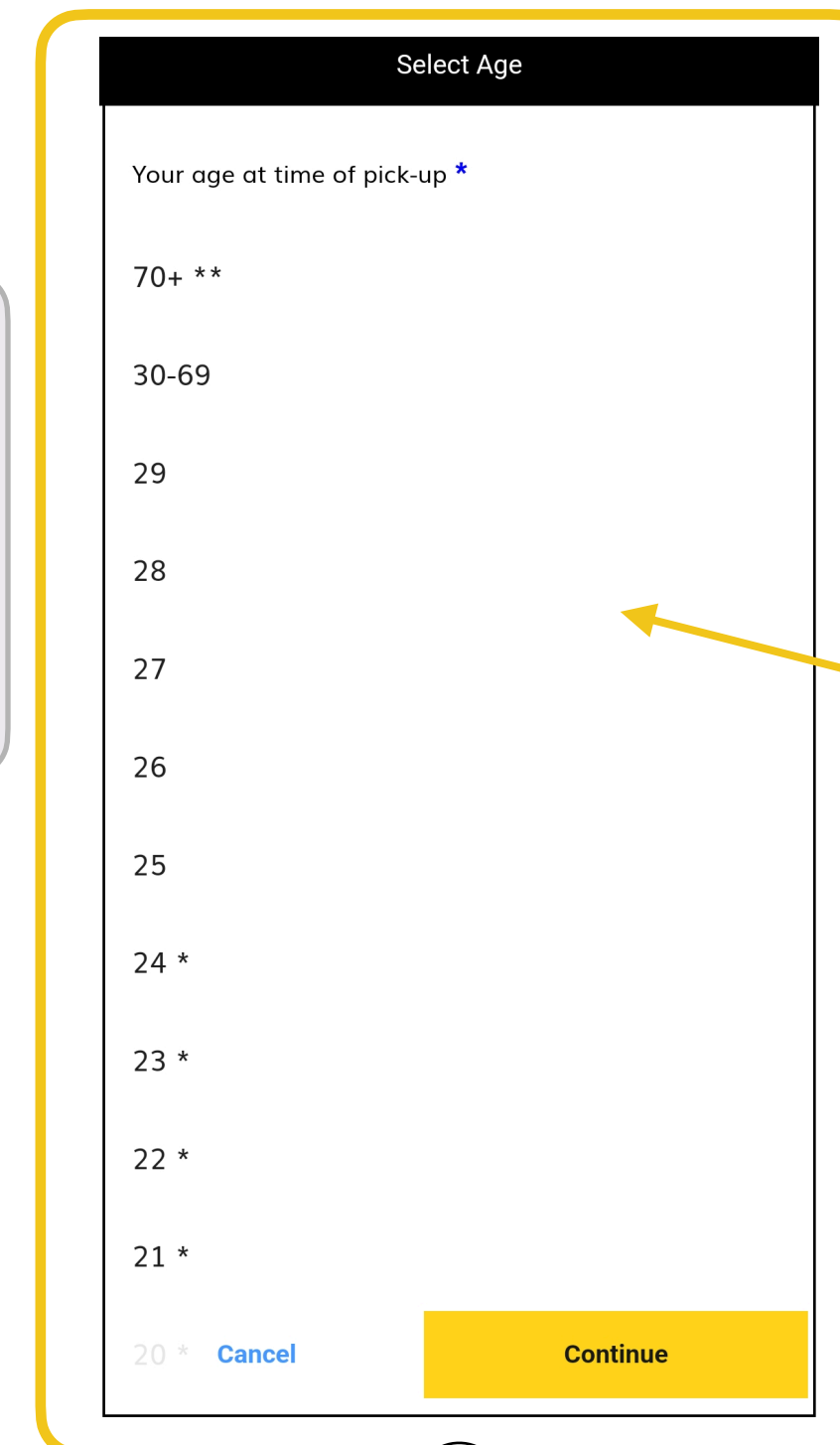
4

The date disappears when you select, which is confusing. **Why not have branded colour yellow highlight the date?**



5


The date and time search could all be on one screen, going to a second screen (with dimmed background) is not needed



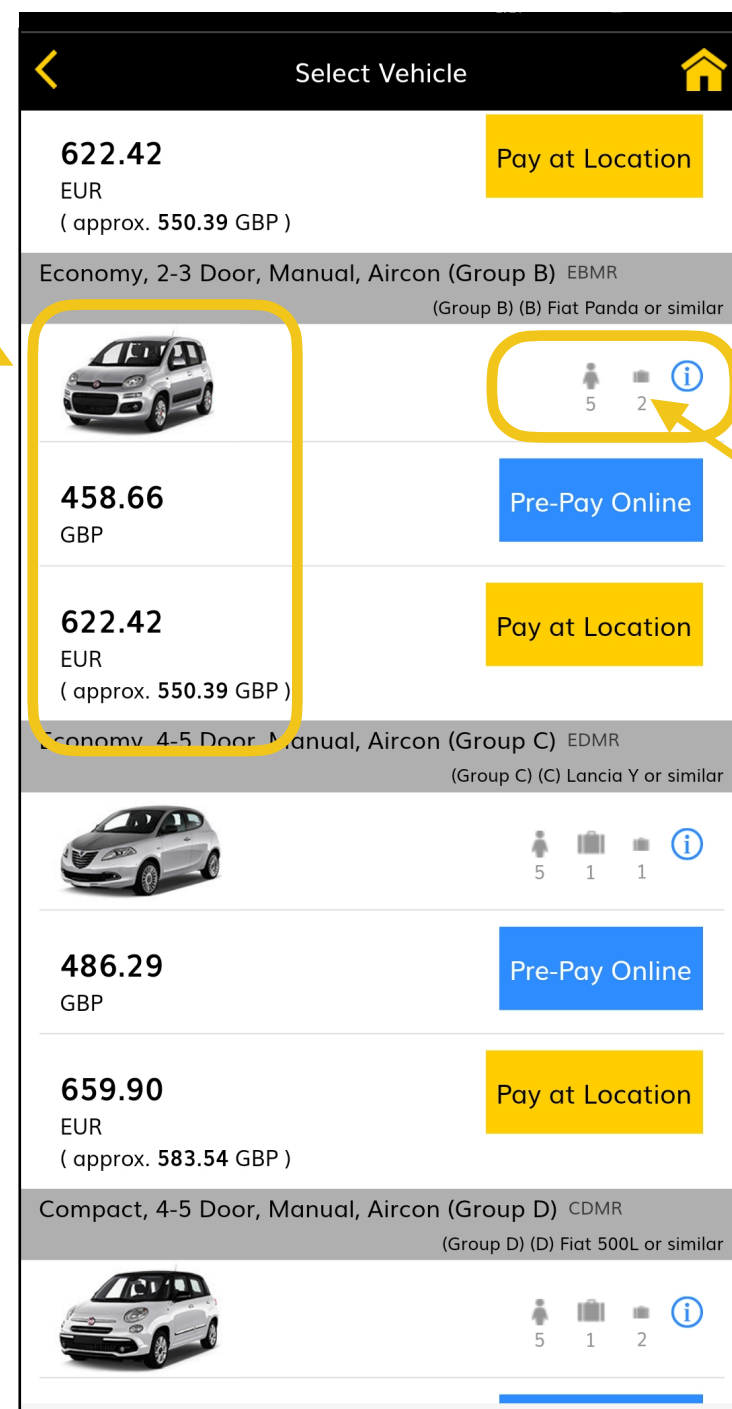
6


An extra page to select the age of driver. Can the **date / time / age** not all be completed on once search screen?

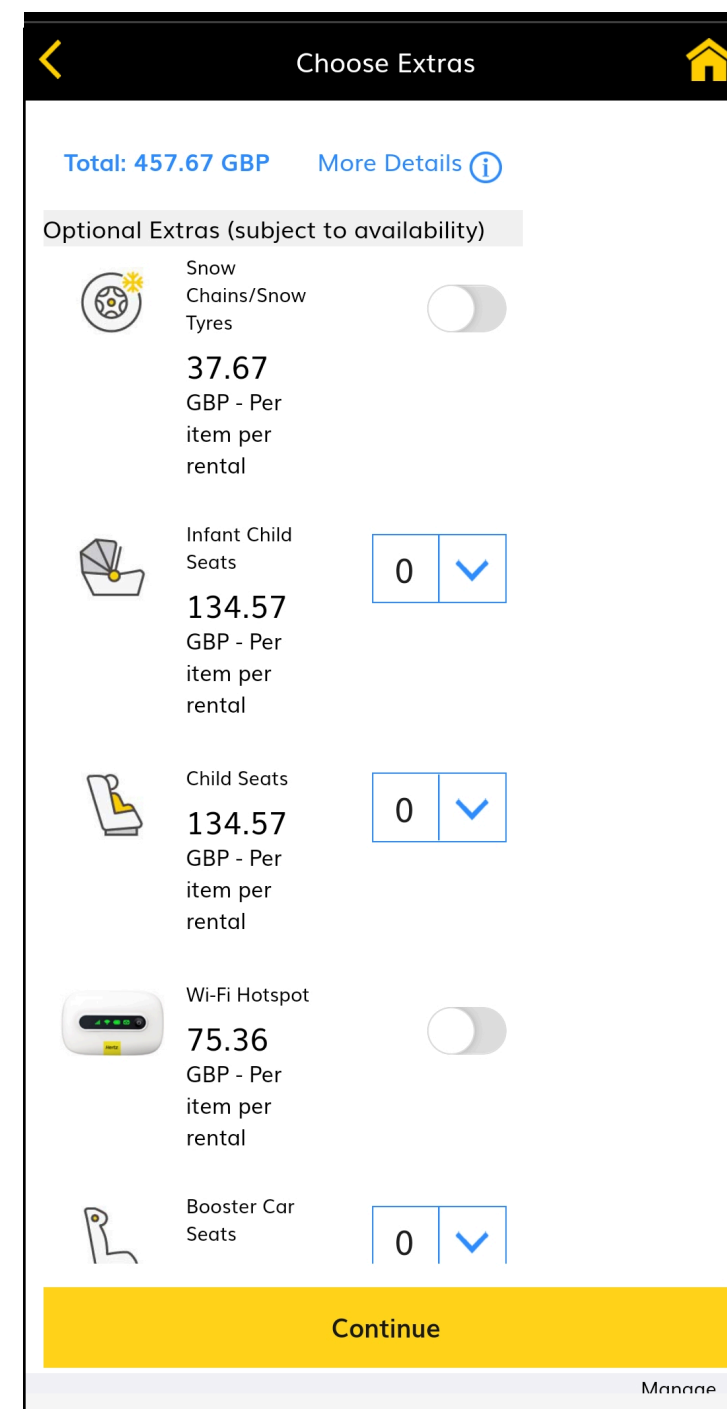
Hertz Vehicle search / Insurance / Extras


The layout here is clear with: 

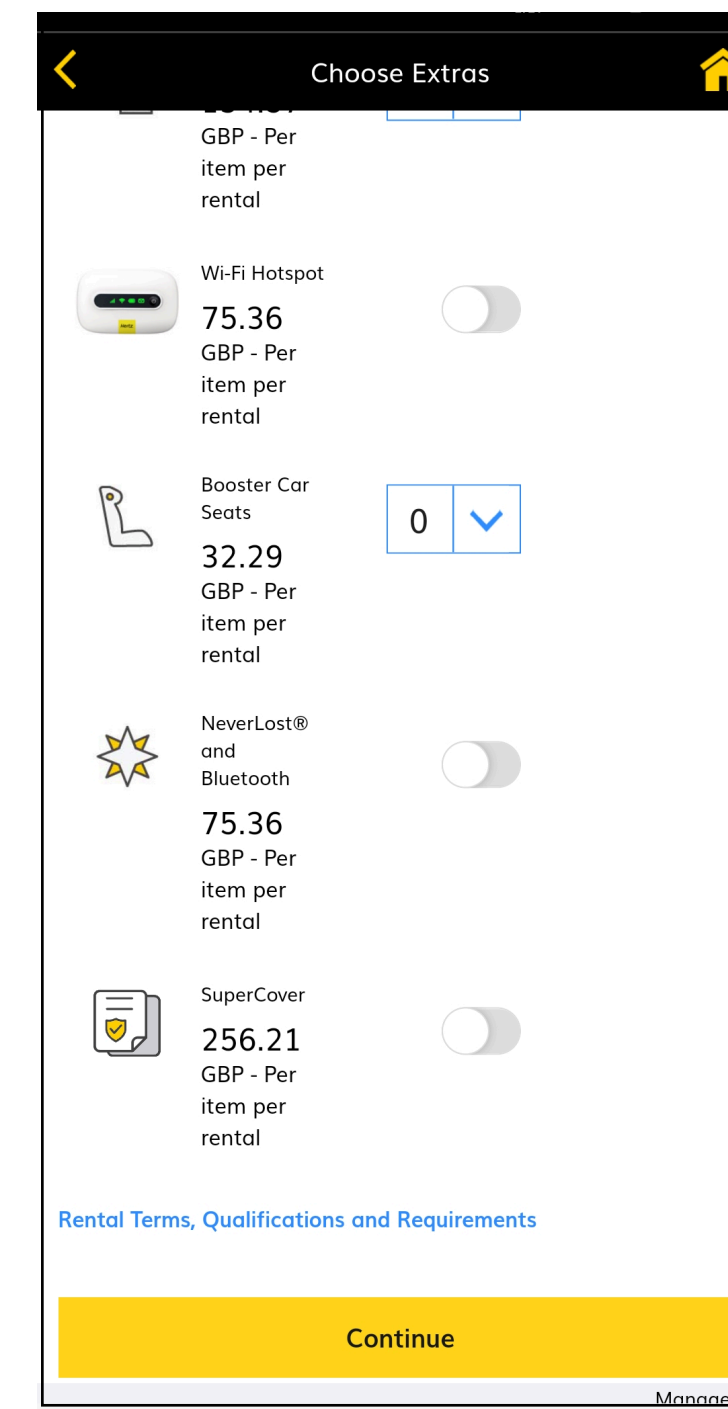
- Vehicle image
- £ / € price
- Option to pay online or at location
- Car size and transmission

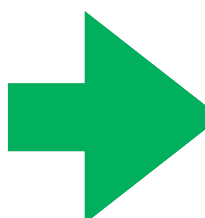


Helpful icons indicating how many people & bags can fit 



Once again a simple question of how old my children are - earlier in the vehicle search - would reduce the list of 'extras' to a choice of 4 



Now the user puts in own details 



Car Rental - Homepage & Search

The branded homepage loads up for a few seconds before going straight to Page 2 (search start).

There could be a simple set of buttons here to:

- 1. Begin the user search.
- 2. Login
- 3. Location search



1

The choices are: **cars** or **trucks**.

Do users go on a car rental site to rent a **truck**?

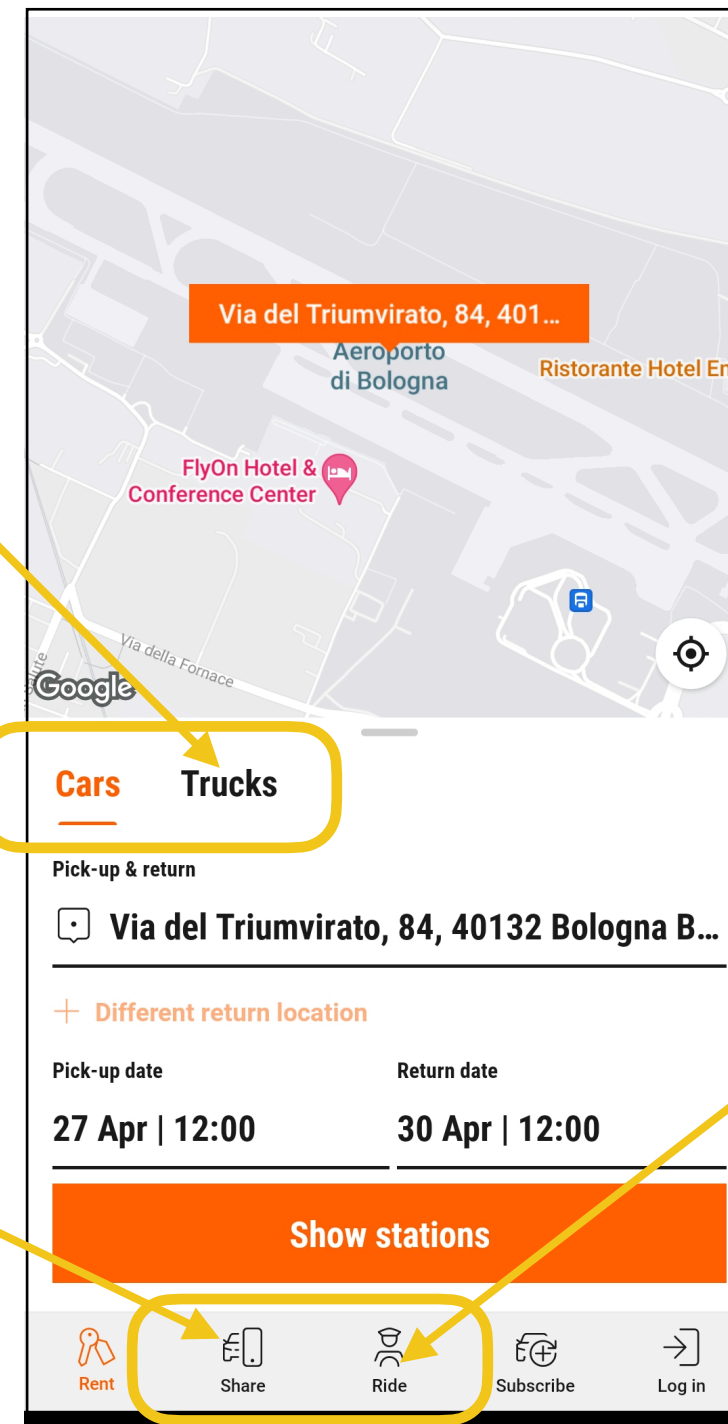
On further searching, this term appears to be for a **van**.

Is this deliberate?

Do their customers generally use the word **truck** instead of **van**?

What are we sharing, and with whom?

The icon is confusing - a **car with a mobile phone** - yet this is a main icon on the opening search page



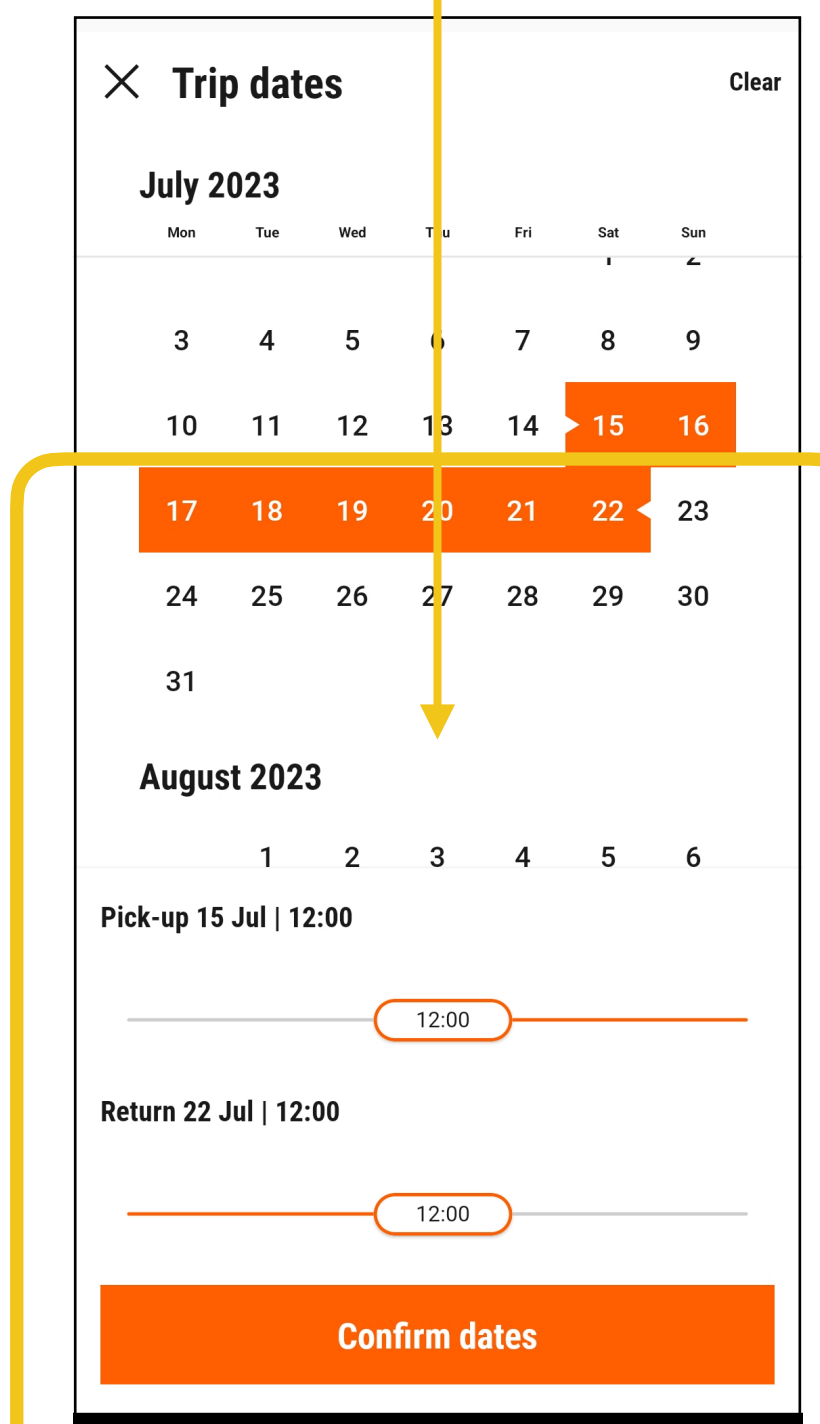
2

Is this a taxi or chauffeur service that is an option instead of renting?

The icon suggests a 'driver' service, but how do we know without clicking on it?

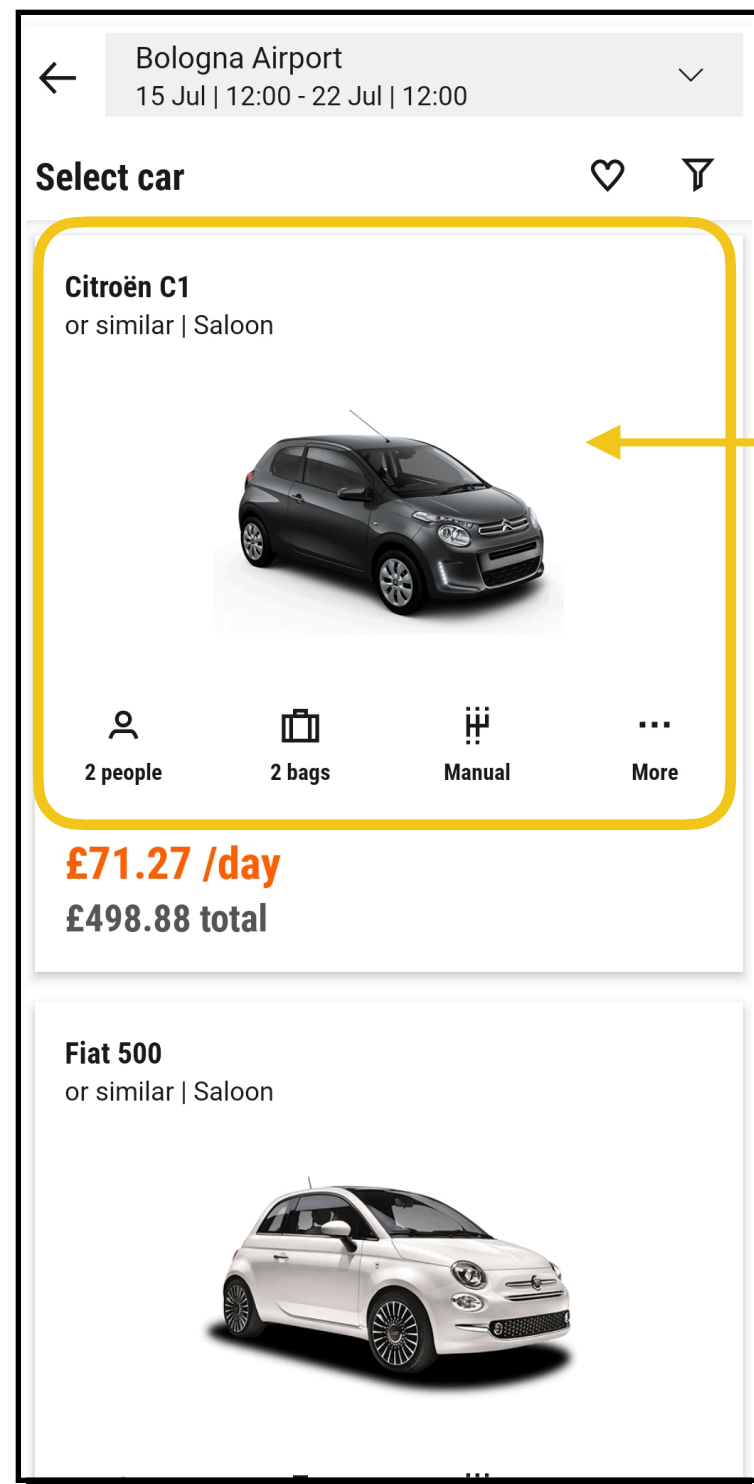
Of the 5 options along the bottom of screen, only **RENT** and **LOG IN** are totally clear to the user as to purpose. With the others we simply don't know what's next after we click

Simple and clear process to **select** and **confirm** your dates and your times, for both pick-up and return.





3

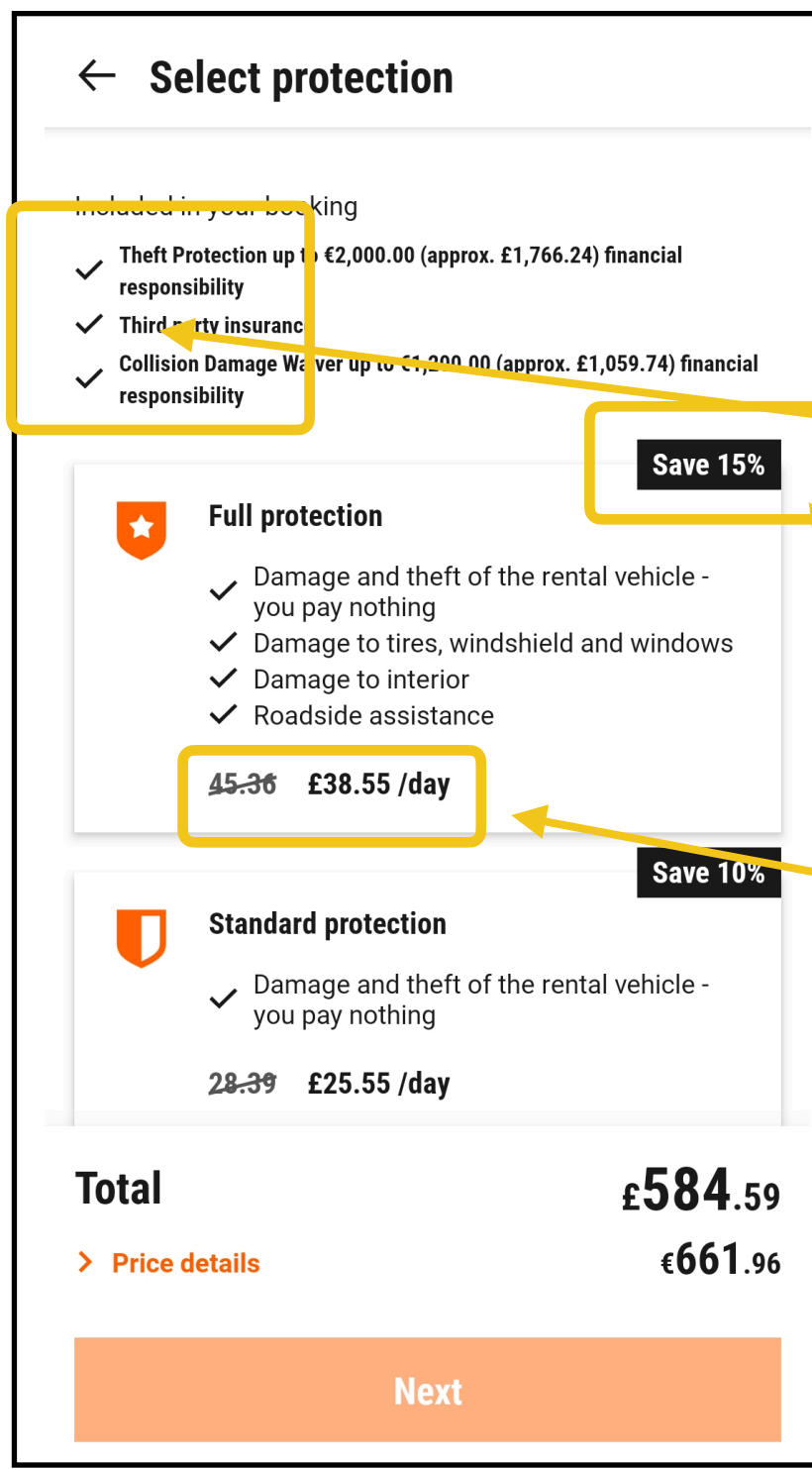
SIXT Vehicle search / Insurance / Extras




4

Really clear display of vehicle and the included occupancy, bag storage and transmission 

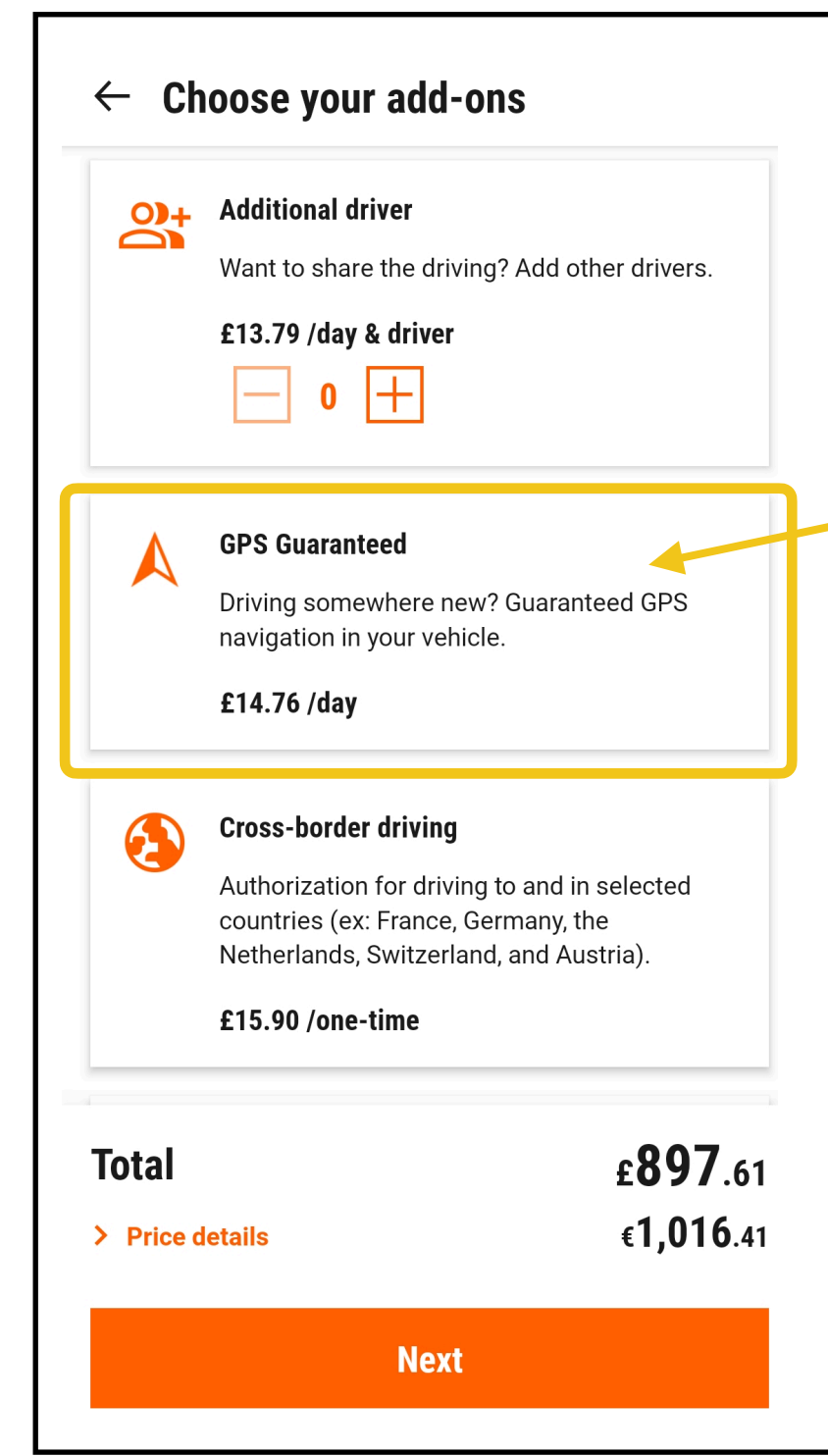
The use of brand colours (black and orange) could be used in a more striking way here - a background or car features given highlighted with a tab 




5

Way too much detail on this screen: 

- At least 6 different text sizes and highlighted boxes
- 'Tick' marks against things already included in the booking - distracting
- 'Saving' offers highlighted alongside quoted prices and crossed out prices is confusing.
- Presenting full protection as a bigger saving, and less option but necessity



6

Very user-friendly screen to select extras. Clear boxes with price / day. Good icons. 



Vehicle search / Insurance / Extras

← Choose your add-ons

Refueling/Recharging service
Save time when you return. Drop your vehicle, we'll refuel / recharge for you and add the fuel / electricity cost to your bill.
£18.55 /one-time

Comfort features
Drive comfortably with features including parking assistance and Bluetooth.
£2.37 /day

Infant seat
Suitable for babies up to 12 months old.
£12.49 /day

Total **£897.61**
> Price details **€1,016.41**

Next

Of our 3 car rental apps this is the only one offering a refuelling / recharging service on the rental

← Choose your add-ons

Toddler seat
Suitable for children 1-4 years old.
£12.49 /day

Booster seat
Suitable for children 4-12 years old.
£4.67 /day

Snow chains
Drive safer on snow and ice.
£4.42 /day

Total **£897.61**
> Price details **€1,016.41**

Next

An option to submit children's ages in an earlier stage of the booking process would allow for the add-ons of toddler and booster seats to be included here, or not

← Choose your add-ons

Booster seat
Suitable for children 4-12 years old.
£4.67 /day

Snow chains
Drive safer on snow and ice.
£4.42 /day

Ski racks
Take your skis and snowboards safely on the roof (and enjoy the slopes!)
£5.18 /day

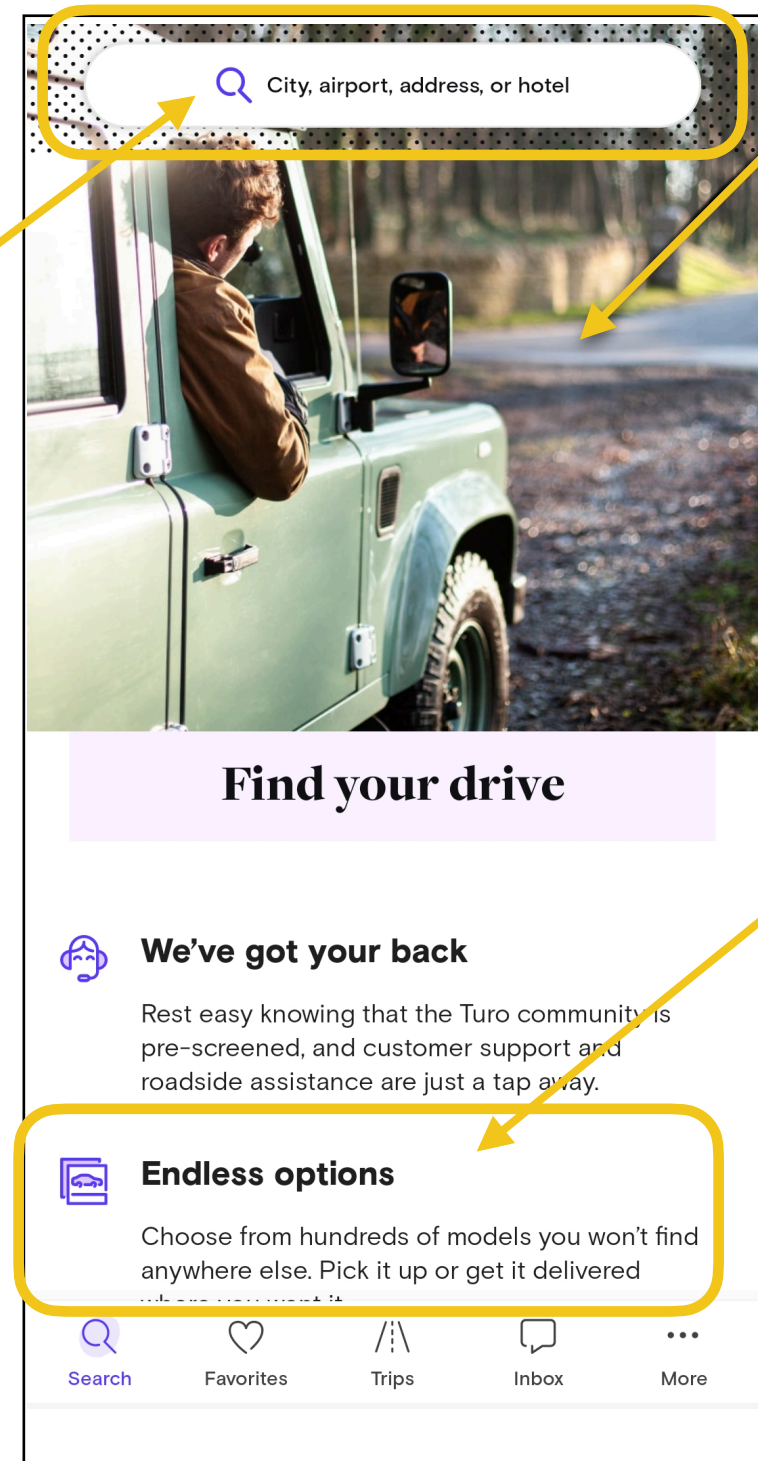
Total **£897.61**
> Price details **€1,016.41**

Next

Really clear and good use of brand colours to lead the users eye towards add-ons available

Now the user puts in own details

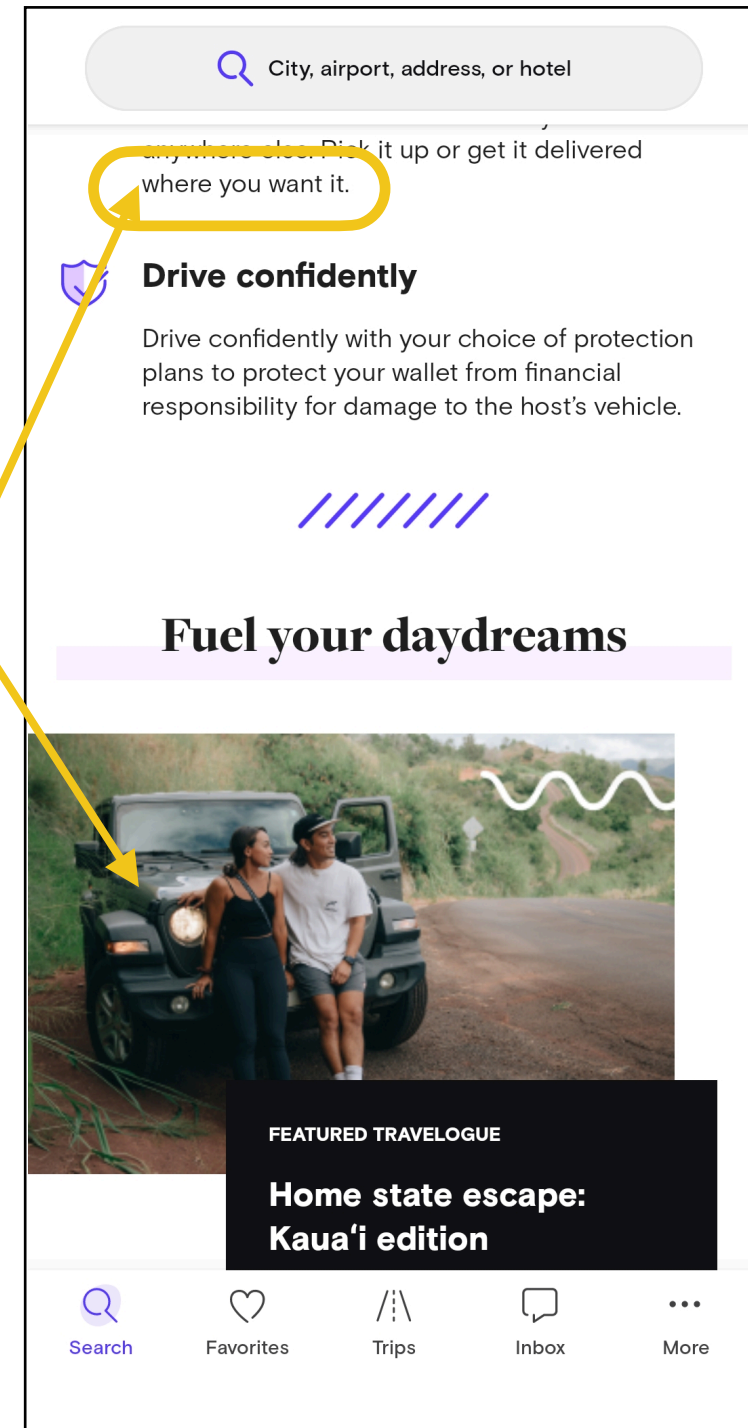
The user selects their **location** as the **very first** choice on the first screen. This really △ helps inform the flow of the subsequent choices of date, time, vehicle etc



1

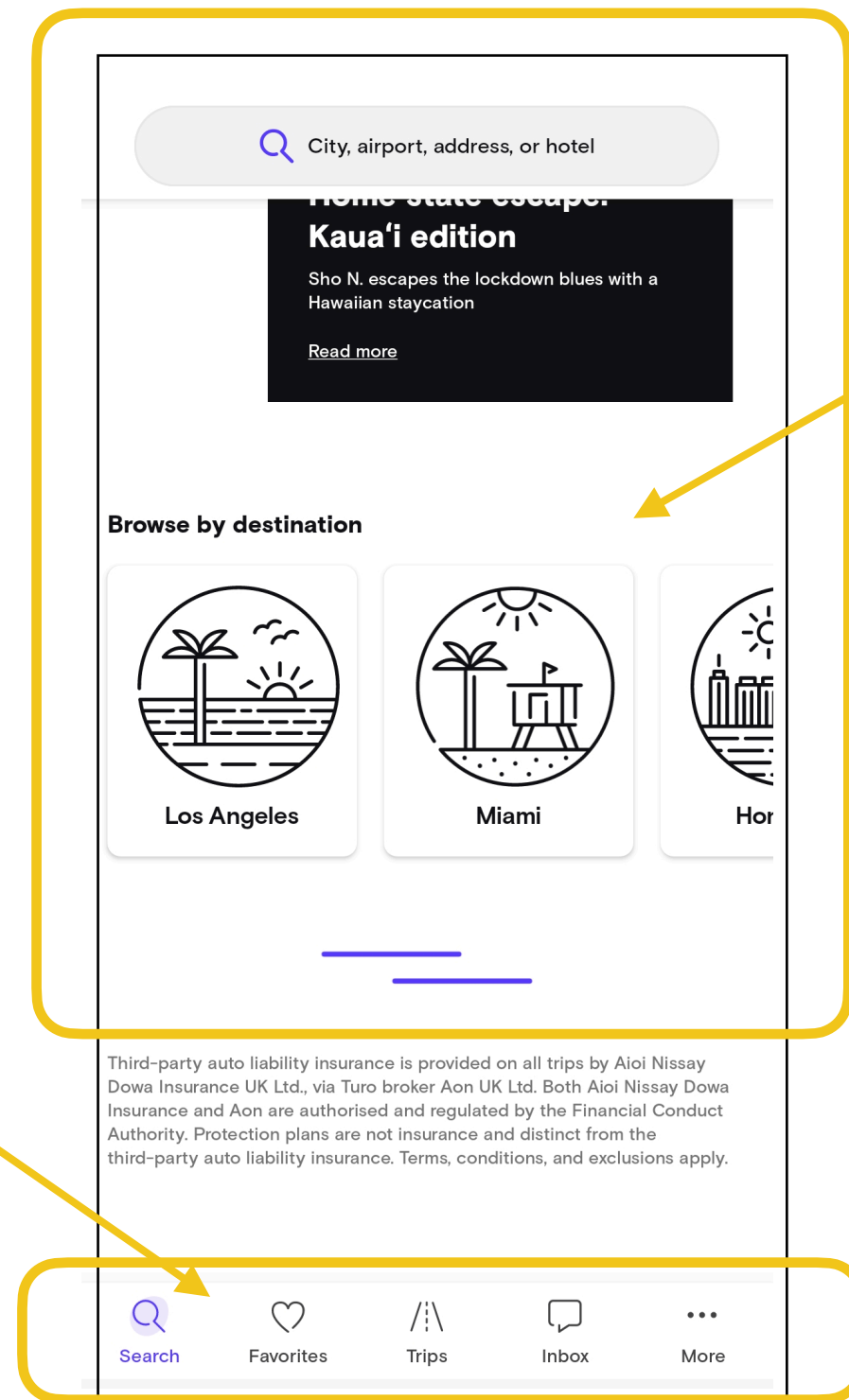
The images used convey adventures ahead and a 'trip'. The vehicles pictured are not **sleek town cars** or **family saloons** for comfort and storage, (unlike 2 of our other test apps) △

We can't read the rest of this without scrolling down. Surely they could alter the image above to make room for last **4 words** of the section? △



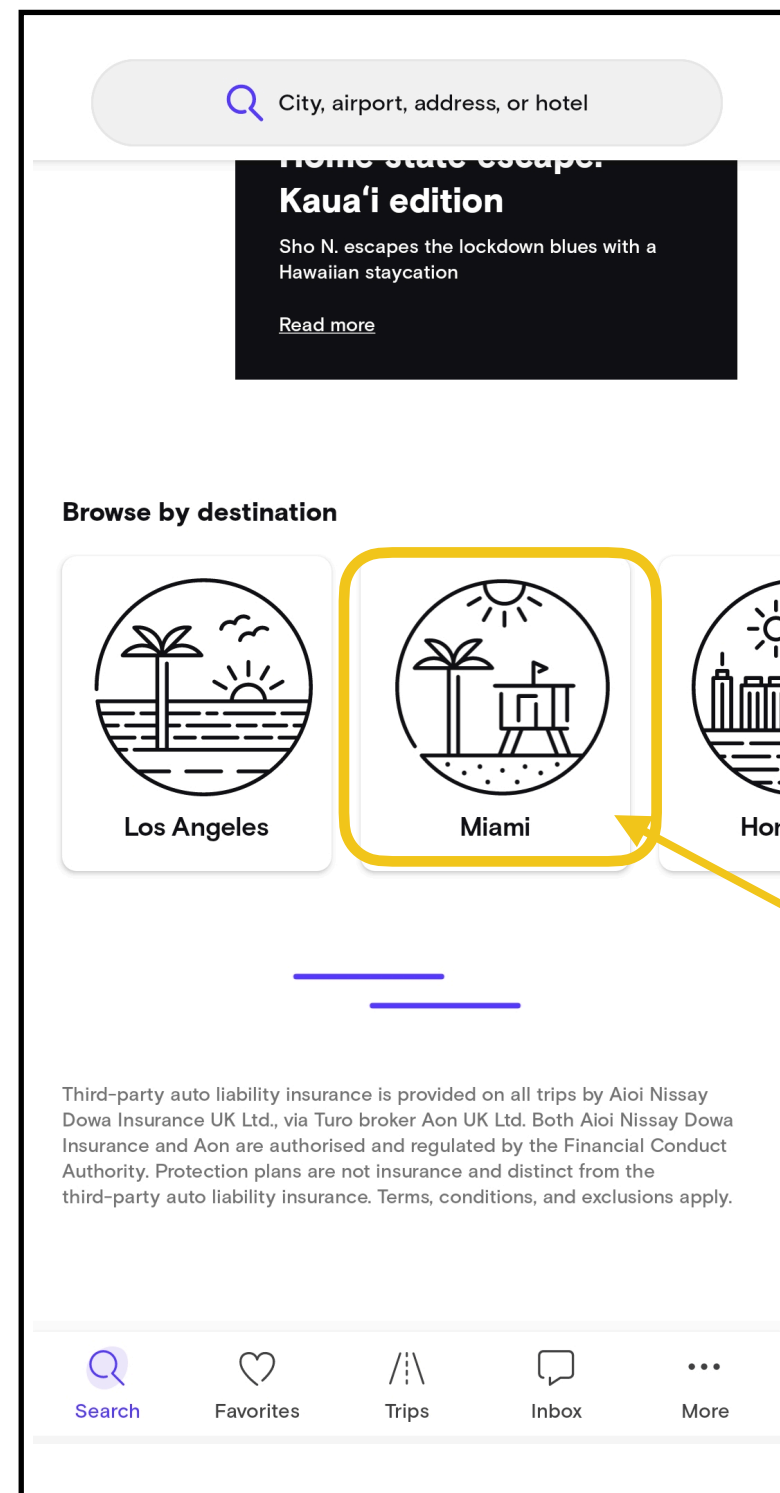
2

The bottom-screen options are still available, △ though the user may have used them over the previous 2 screens if they had needed.




3

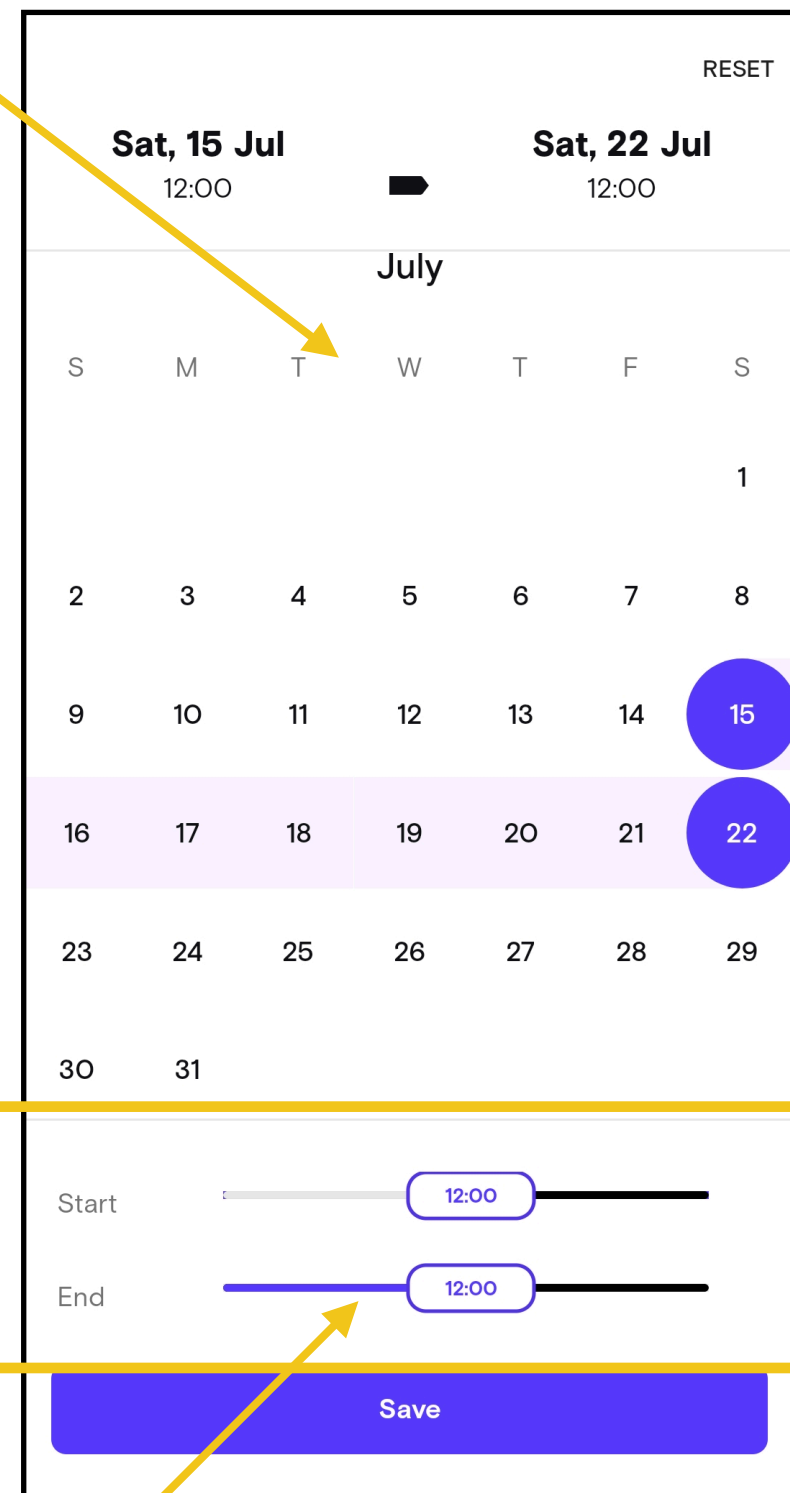
This lower third of the home-screen appears totally unnecessary. The destination browsing advice could appear on Pages 1 and 2. △




4

A really clear and simple choice-based screen for the date and time 

To begin our search we select MIAMI from the slider tab of destinations
**unlike our other searches, this company does not operate in Italy*




5

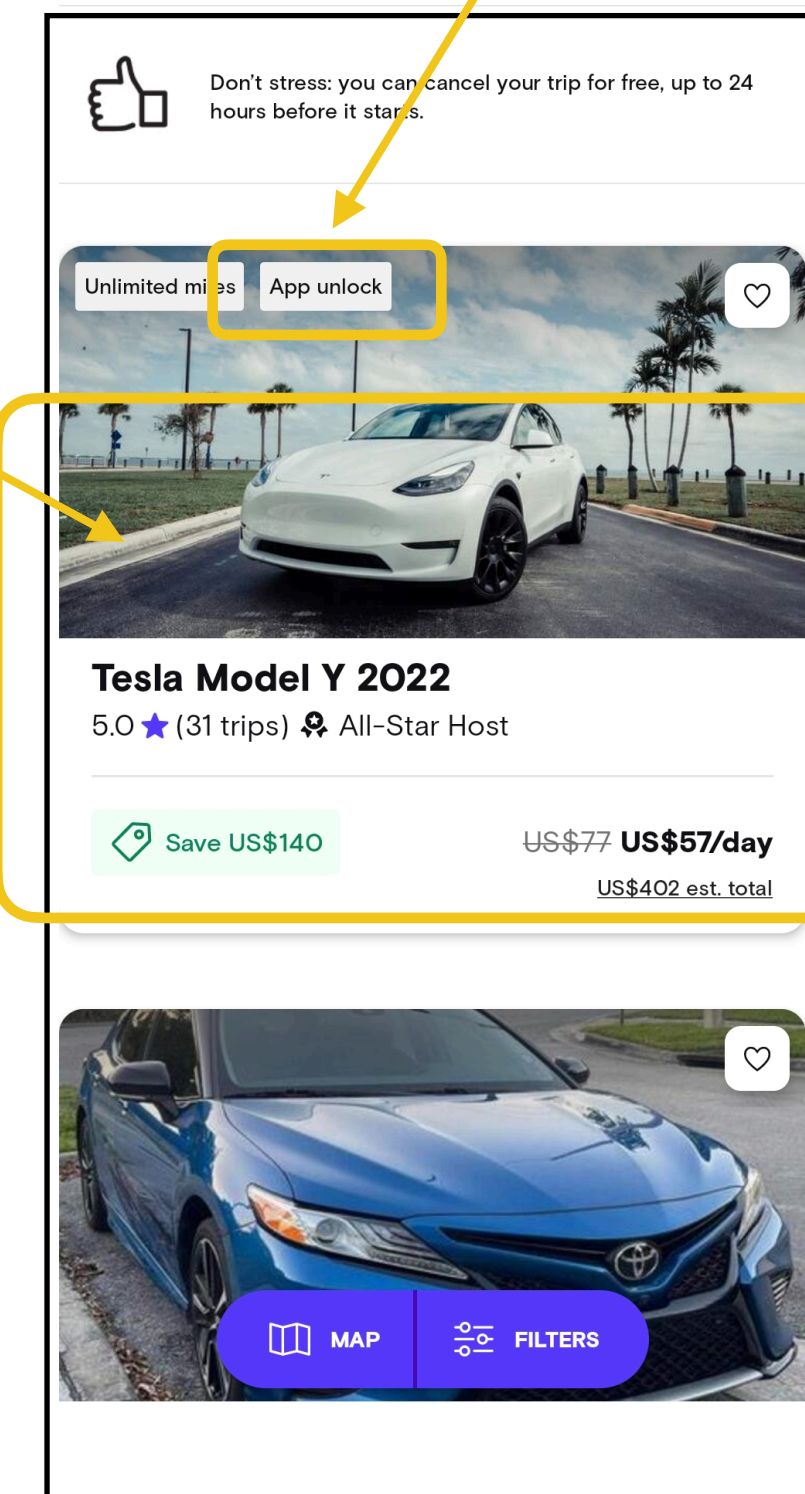
Helpful way to include **time** choice on same page as date, using sliders for start / end. No need to navigate away and back to this page 

Owners own images used here, along with helpful info:

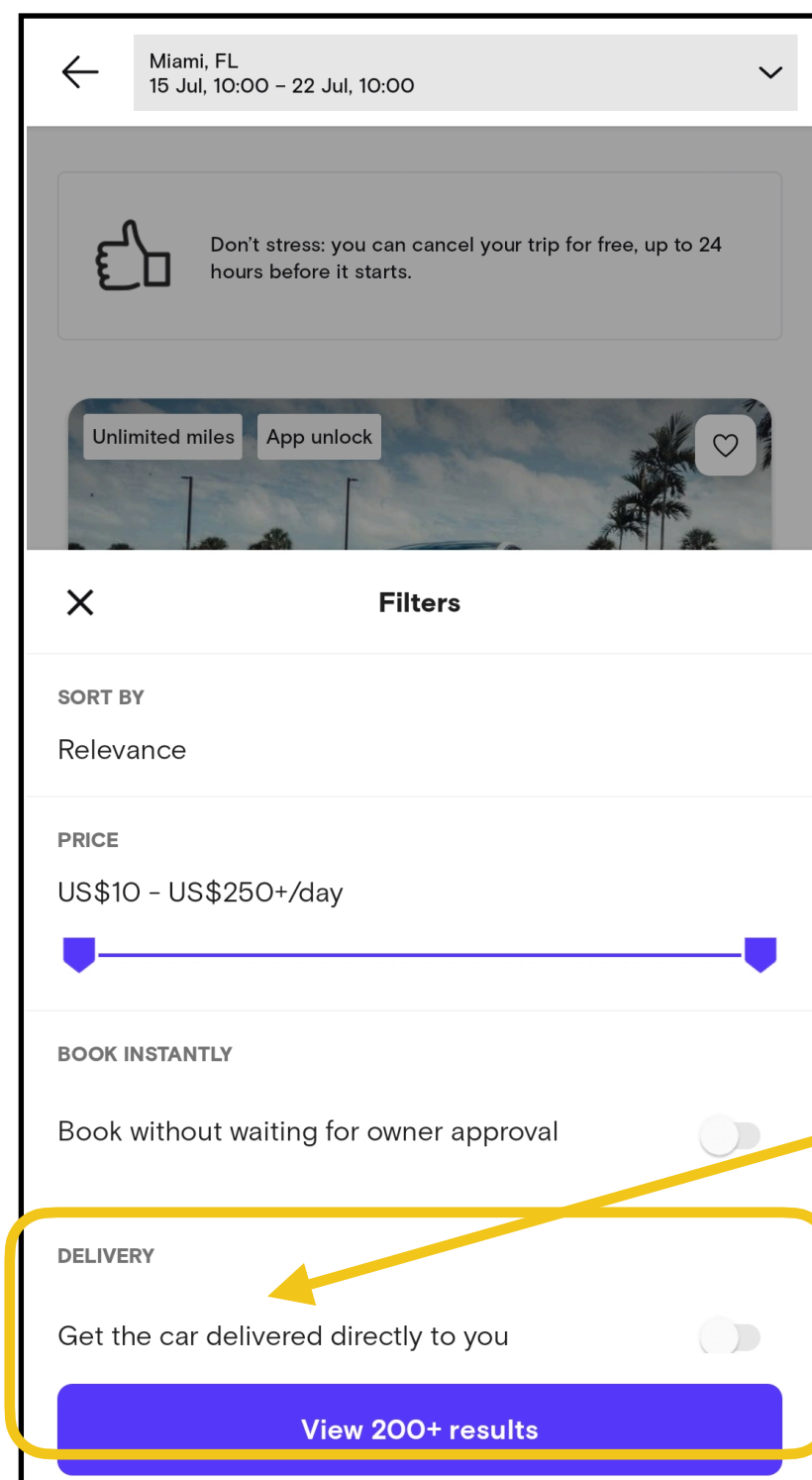
- Previous users ratings.
- Amount of previous trips.
- Price.



What does 'app unlock' mean?



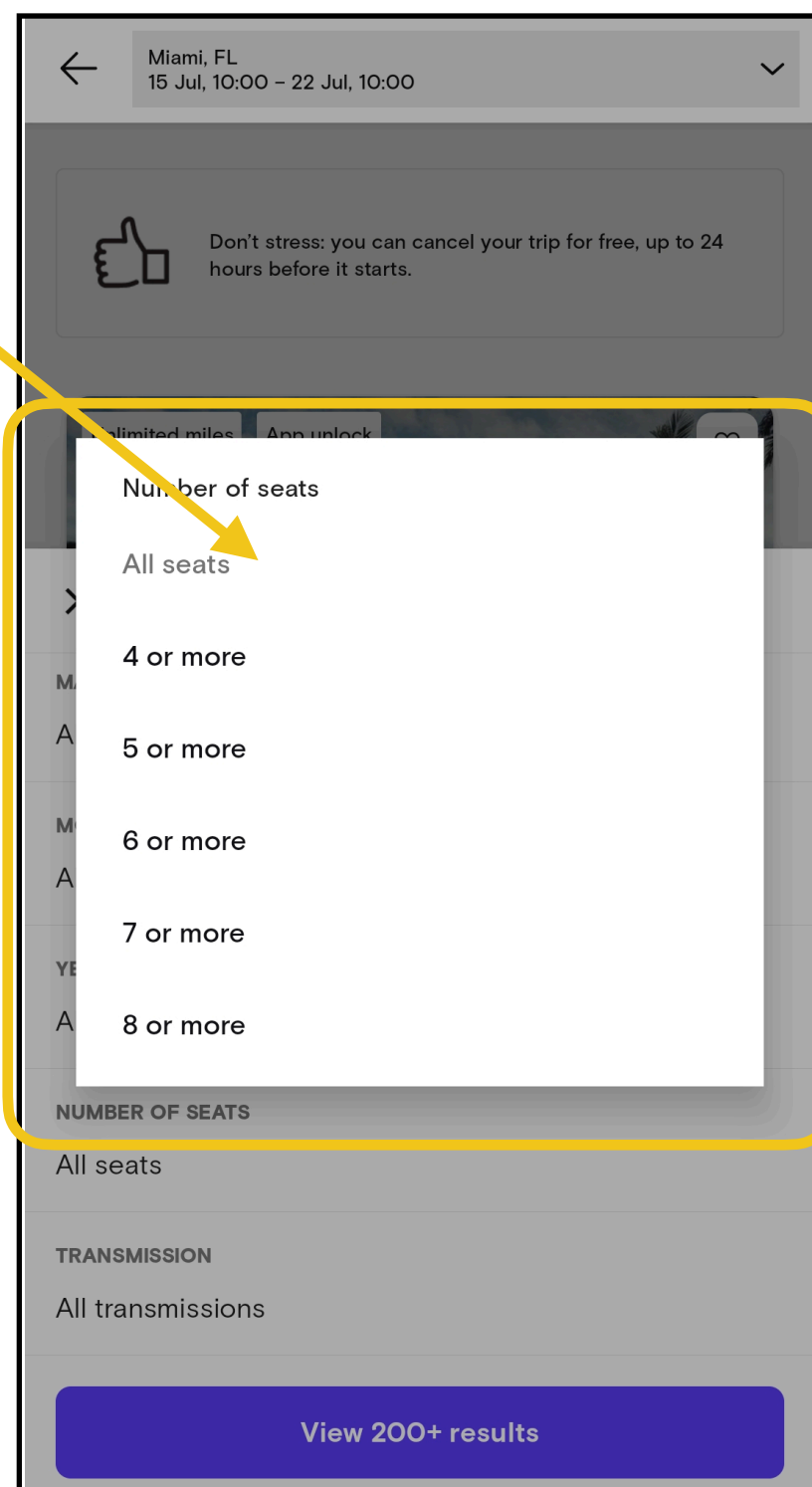
6



7

With the sheer ▲ volume of vehicles on offer, TURO use the **number of seats** menu to assist the user in type of vehicle they need - car, van, jeep etc

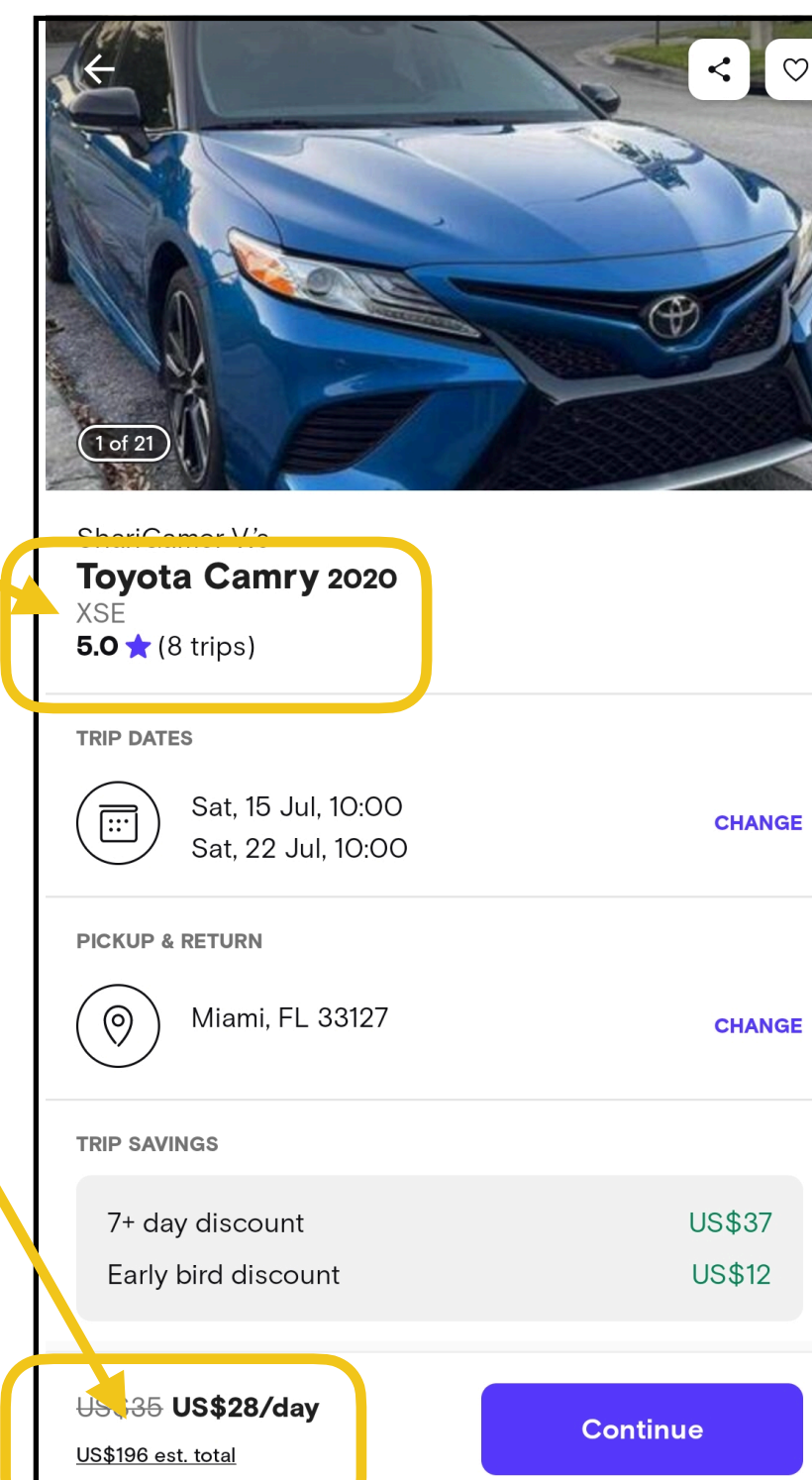
Filtering down more options like having car delivered to you, **which is a feature the other 3 car rental apps don't offer**



8

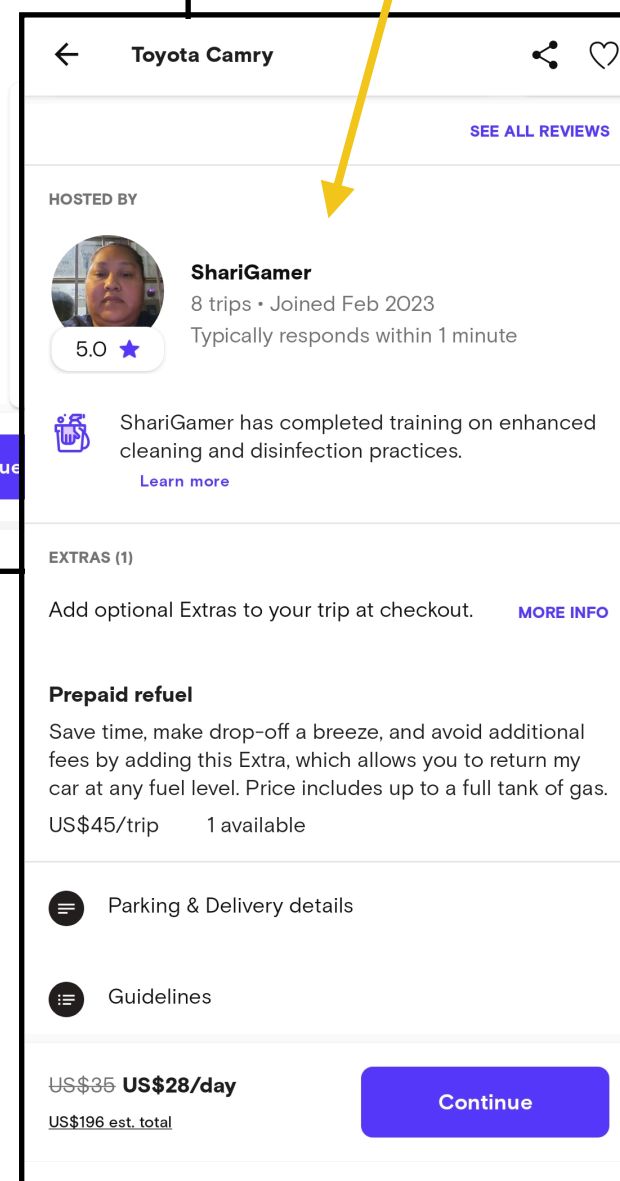
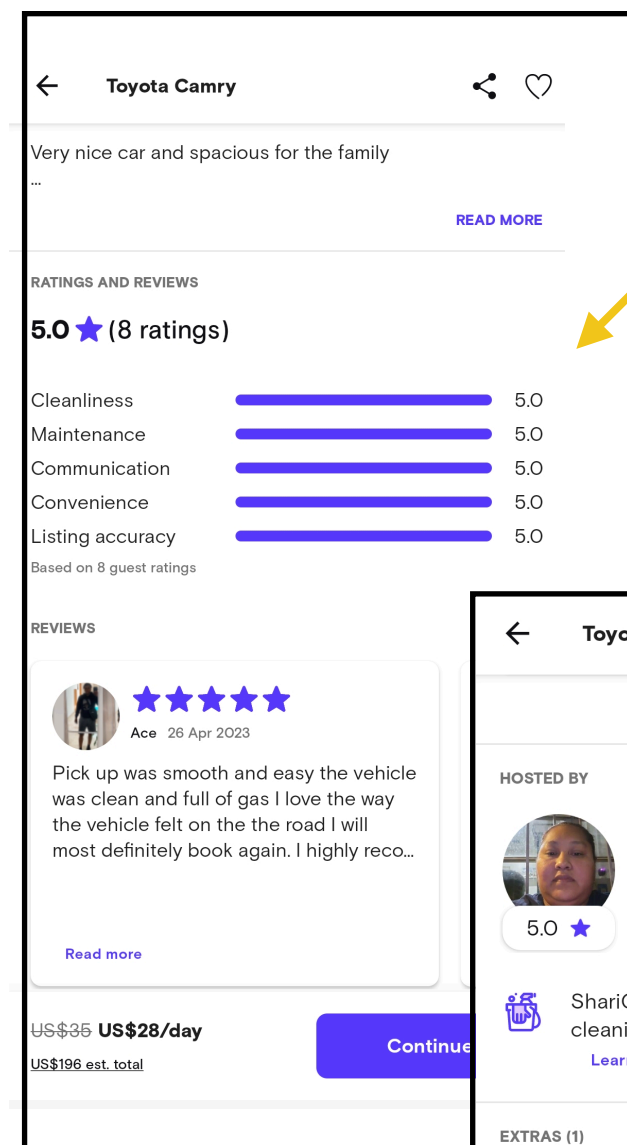
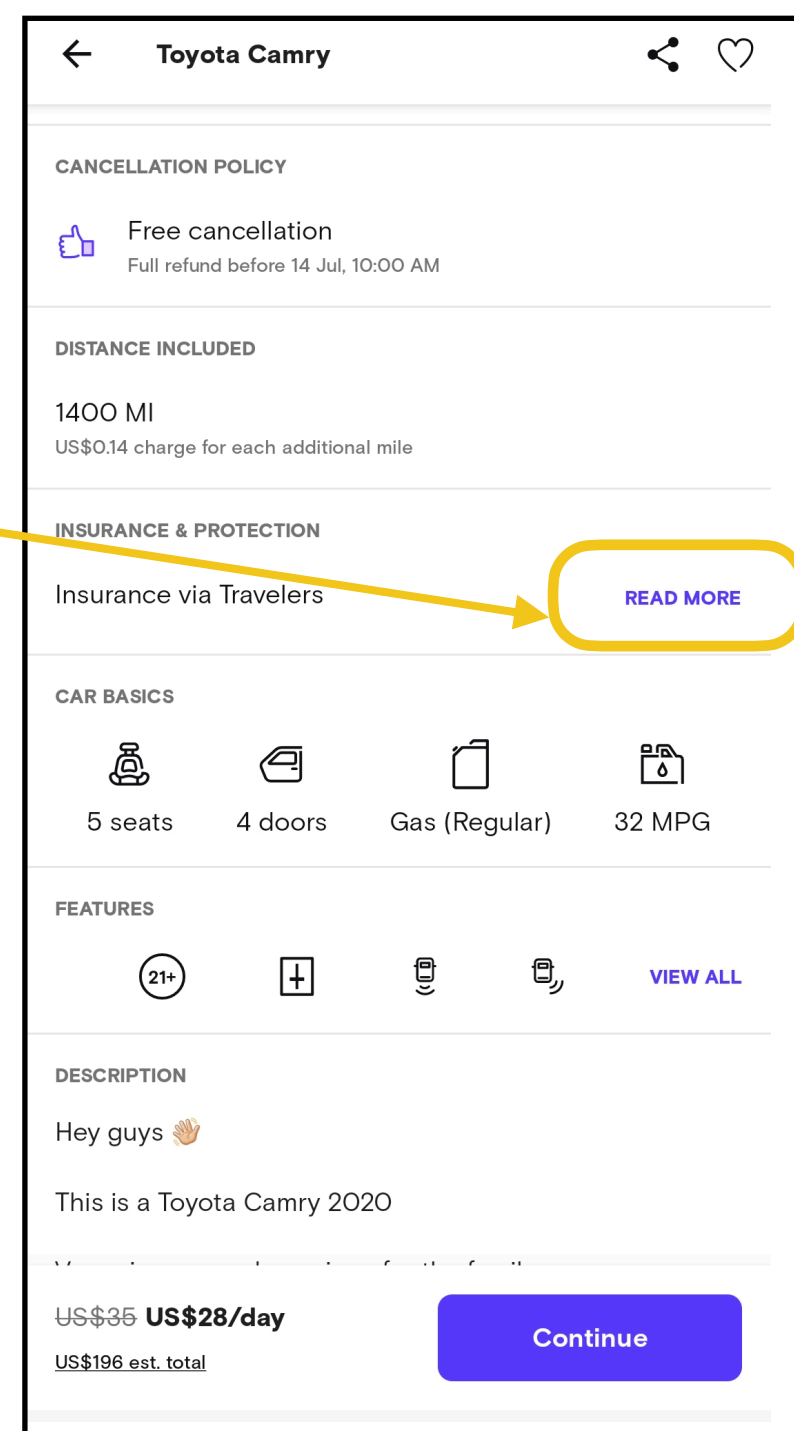
This app definitely has the feel of similar 'sharing' apps from other sectors such as AirBnB:

- Image at top
- Rating below
- Price / underlined
- Reserve / continue tab on bottom right

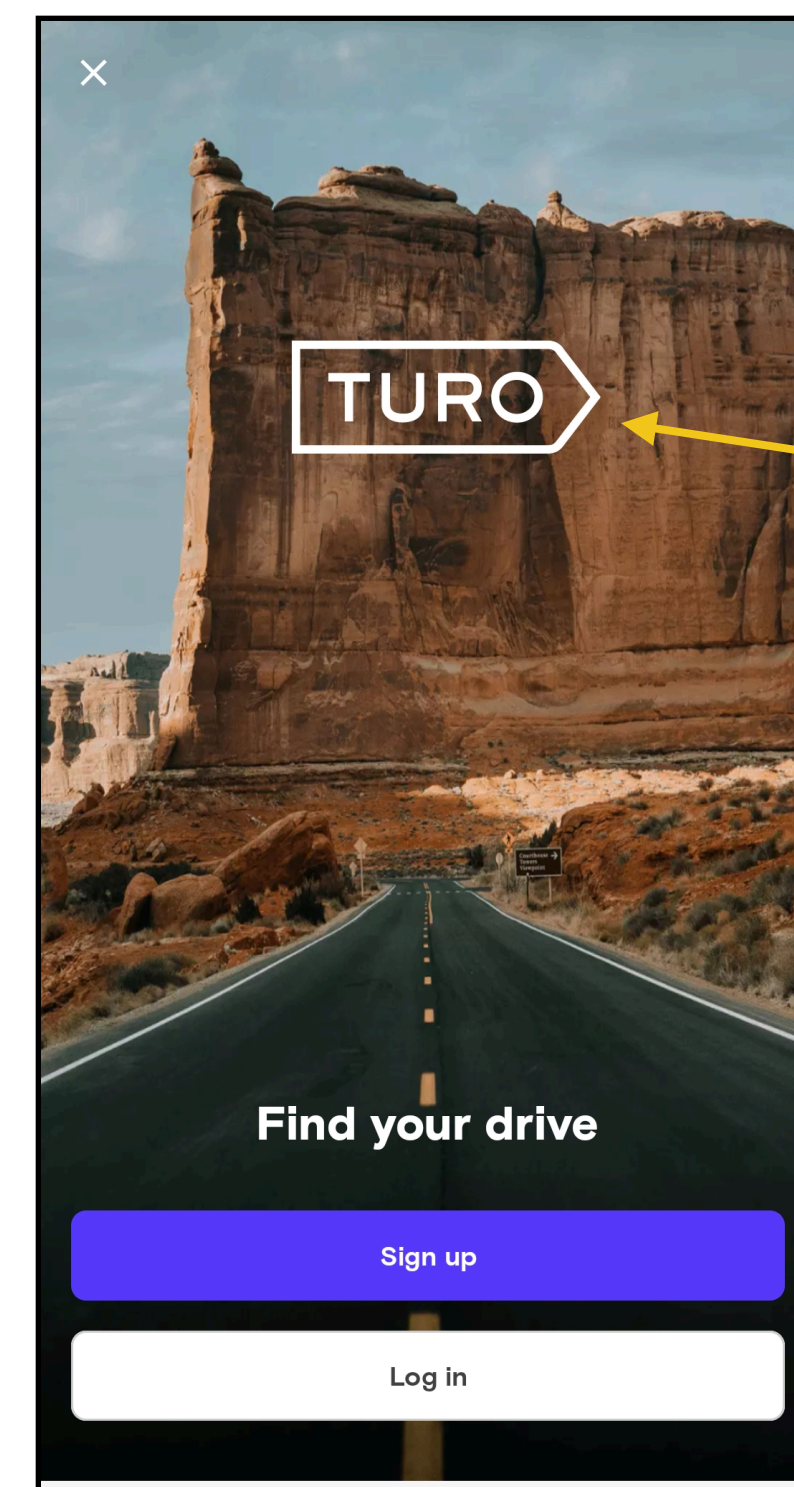


9

Instead of the insurance selection being part of the user journey, Turo have you click on a link to read through. What happens when you click back? Is your search still active and up to the same stage?



Ratings and reviews are the final part of the vehicle search, like other booking sites for accommodation or other rental sites. This is not only helpful, but **essential** to the search on this app



Only now at the very last stage do we get asked to **SIGN UP / LOG IN**. The **logo, imagery and strapline** only appear 12 screens in the user journey. This page would look so much better right at the beginning

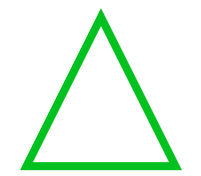
Now the user puts in own details


Analysis

Our 4 mobile apps will be assessed on the following criteria:

- 1. Design and functionality**
- 2. User experience**
- 3. Pain points**
- 4. Overall customer satisfaction**





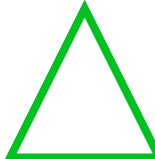

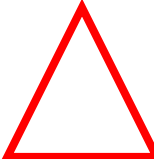
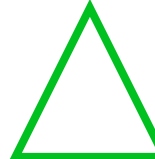



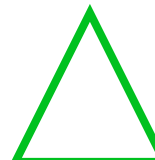

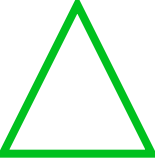
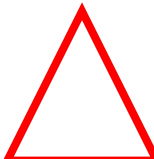




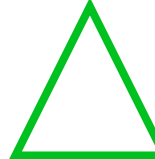
Using our metric of colour triangles that were used during the previous screens, we will grade the apps accordingly:

 3 points

 2 points

 1 point

Analysis

				
Design and functionality				
User experience				
Pain points				
Overall customer satisfaction				
Totals	9	9	6	11

Summary

Through our competitive benchmarking analysis, we have found that booking a car to rent - using a mobile app can - give the user both satisfaction and frustration.

In using the smaller screen and having to navigate multiple searches and options, the clearer the process the easier it is to navigate through.

The apps that had cluttered screens proved frustrating to navigate, as when we are scrolling and selecting with a finger, some of the parts of the screen proved unnecessary to a mobile while likely being fine on a desktop.

Our conclusion is that a mobile booking app should **only** have :

- **Features relevant for that particular screen**
- **No clutter or icons / buttons that could easily be tapped in error**
- **A balance of brand awareness without dominating the app**