



Usability Assessment & Recommendations

Car Users website

Context Setting

Client Overview & Challenges

Volvo Car Corporation is a Swedish multinational manufacturing company. Volvo Car Group produces a premium range of cars that includes sedans, wagons, sports wagons, cross country cars and SUVs.

Volvo Cars has a public internet website for potential new buyers as well as for existing customers. However, sales team at Volvo Cars has not been able to drive user conversion and customer engagement. There are website visitors but with very low conversion rates. One of the key challenges is that the visitors don't end up in leaving their contact information like email, mobile, etc.



Expectations & Overall Intent

The key ask is to perform an usability assessment along with competitive analysis for design benchmarking, and finally provide recommendations that could potentially help drive user engagement and conversion. This proposal deck outlines various usability assessment methodologies conducted along with our findings and the key recommendations.

We have identified the following key competitors for assessment & benchmarking purposes.



Assessment Approach

We have identified the following usability analysis and research methods to carry out this assessment. Each of the methodologies below provides a different perspective to evaluate & analyze the potential usability gaps or limitations within the system i.e. www.volvocars.com.

Heuristic
Evaluation



Competitive
Assessment



Expert
Reviews



Gap
Analysis





Heuristic Evaluation

A heuristic evaluation is a usability inspection method for computer software (typically websites and apps) that helps to identify usability problems in the user interface (UI) design.

Heuristic Evaluation

We conducted the heuristic evaluation for Volvo Cars website against the 4 categories of heuristics identified below and found the overall usability index to be low.



Aesthetics

First Impression are important

- ✓ Primary goal & purpose is clear
- ✓ Clean simple design
- ✓ Pleasing color scheme
- ✓ Appropriate use of white space
- ✓ Consistent Design
- ✓ Text font & colors are consistent
- ✓ Icons are universally understood
- ✓ Images are meaningful & serve a purpose



Content

Users are at your site for content

- ✓ Headings are easy to understand
- ✓ Easy to scan
- ✓ Minimal text/info presented
- ✓ Clear terminology, no jargon
- ✓ Links are clear & follow convention
- ✓ Help is available on every page
- ✓ Important content is above the fold
- ✓ Search box is easy to identify



Navigation

Helps to get around site easy

- ✓ Consistent Navigation
- ✓ Easy to identify your location
- ✓ Consistent way to return back to home screen
- ✓ Limited number of buttons & links
- ✓ Organization of information makes sense



Efficiency

Following basic rules

- ✓ Website loads quickly
- ✓ Screens flows are intuitive
- ✓ User interactions are quick and effective
- ✓ Data Entry is minimal
- ✓ Contact information is easy to find
- ✓ Accessibility & Findability

Heuristics Evaluation Comparison

We also conducted the quick heuristic evaluation across the key competitors and found that that the usability index for Volvo Cars is comparatively lower than the competitors.



AESTHETICS	6.10	5.33	7.77	6.11	6.77	5.11
CONTENT	5.25	5.75	7.75	6.25	7.50	6.12
NAVIGATION	3.70	4.40	7.40	7.20	7.40	5.20
EFFICIENCY	4.95	5.60	7.80	5.80	7.20	5.40
TOTAL	5.00	5.27	7.68	6.34	7.21	5.45

Key Focus Areas Identified

We have identified the following heuristics across four categories that requires considerable focus & design attention in terms of usability, desirability, user efficiency & productivity.

Aesthetics

- Design needs to be little more clean & minimalistic
- Color scheme is good and requires balance/harmony
- White space seems to be unbalanced & to be reduced
- Font size, color & weights needs to be consistent
- Images seems to be meaningful but needs to be reduced
- Design & aesthetics needs to be consistent across regional sites

Content

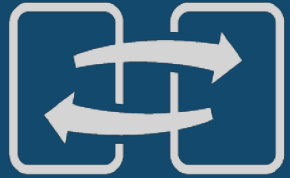
- Content organization & grouping is not very intuitive
- Few of the headings are misleading
- Some of the pages have too much content and are not easy to scan
- Key content is not easily findable or actionable
- Search option is not easily findable
- Taxonomy & Labelling needs to be consistent across regional sites

Navigation

- Navigation flow seems to be slightly broken across the pages
- Current user location within site is not visible
- Navigation within long scrolling page is missing
- Context is lost as user scrolls down the page
- There is no consistent way to return back to home screen or regional site
- Navigation needs to be consistent across the regional sites

Efficiency

- Screen flows does not seems to be very intuitive specifically for key actions like find dealer, book test drive, request brochure
- UI layouts does not seem to be interactive
- User interactions seem to be traditional and are not quick nor efficient
- Data entry needs to be optimized
- Findability, Perceivability & Predictability needs to be optimized



Competitive Assessment

Competitive Analysis is an exploration method for identifying the strengths and weaknesses of competing products (typically a website or an app) before starting your own product design.

Comparison: Innovation & Digital Apps

We have done a quick competitive assessment across various innovations & other digital apps provided by the following brands. It seems Volvo has some good number of apps & other innovations, which could help drive customer engagement, however, this content needs to be more visible & highlighted on their website.



- ✓ SENSUS CONNECTIVITY
- ✓ Find Fuel App
- ✓ Glympse App
- ✓ Local Search App
- ✓ Send to Car
- ✓ Wiki Locations App



- ✓ DriveNow
- ✓ ReachNow
- ✓ ParkNow.
- ✓ ChargeNow
- ✓ BMW i Remote App
- ✓ BMW Financial Services Group



- ✓ Audi Mileage Tracker
- ✓ Audi MMI Connect
- ✓ Audi Vision



- ✓ Assistance parking app
- ✓ Earn money from your car
- ✓ Rent your car
- ✓ Mercedes me App



- ✓ Volkswagen New Vehicle Warranty
- ✓ Volkswagen Roadside Assistance
- ✓ Service Labor Cost Calculator
- ✓ Volkswagen Service App



- ✓ Toyota Phone Compatibility
- ✓ Toyota Safety Sense (TSS)
- ✓ Entune

Comparison: Website Features & Functionality

We have also done a thorough competitive assessment across various website features & functionality provided by the following brands. We have baselined the key features listed below for our assessment.



Find a model	+		✓		✓	
Compare Vehicles	+			✓	✓	✓
360 degree view		✓	✓		✓	✓
Filter car models	+					✓
Find a dealer	✓	✓	✓	✓	✓	✓
Schedule a test drive	✓	✓	✓	✓	✓	✓
Get to know your car			✓	✓	✓	✓

✓ Complete Functionality + Partial Functionality limited to specific regional sites

[Build your Audi](#)[Finance and Offers](#)[Quote my Audi](#)[Test Drive](#)[> AudiStore](#)[> yourAudi](#)[Home](#)[New Cars ▾](#)[Used Cars](#)[Business & Fleet ▾](#)[Owners ▾](#)[Find a Centre](#)

I know what model I want

Help me find a model

select as many filters as you like

My price range £0 - £150,000



Seats 2 - 7 seats



Body style



Any



Compact



Sportback



Saloon



Avant



Coupe



Cabriolet

Boot size & luggage



Any



Small



Medium



Large



Bulky items

Doors



Any



Front



Front and rear



Any



Audi

Help me find a model

Audi provides an intuitive & engaging user interface for customers to browse models by choosing different interactive options as per their requirements.



Select Vehicle 

Shopping Tools 

Find a Dealer

Build & Price

Local Specials

Find Your Match

Let us help you find the perfect Toyota for you.



Out with Family



We Need a Lot



We Want Luxury

[VIEW 6 MATCHES](#)

What type of luxury do you prefer?



Rugged



Refined

Find Your Match

Toyota provides a similar interactive wizard based UI for customers to answer simple questions to see their matches. This is very engaging for customers.



TOYOTA



Mercedes-Benz

Vehicles

Shopping Tools

Dealers & Inventory

Enter Zip Code or City, State

Certified Pre-Owned

AMG

Owners



Compare Vehicles

Choose a Mercedes-Benz vehicle to compare. To view our vehicles, visit the [All Vehicles](#) page.



2017 Mercedes-Benz C-Class C300
Sedan

View Inventory

Change



2017 Mercedes-Benz C-Class C300
4MATIC Coupe

View Inventory

Change



2017 Toyota Camry XSE V6

Change

Overview

Performance

Dimensions

Comfort & Convenience

Safety & Security

Overview

MSRP *

\$39,500

\$44,650

\$31,370

Options Total

\$3,590

\$2,195

\$1,289

Compare Vehicles

Mercedes provides a very intuitive layout for comparing car models with the ability to see specific comparisons. It also supports comparing against competitor car models.





Select Vehicle 

Shopping Tools 

Find a Dealer

Build & Price

Local Specials

TOYOTATHON
IS ON!

8
DAYS LEFT



FILTERS

Clear All

LOCATION: 21045 

Cars & Minivan



Trucks



Crossovers & SUVs



Hybrids & FCV



2017 86

FINANCE

2017 86



1.9%
APR

60
months

LEASE

2017 86

86



\$299
per month

36
months

\$1999
due at signing

Filter Functionality

Toyota provides an extensive range of filters to help customers narrow down the options while searching for car models. This is very intuitive and engaging for customers.



TOYOTA

Please check with your local dealer to learn about offers in your area.



TEST DRIVE A BMW

See why it's the Ultimate Driving Machine.



1 CHOOSE YOUR VEHICLE

2 FIND YOUR BMW CENTER

3 TELL US HOW TO REACH YOU

CHOOSE YOUR VEHICLE



Coupe



Gran Coupe

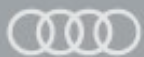


Convertible

Test Drive

BMW provides an interactive wizard based UI to help customers follow 3 simple steps to book a test drive. This is efficient as well as engaging for customers.



[Build your Audi](#)[Finance and Offers](#)[Quote my Audi](#)[Test Drive](#)[> AudiStore](#)[> yourAudi](#)[Home](#) [New Cars](#) [Used Cars](#) [Business & Fleet](#) [Owners](#) [Find a Centre](#)

TT Coupé

Starting from £27,585

Finance options:

- > Finance offers
- > Finance calculator

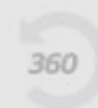
Discover more:

- > TT Coupé gallery
- > Learn about Coupé body type
- > WhatCar? winner 2016

[+ more](#)

More options:

- > Test drive this model
- > Trim & Specification
- > Download the brochure
- > Request a brochure



Car Details with 360° View

Audi provides an intuitive well-organized UI layout for viewing car details long with 360 degree interaction. It is efficient for users to have all key options easily accessible.



TT Coupé
Starting from £27,585



TT Roadster
Starting from £29,215

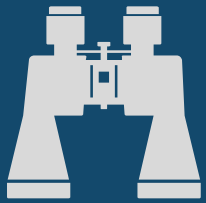


TTS Coupé
Starting from £39,685



TTS Roadster
Starting from £41,435





Expert Reviews

An expert review is a usability inspection method where an UX Expert thoroughly reviews an application or website for gaps & inconsistencies around usability, accessibility & desirability.

Expert Reviews

We have identified the following design focus areas for Expert Reviews.



Information
Architecture



Navigation &
Screen Flow



Minimalistic
Design



Branding &
Aesthetics



XC

XC90



From about 522 000 -

V

V90 CROSS COUNTRY



From about 368 000 -

S

S90



From about 344 000 -

PHEVS

XC90 T8 TWIN ENGINE



DISCOVER

Offers

Search stock cars
environment Cars

Polestar

Price list

XC60



From about 299 900 -

V90



From about 324 000 -

S60 CROSS COUNTRY



From about 311 800 -

V60 D6 TWIN ENGINE



V60 CROSS COUNTRY



S60



V60 D5 TWIN ENGINE



① Varying Font Sizes

There are 5 different font sizes used within this menu which creates little inconsistency and adds to overall visual clutter.

② Missing Font Hierarchy

The headings are smaller in size as compared to other text which creates imbalance & impacts overall readability.

③ Uneven Font Weights

The links are much bolder than headings which put unnecessary emphasis while reading. Also, character casing is not followed.

④ Long Scrolling

There is a long scroll within menu due to how car models have been listed. This is not very intuitive.



CHILD SAFETY

child Safety

Child Car Seats

SERVICES

Volvo Cars Support

Volvo On Call

In-Car Delivery

mobile apps

Smartphone Integration

Send to Car

Volvo Assistance

OWNERSHIP

Care By Volvo

private Leasing

SERVICE AND MAINTENANCE

Glass

Tires and wheels

1 Character Casing

The character casing seems to be inconsistent. Some links start with small character casing while others with capital casing.

2 Unutilized White Space

There seems to be too much white space within this menu due to the way links are organized. This is not very intuitive.

3 Information Organization

The categorization of links within section heading & global heading may not seem very intuitive or obvious to the user.

4 Long Scrolling

There is a long scroll within menu due to how links have been listed. This is not very intuitive nor engaging.



DESIGN AND BUY

Newsletter

eBrochure Request

Book a test drive

Find Dealer

Request a brochure

The New V40 is crafted down to the last detail. And when you experience all these details working in harmony, the car truly comes to life.

DISCOVER MORE

1 Sentence Casing

The casing of characters within the sentence is not consistent. Some words like “Request” & “Dealer” start with capital casing.

2 Redundant Links

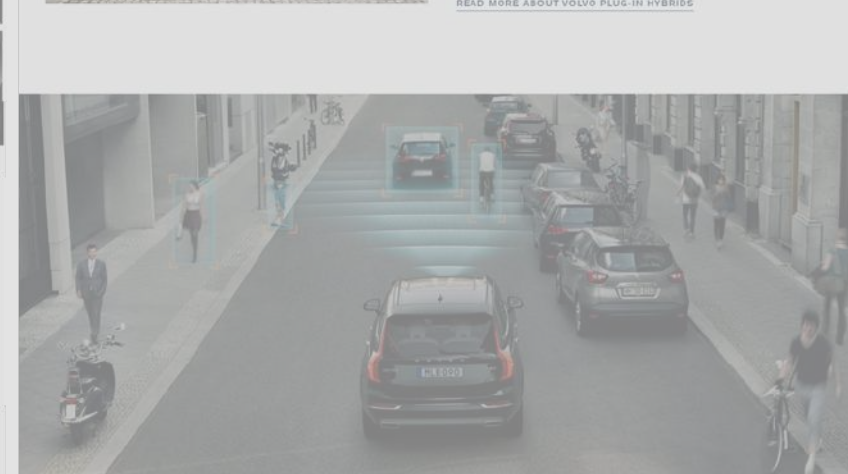
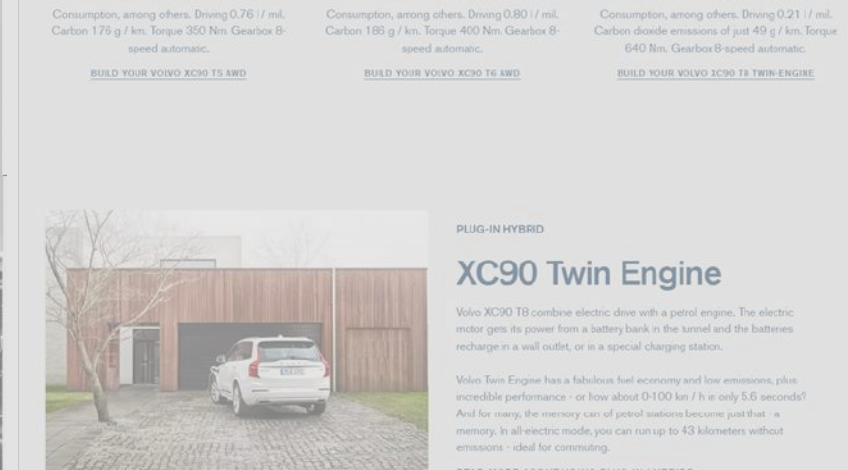
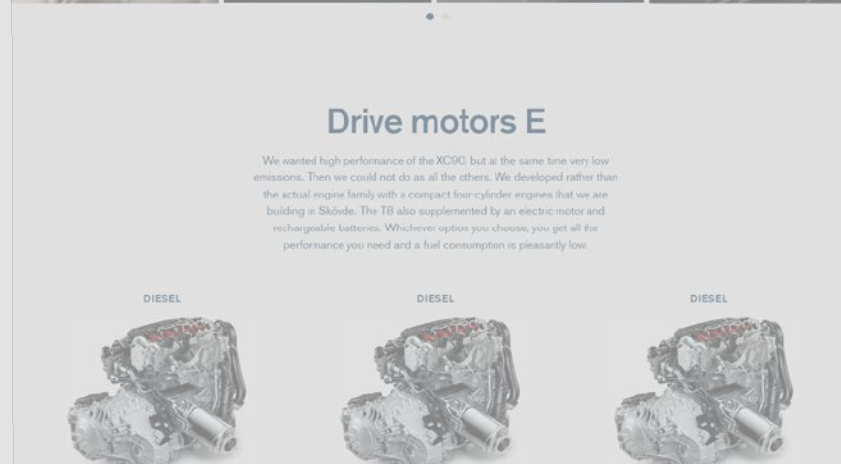
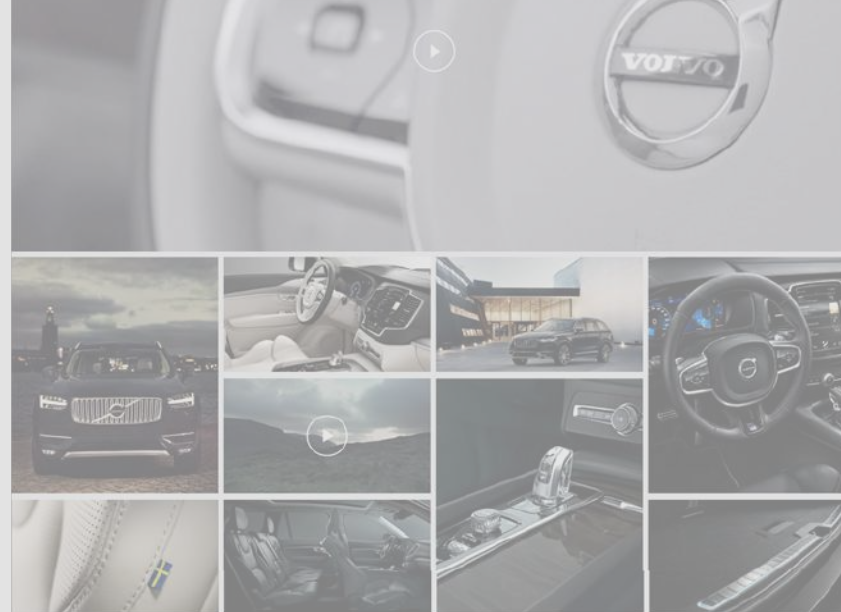
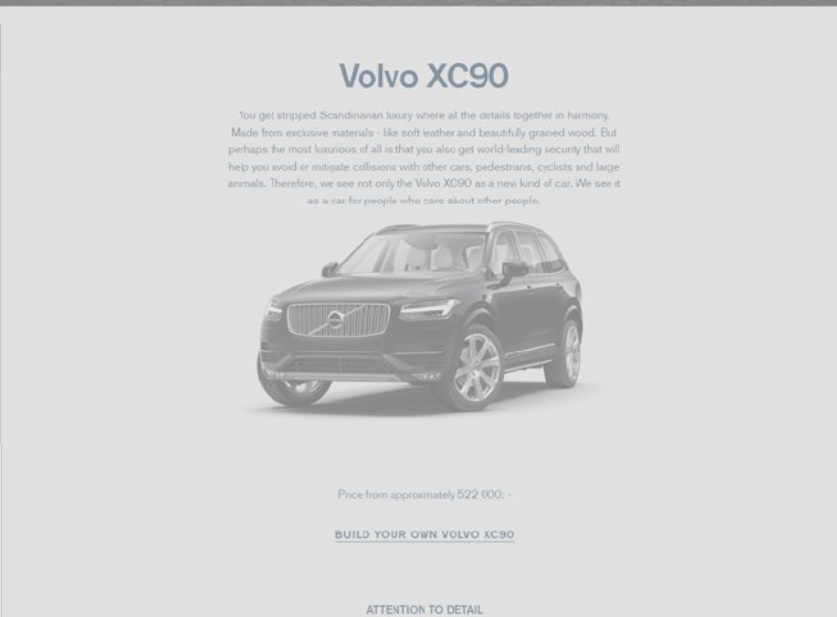
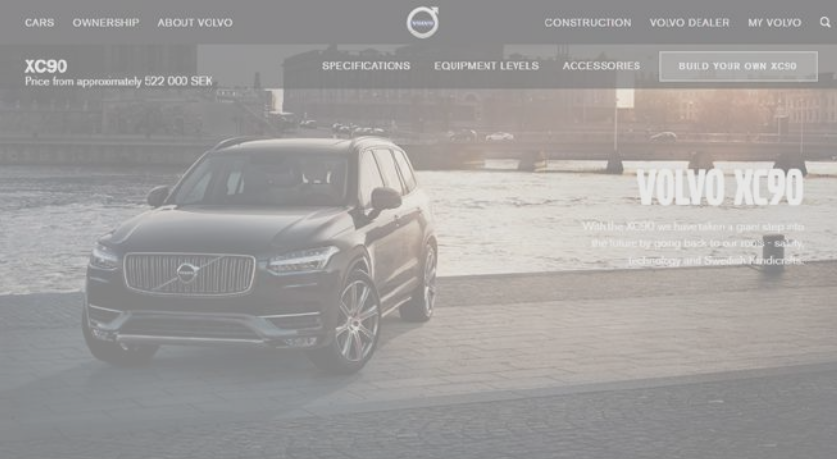
There are redundant links like “[eBrochure Request](#)” & “[Request a brochure](#)”. It might be confusing as users may want both options.

3 Information Organization

The grouping & categorization of links does not seem very relevant w.r.t. BUY. Not all the links are related to “design” nor “buying”.

4 Duplicate Links

The link for “[Find Dealer](#)” is shown twice on the screen. It is OK but it may not be the most effective organization.



① Content Organization

There is too much content on car details page to be consumed by any user. Content should be organized as primary versus secondary marketing content

② Call to Action

There are no explicit user actions easily accessible on this page like “[Book a test drive](#)” or “[Request a brochure](#)” for this specific model, which would optimize user flows.

③ Page Layout & Structure

The page structure does not seem to be very intuitive or perceivable. The page summary is missing, the media & images are covering lot of space & causing long scroll.

④ Page Navigation

There is no inline navigation available given that the page has a long scrolling. User should be able to jump to any section within the page.



YOUR VOLVO – STAY UPDATED

We'll keep you informed about the latest news, offers and information on your vehicle and the full Volvo range.

STAY UPDATED

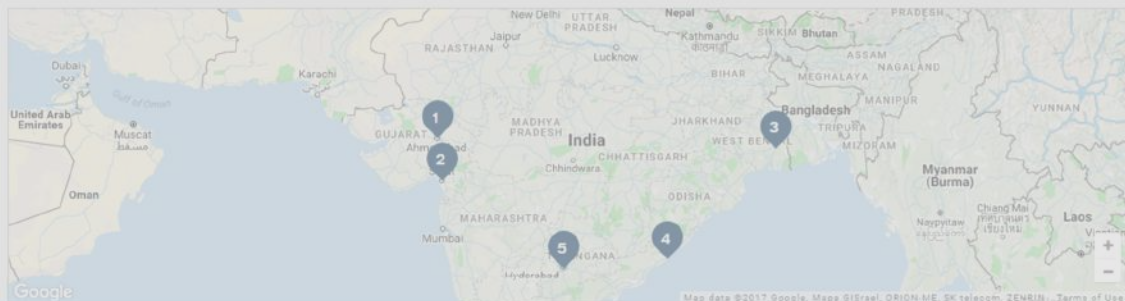
Discover the world of Volvo and get inspired!

Thank you for your interest in Volvo and our vehicles. Please provide us with your contact information so we can keep you up to date.

(* Required fields)

Dealer Selection

* Selected dealer



EBROCHURE REQUEST

Please complete the information below to have an ebrochure emailed to you.

(* Required fields)

Select Model

Select model

* eBrochure Request



S60



S60 CROSS COUNTRY



S90



V40



V40 CROSS COUNTRY



V90



XC60



ALL NEW XC90

* Selected dealer



① Font Inconsistency

There is a visible inconsistency in terms of font family & size for the page heading. Also, labels “Dealer Selection” and “Select Model” follow completely different styles

② Unwanted White Space

There is lot of unwanted white space within both the pages which is resulting into long scroll. This is not very intuitive and may cause usability/accessibility issues

③ Page Layout & Structure

The page structure does not seem to be very intuitive or perceivable. It could have been structured like wizard clearing highlighting the steps to complete task flow.

④ Map & Listing View

Both pages have the map as well as the listing view for dealers which is not very effective in this context and is causing long scrolling.



Gap Analysis

A gap analysis is an assessment methodology where an application or website is evaluated in terms of functional gaps within existing features. These gaps are more in terms of interactions, intuitiveness, etc.



64 Volvo dealers found

SALE

SERVICE



Sale



Sales and Service

1

Bilbolaget Nord AB



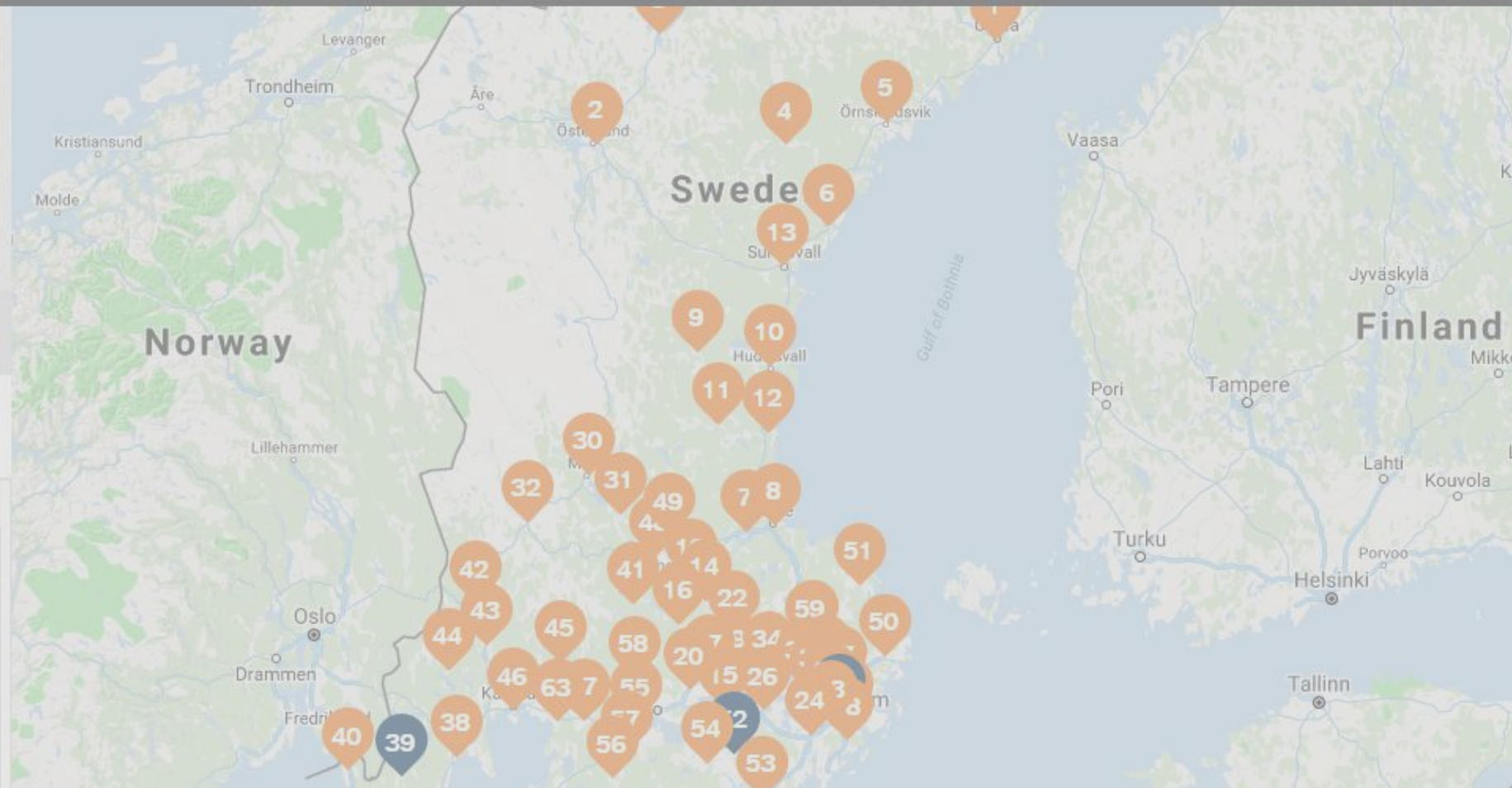
2

Bilbolaget Nord AB



3

Bilbolaget Nord AB



① No Geolocation Feature

The map shows all the dealers by default which becomes too much of visual clutter. The geolocation feature can help to restrict the dealers as per current location.

② Proximity Filter

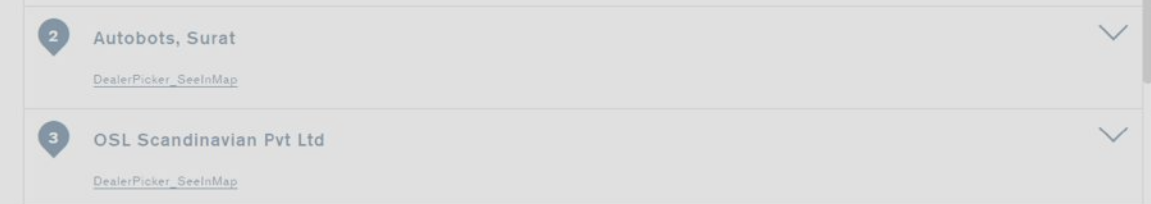
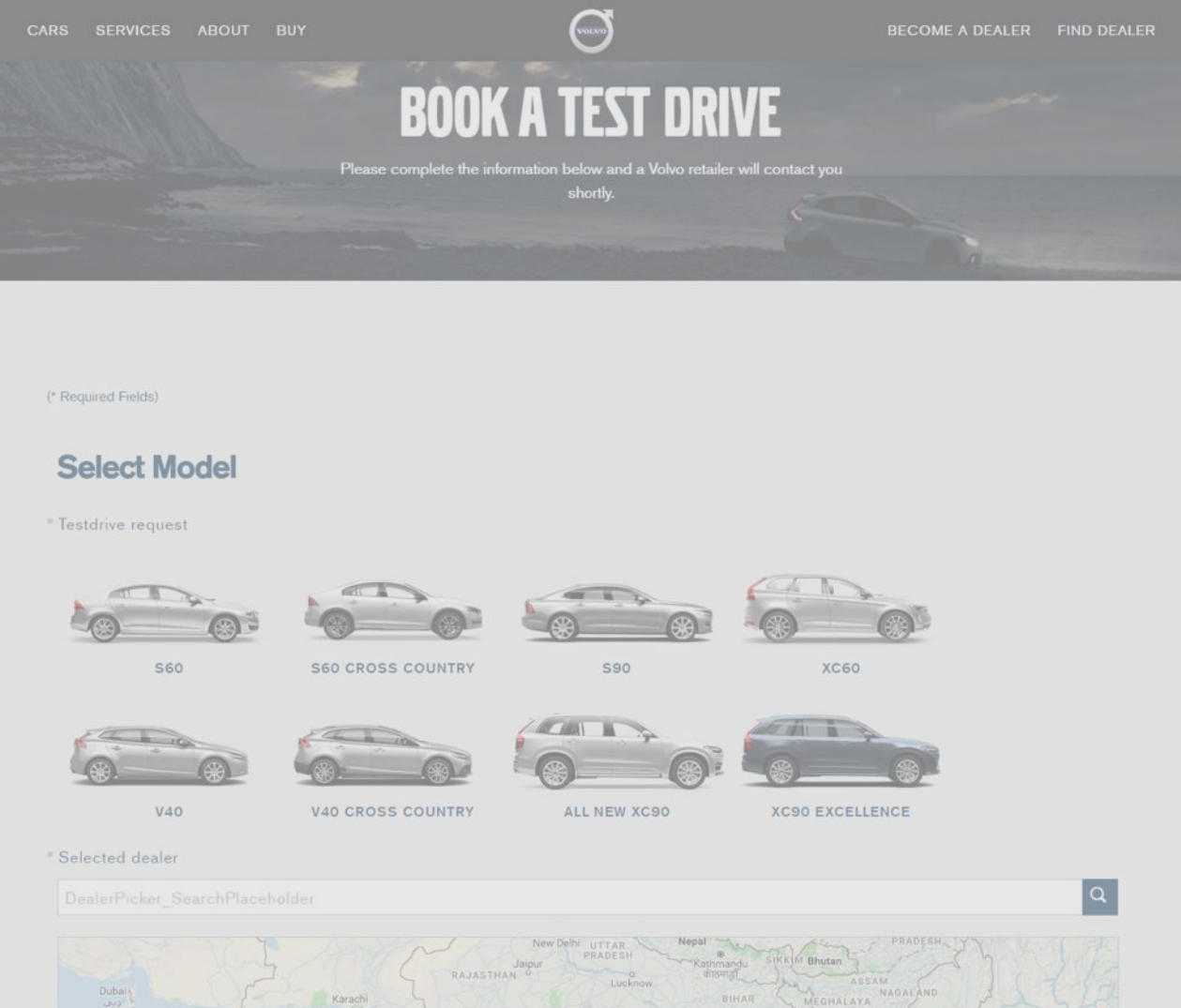
There is no functionality to filter the dealers based upon certain proximity from current location. It could be very interactive & engaging for the users.

③ Sales/Service Grouping

The grouping of dealers by Sales & Service workstations is bit confusing with redundant options. This could be a simple tab view to switch b/w specific dealer types.

④ Limited Map Interaction

The map interaction is very limited and expands the dealer details within the listing view. This is not very intuitive nor interactive for users.



Personal Details

* Title

* First name

* Surname

Contact Details

Addressline 1

Addressline 2

Addressline 3

City

Pincode

District

* Country

* Mobile

Telephone

Ten digits, e.g. 9000123456

City code and number

* Email

* Time of contact

Privacy

Volvo Auto India respects your privacy. Please let us know your preferred medium(s) of contact by checking/ticking the appropriate box/boxes.

① No Steps or Instructions

This page seems to be like a wizard with specific user actions within a sequence, however there are no steps nor any instructions available on the page.

② Dealer Map & List View

The page has both map view as well as the listing view for dealers which is not very effective in this context. There could have been a toggle function to switch views.

③ Page Layout & Structure

The page structure does not seem to be very intuitive or perceivable. It could have been structured like wizard clearing highlighting the steps to complete task flow.

④ Task Automation

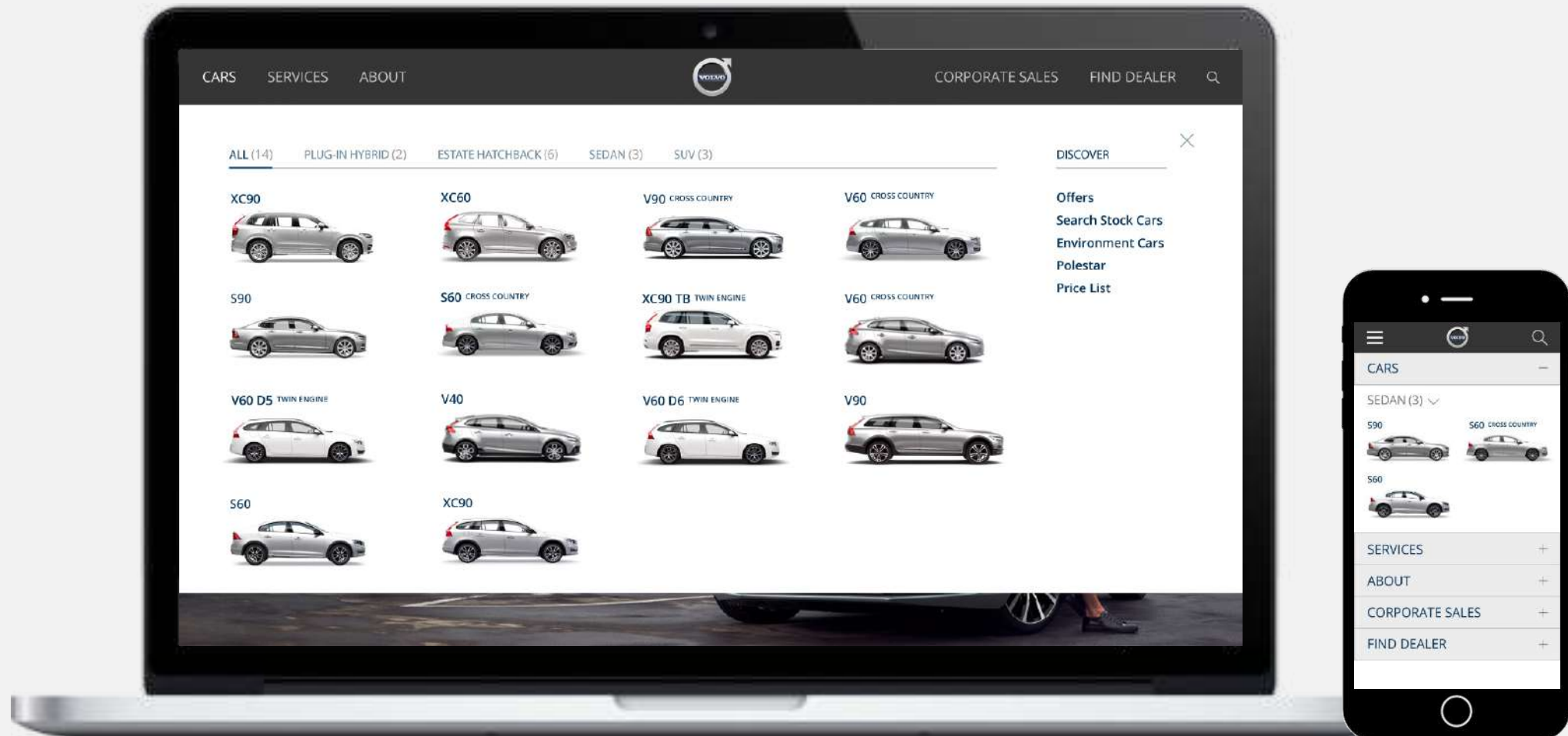
The user contact details could have been captured as second step. The list of dealers could have been auto-populated based upon provided address.



Recommendations

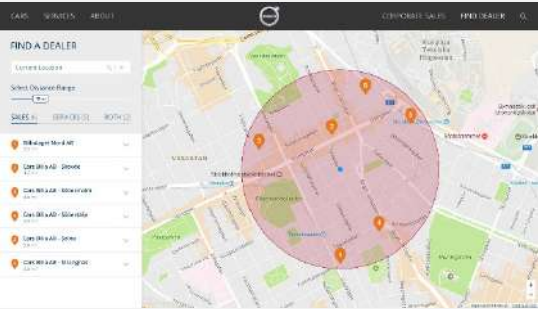
Key Recommendations – Navigation Menu

We recommend restructuring of the navigation menu from “columns” to “tabs” to avoid long scrolling. This would also address the gaps around unutilized white space and will be lot more intuitive & perceivable for the user.

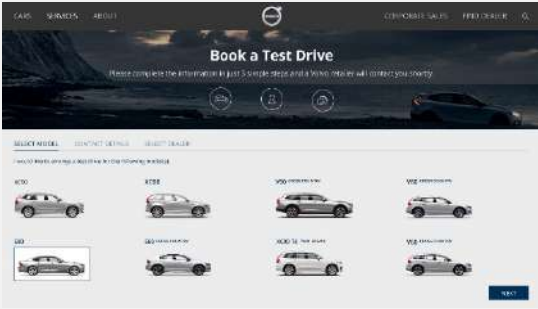


Key Recommendations - Functionality

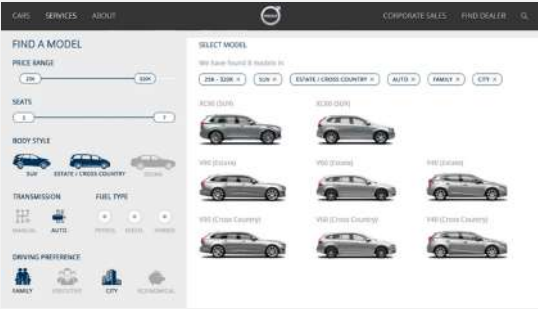
We have considered couple of screens listed below, and have reviewed them in terms of functionality, features, intuitiveness, user interactions & engagement. We have provided recommended designs & layouts for each of the these screens.



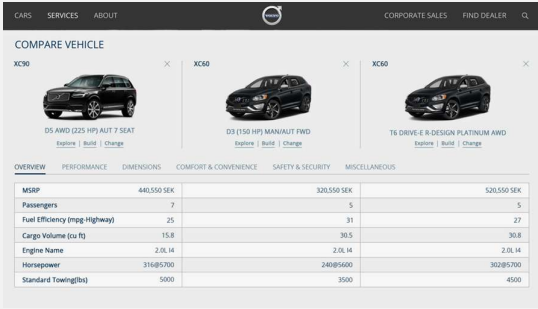
Find a Dealer
Optimized Layout & Interactions



Book a Test Drive
Restructured Layout & Automation



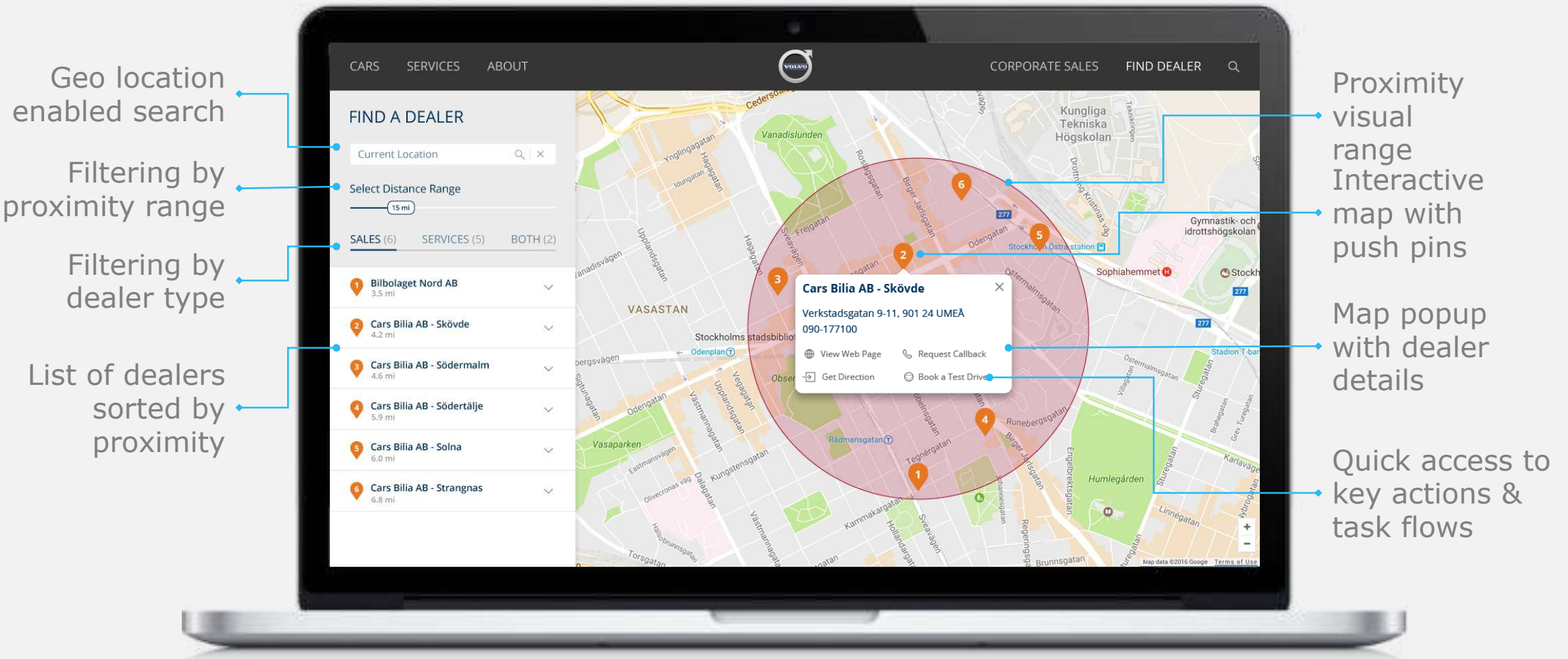
Find a Model
Intuitive & Engaging Feature



Compare Models
Enhanced Layout & Readability

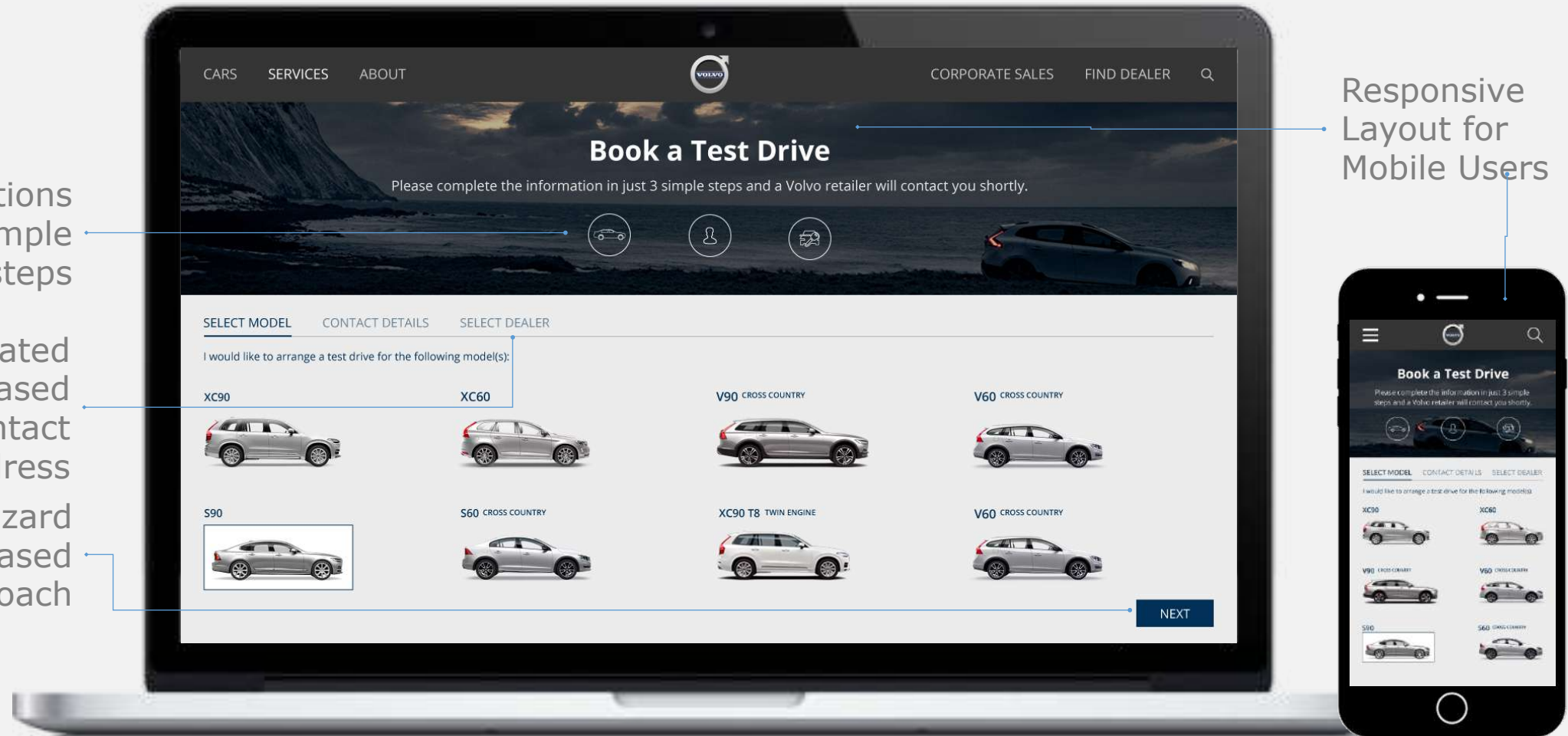
Find A Dealer

The following is the recommended screen layout for “Find a Dealer” functionality. It would provide an intuitive, interactive and engaging experience for users. Refer to the key features highlighted below.



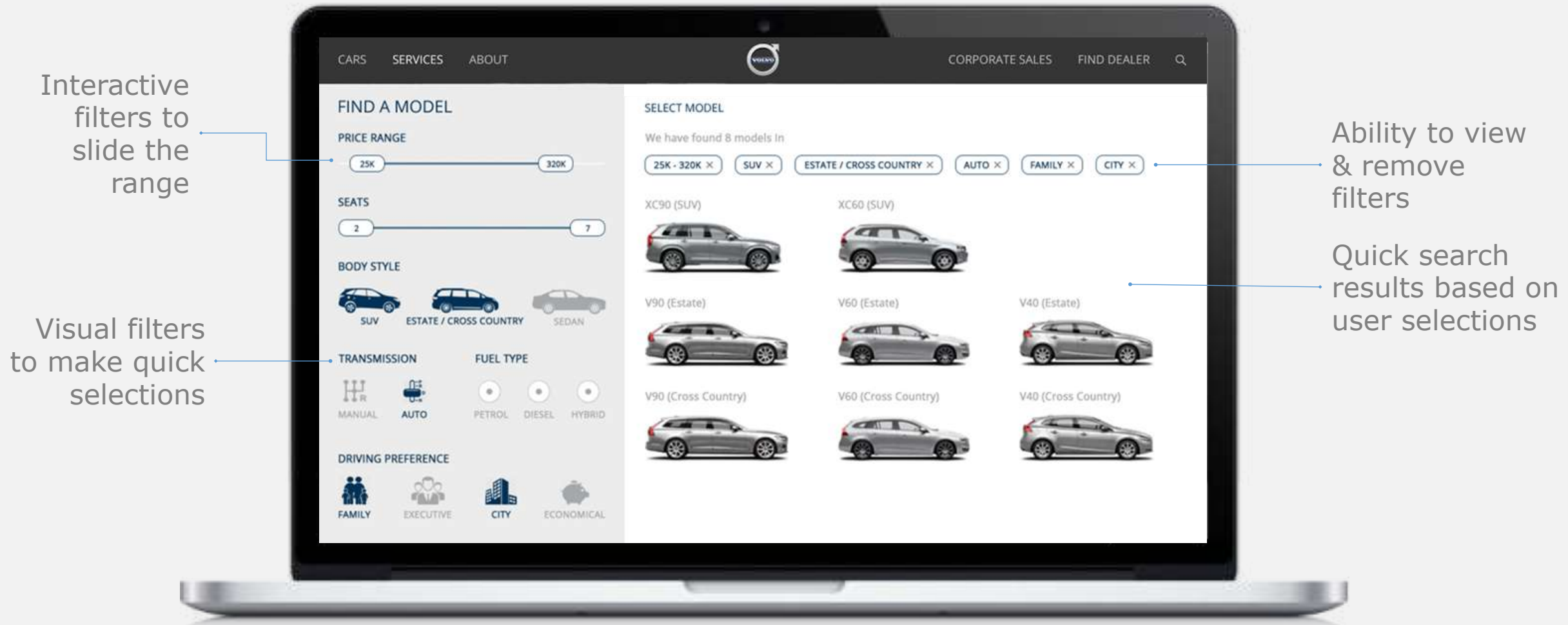
Book a Test Drive

The following is the recommended screen layout for “Book a Test Drive” functionality. It would provide a simple step-by-step interface for users to effectively fill-in the required details. Refer to the key features highlighted below.



Find a Model

The following is the recommended screen layout for “Find a Model” functionality. It would provide an interactive & engaging interface for users to choose the visual parameters. Refer to the key features highlighted below.



Compare Models

The following is the recommended screen layout for “Compare Models” functionality. It would provide an intuitive clean interface for enhanced readability. Refer to the key features highlighted below.

Comparison across brands

Comparison view for specific metrics

Intuitive layout to enable quick comparison

CARS SERVICES ABOUT

CORPORATE SALES FIND DEALER

COMPARE VEHICLE

XC90

D5 AWD (225 HP) AUT 7 SEAT

Explore | Build | Change

XC60

D3 (150 HP) MAN/AUT FWD

Explore | Build | Change

XC60

T6 DRIVE-E R-DESIGN PLATINUM AWD

Explore | Build | Change

OVERVIEW

PERFORMANCE

DIMENSIONS

COMFORT & CONVENIENCE

SAFETY & SECURITY

MISCELLANEOUS

MSRP	440,550 SEK	320,550 SEK	520,550 SEK
Passengers	7	5	5
Fuel Efficiency (mpg-Highway)	25	31	27
Cargo Volume (cu ft)	15.8	30.5	30.8
Engine Name	2.0L I4	2.0L I4	2.0L I4
Horsepower	316@5700	240@5600	302@5700
Standard Towing(lbs)	5000	3500	4500

Quick links for other details

Alternating rows for readability



Find Dealer

Scenario Walkthrough



FIND A DEALER

Current Location



Select Distance Range

15 mi

SALES (6)

SERVICES (5)

BOTH (2)

1 Bilbolaget Nord AB
3.5 mi

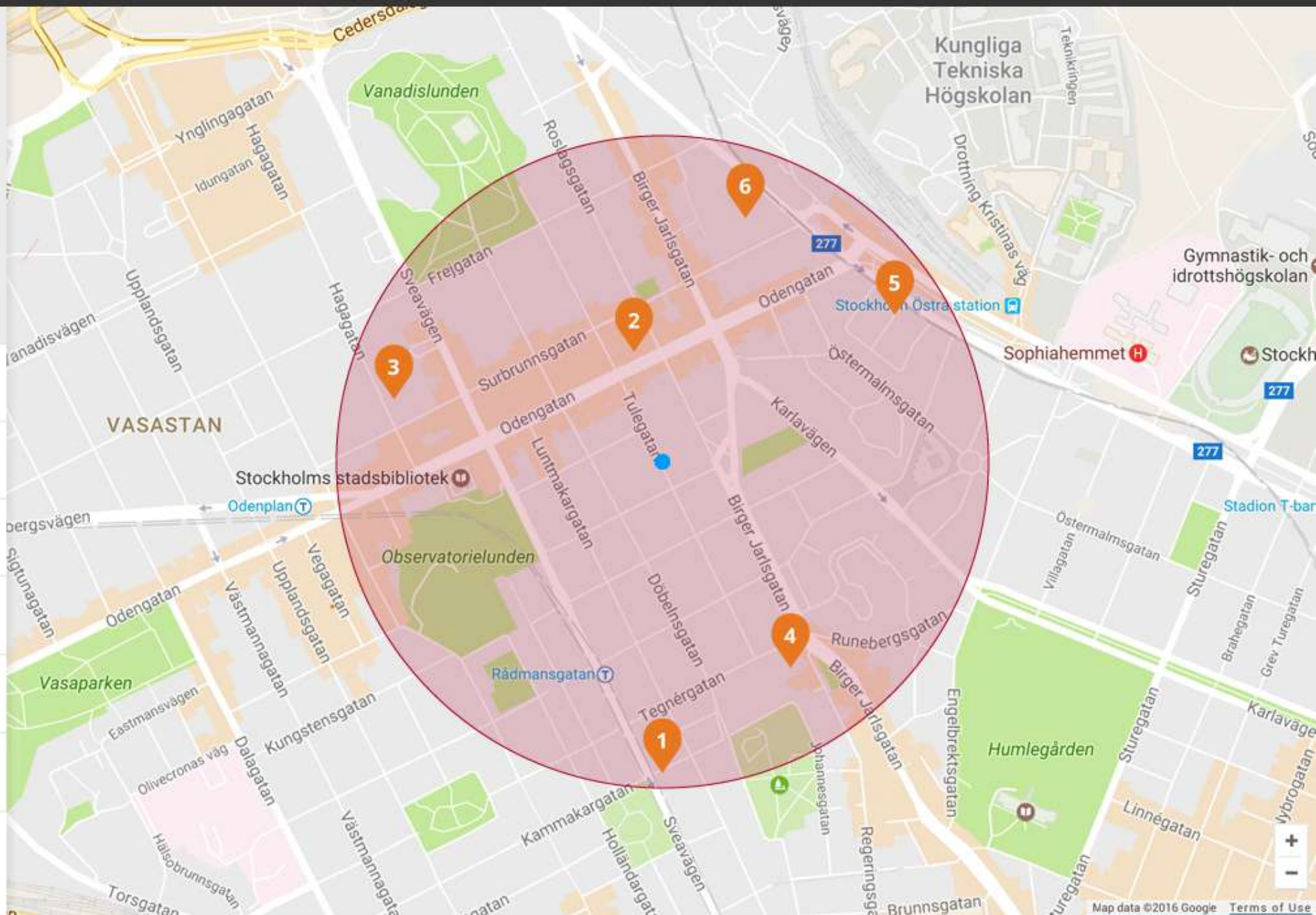
2 Cars Bilia AB - Skövde
4.2 mi

3 Cars Bilia AB - Södermalm
4.6 mi

4 Cars Bilia AB - Södertälje
5.9 mi

5 Cars Bilia AB - Solna
6.0 mi

6 Cars Bilia AB - Strangnas
6.8 mi





FIND A DEALER

Current Location



Select Distance Range

15 mi

SALES (6)

SERVICES (5)

BOTH (2)

1 Bilbolaget Nord AB
3.5 mi

2 Cars Bilja AB - Skövde
4.2 mi

Verkstadsgatan 9-11, 901 24 UMEÅ
090-177100

View Web Page

Request Callback

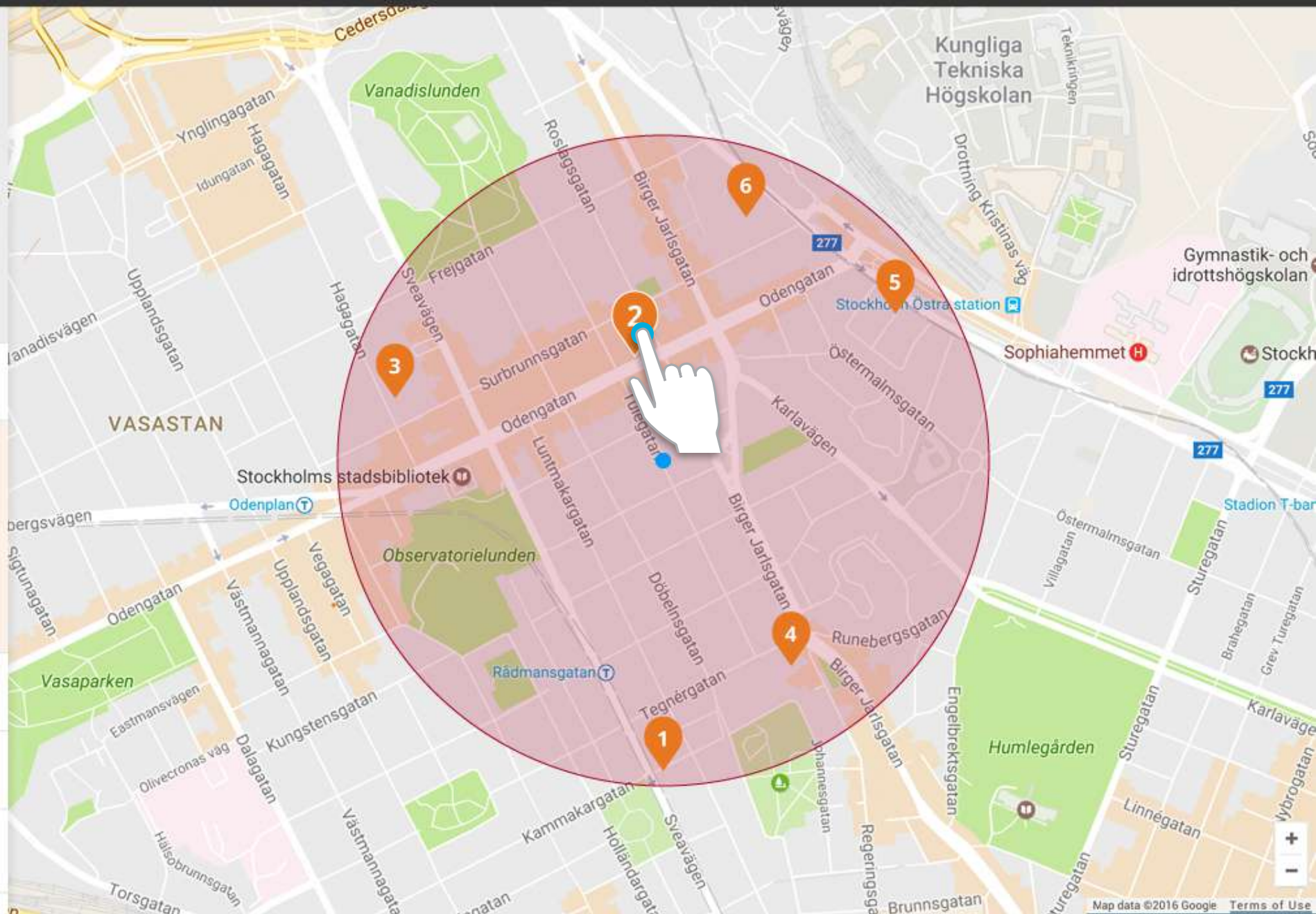
Get Direction

Book a Test Drive

3 Cars Bilja AB - Södermalm
4.6 mi

4 Cars Bilja AB - Södertälje
5.9 mi

5 Cars Bilja AB - Solna
6.0 mi





FIND A DEALER

Current Location



Select Distance Range

15 mi

SALES (6)

SERVICES (5)

BOTH (2)

1 Bilbolaget Nord AB
3.5 mi

2 Cars Bilia AB - Skövde
4.2 mi

Verkstadsgatan 9-11, 901 24 UMEÅ
090-177100

View Web Page

Request Callback

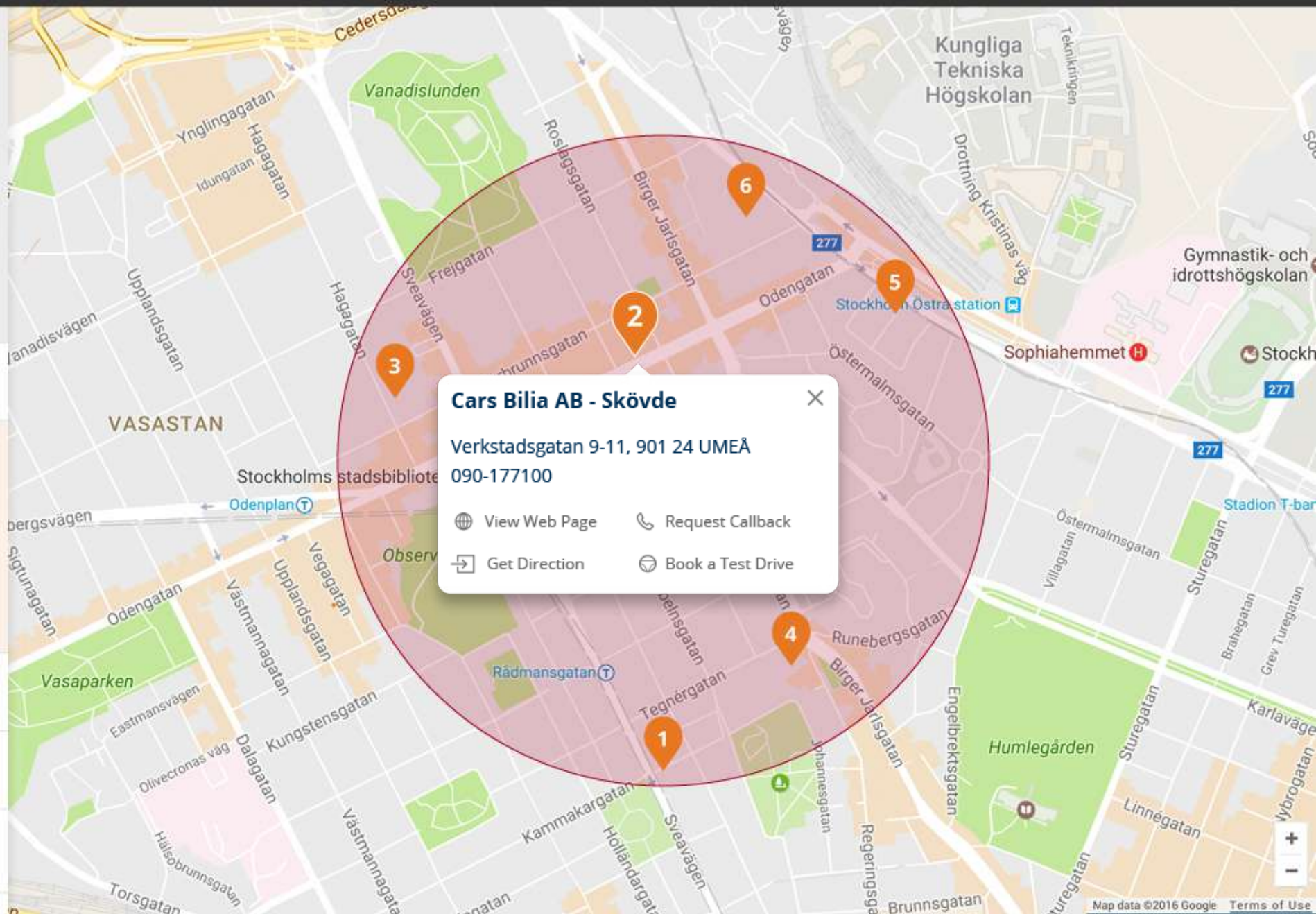
Get Direction

Book a Test Drive

3 Cars Bilia AB - Södermalm
4.6 mi

4 Cars Bilia AB - Södertälje
5.9 mi

5 Cars Bilia AB - Solna
6.0 mi





Book a Test Drive

Scenario Walkthrough



BOOK A TEST DRIVE

Please complete the information in just 3 simple steps and a Volvo retailer will contact you shortly.

[SELECT MODEL](#)[CONTACT DETAILS](#)[SELECT DEALER](#)

I would like to arrange a test drive for the following model(s):

XC90



XC60



V90 CROSS COUNTRY



V60 CROSS COUNTRY



S90



S60 CROSS COUNTRY



XC90 T8 TWIN ENGINE



V60 CROSS COUNTRY

[NEXT](#)



BOOK A TEST DRIVE

Please complete the information in just 3 simple steps and a Volvo retailer will contact you shortly.

[SELECT MODEL](#)[CONTACT DETAILS](#)[SELECT DEALER](#)

Please fill the below details:

(* Required Fields)

Title*

Mr. ▼

Email ID*

Address

First Name*

Mobile Telephone*

Pin Code

City

Last Name*

Time of contact*

District

Country*

[PREVIOUS](#)[NEXT](#)



BOOK A TEST DRIVE

Please complete the information in just 3 simple steps and a Volvo retailer will contact you shortly.

[SELECT MODEL](#)[CONTACT DETAILS](#)[SELECT DEALER](#)

Choose your nearest dealer as per your address given below

Uppsala arkivcentrum, von Kraemers allé 19



Bilbolaget Nord AB

Verkstadsgatan 090-177100 901 24
UMEÅ

[View Web Page](#)

TKBM Car AB

Anläggavägen 090-177100 136 44
HAND

[View Web Page](#)

New Car Kristinehamn AB

Västgöta 45 Street 090-177100 23
KRISTINE

[View Web Page](#)

Upplands Motor AB

Upplands AB Kungsgatan
090-177100 97

[View Web Page](#)

PRIVACY

Volvo Car Limited uses information which we hold about customers and potential customers for internal record keeping, dealing with customer requests and queries.

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Thank You