



NORTHERN XSCAPE

R E N T A L S

CASE STUDY
By Farshad Naderi



OVERVIEW

The Northern Xscape Rentals rents jet skis and snowmobiles located in Haliburton, Ontario. They rent their equipment for an hour or half a day according to the customer's choice and only up to 2 people are allowed to use it for each vehicle. The company aims to expand its rental locations throughout Ontario. They already have a website to book but want to bring a better experience to their customers by providing a mobile application.

PROBLEM

Currently, their website has problems that only a small percentage of people can succeed in booking a vehicle. Also, the booking process and the necessary conditions for booking are not clear to both the customer and the provider. Reservations for some vehicles, such as boats, also require a special driver's license, and a number of rules must be followed that are often ignored. Also, in the current booking method, some customers make a reservation without paying a deposit, which makes problems for the provider if they do not show up on time.




SOLUTION

There is a need for an application that can make this booking process clear and convenient. Therefore, by showing all the locations on the map and all the necessary information about each vehicle, the possibility of accepting the terms and conditions of rent, uploading the necessary documents, including a driver's license, ability to enter the date and time of rent, Email notifications as well as the online deposit payment system can solve these problems.



COMPETITIVE ANALYSIS

“ I learned that competitive analysis helps us understand market dynamics so we can find an optimal way to reach our target customers. Analyzing our market and competition also helps us determine how our company and our product fits in the current environment. ”

FEATURES			
Sign Up/In	● Yes , After selecting the vehicle and booking time, registration is required.	● Yes , After selecting the vehicle, registration is required.	● Yes , After selecting the vehicle and booking time, registration is required.
Onboarding Guidance	● No , but in the main menu of the application there is a page to explain how the app works.	● No , but in the profile tab there is a page to explain how the app works.	● No , It doesn't even have a page on how the app works.
Search/Filters	● Yes , You can filter the results by price, availability date, vehicle type, etc.	● Yes , But it has fewer options for filtering results.	● Yes , You can filter the results by price, date, trip type, etc.
Map Interface	● Yes , It works smoothly and you can view the prices at the same time and select the location.	● Yes , But it only shows the locations, there are no other details like price.	● Yes , It works smoothly and you can view the details of each items at the bottom of map.
Vehicles Details	● Yes , Details and information provided.	● Yes , Details and information provided.	● Yes , Details and information provided.
Terms and Conditions	● Yes , But it is not as bold as it should be.	● Yes , Need to accept it while booking.	● Yes , But it is not as bold as it should be.
Booking System	● Yes , It has a normal user experience and is probably a web view of the main website.	● Yes , Has a good user experience.	● Yes , Has a good user experience.
Rental Agreement	● No , There is only acceptance of the terms and conditions.	● Yes , The agreement can be downloaded as a pdf file.	● No , There is no agreement to sign.
Online Payment	● Yes , But there is no deposit option.	● Yes , But you have to pay the deposit and rent at the same time.	● Yes , But you must first submit your inquiry to the owner of vehicle..
Special Features	● Listing, Not only can you rent a vehicle but you can also rent one.	● Appropriate categories based on cities and special offers - Good UX	● Reviews and rating - Send inquiry and direct chat with owner

PERSONA

Persona helps us get to know our potential customers more accurately, prioritize them to implement any new features, and make sure that what we do meets their needs.



Denver Larry

“My wife and I love nature and we want everything to be as expected and enjoyable wherever we go for a trip.”

AGE

32

OCCUPATION

Developer

STATUS

Married

LOCATION

Toronto, ON

Energetic

Planner

Romantic

Focused

GOALS

- Experience memorable trips
- Looking for new entertainment
- Discover new places

FRUSTRATIONS

- Having a mechanical life
- Anything that does not live up to his expectations
- Loss of internet connection

MOTIVATIONS

- Diversity seeking
- Being the best husband
- Sharing travel experiences on social media

BIO

Denver is a senior developer at one of Canada's leading banks. He and his wife have just bought a house in the city center and now that they no longer have to save their money to buy a house, they decide to spend more time and money on entertainment. So Denver, as a nature lover and of course a techie, is responsible for booking trips. He does not have much time during the week days and tries to plan enjoyable weekends.



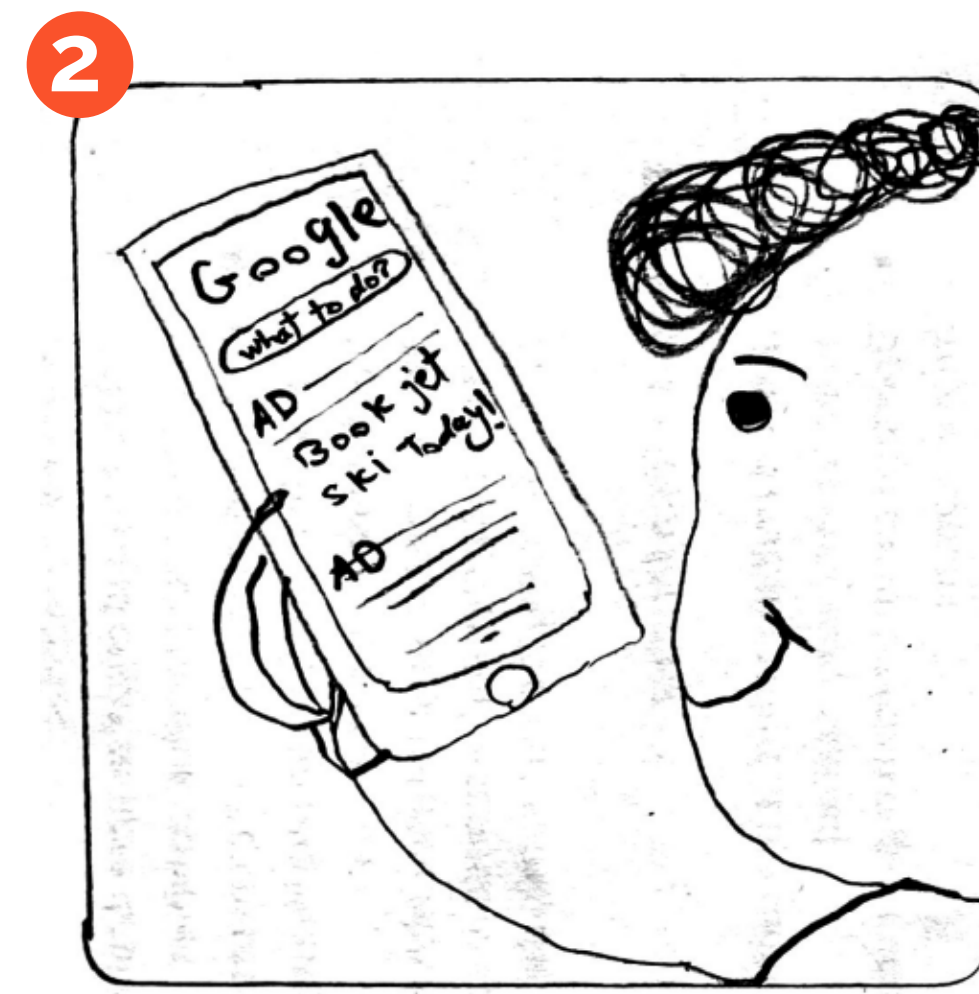
USER STORYBOARD

The user storyboard can be used to visually predict and explore a product's user experience.

In this visual scenario, I show how Denver, with the help of a jet ski reservation app, organizes a memorable weekend for himself and his wife.



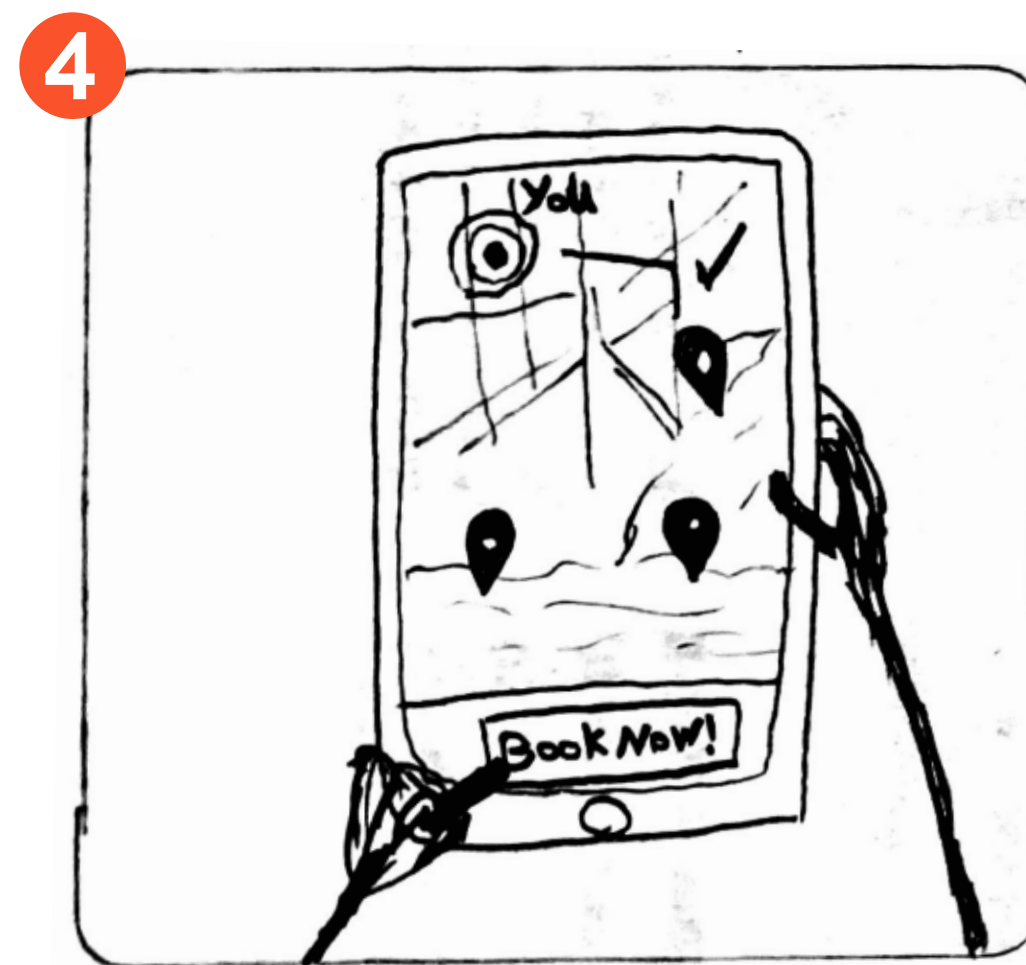
It's the weekend again and Denver's wife is very bored.



Since he is a techy guy, he starts searching for entertainment places on Google and sees the jet ski rental ad.



He suggests to his wife to go to the beach today and take a jet ski.



He installs the application and selects the nearest jet ski rental location and reserves one for half a day.



The owner of jet ski delivers the jet ski to them after reviewing their reservation.



Denver did not think he could make such an entertainment on the same day. It became a memorable memory for them.

BRAND GUIDE OF

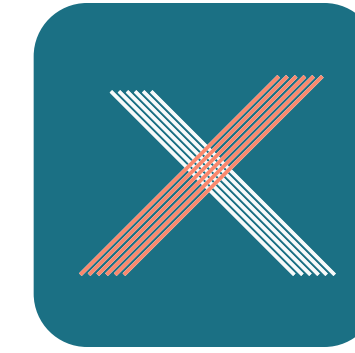
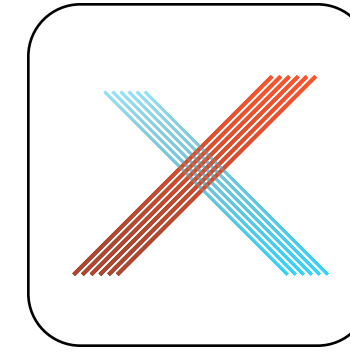
NORTHERN XSCAPE
R E N T A L S

Since the Northern Xscape rents jet skis in the **summer** and snowmobiles in the **winter**, orange is the inspiration for summer and blue is the inspiration for winter.

I also chose the Raleway font because it is stylish, luxurious and youthful.

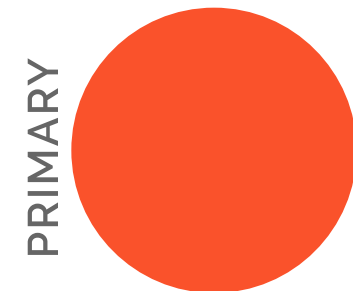


APP ICONS

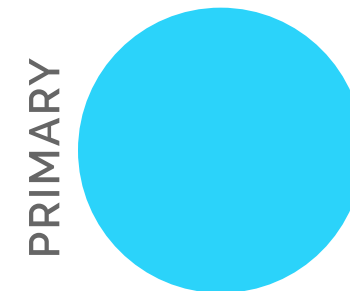


NORTHERN XSCAPE
R E N T A L S

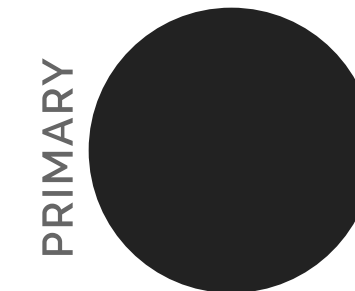
COLOUR PALETTE



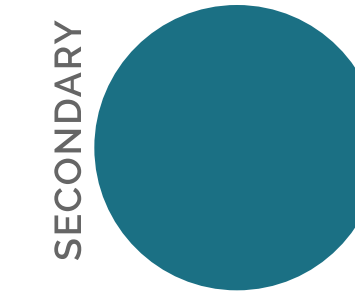
PRIMARY
HEX #FA522B
RGB 250,82,43
CMYK 0,65,80,0



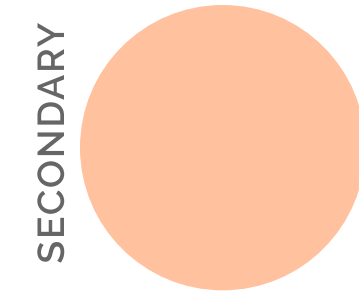
PRIMARY
HEX #2BD3FA
RGB 43,211,250
CMYK 80,15,80,0



PRIMARY
HEX #222222
RGB 34,34,34
CMYK 0,0,0,85



SECONDARY
HEX #1B7084
RGB 27,112,132
CMYK 40,10,0,50



SECONDARY
HEX #FFC19E
RGB 255,193,158
CMYK 0,25,40,0

TYPOGRAPHY

TITLE

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

SUBTITLE

Raleway SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz0123456789

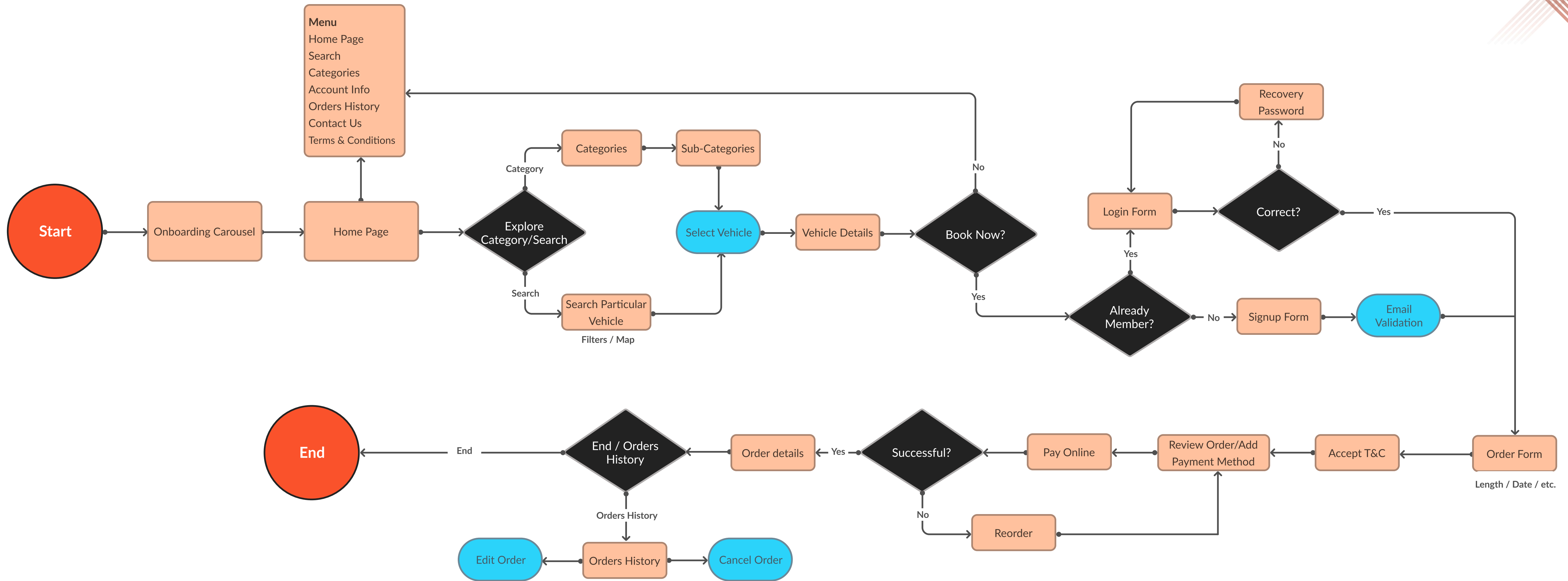
BODY

Raleway SemiBold

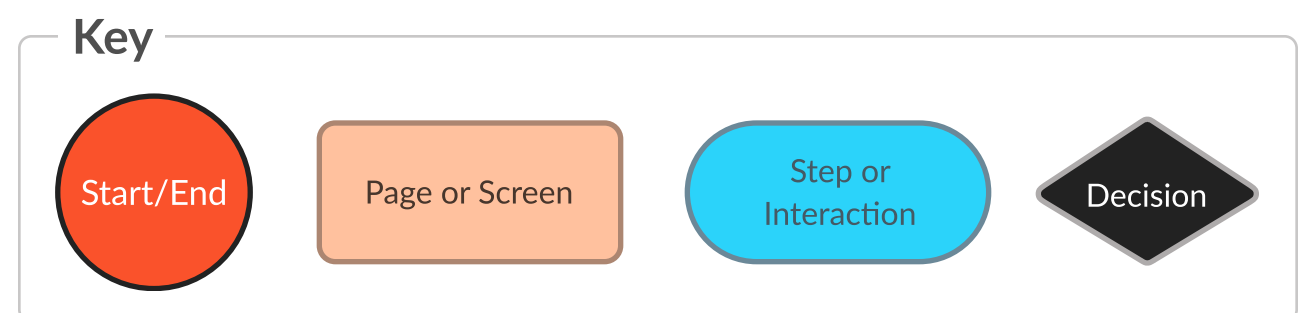
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abcdefghijklmnopqrstuvwxyz0123456789

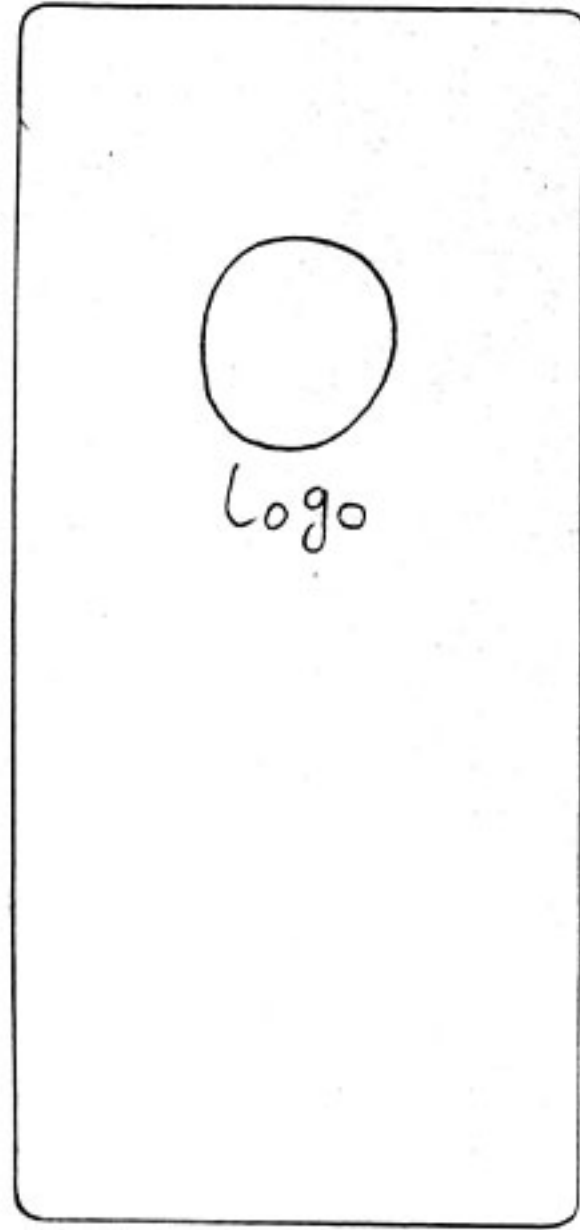
USER TASK FLOW DIAGRAM



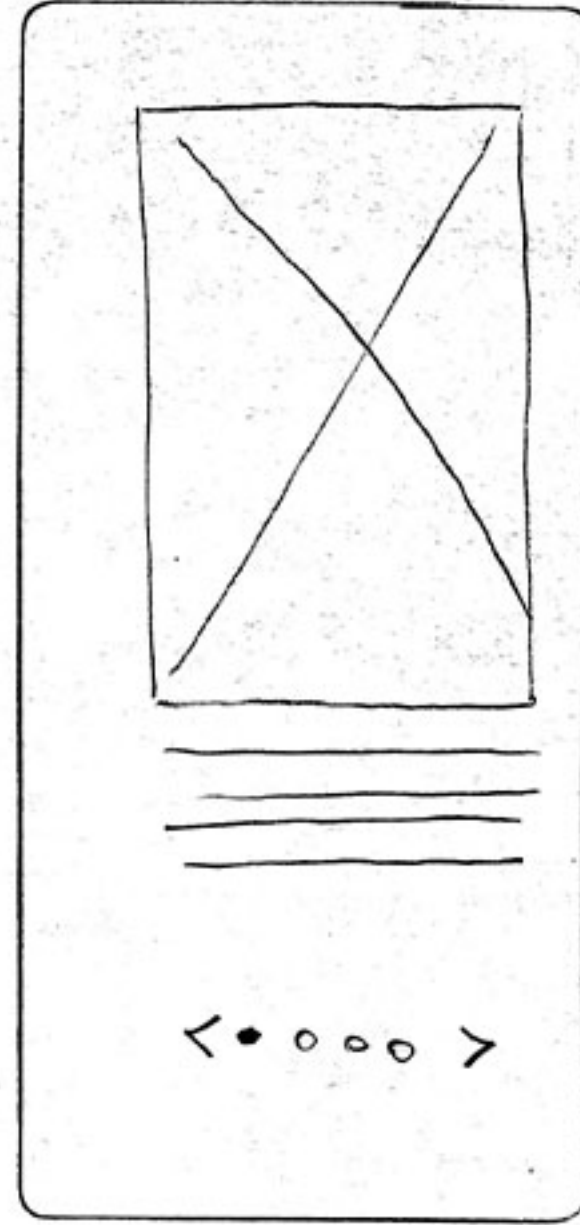
With the help of this diagram, I will be able to identify all the paths that the user may take to complete the task and try to design this path more easily and optimally. In this diagram, the goals set by the stakeholders along with a good user experience are considered.



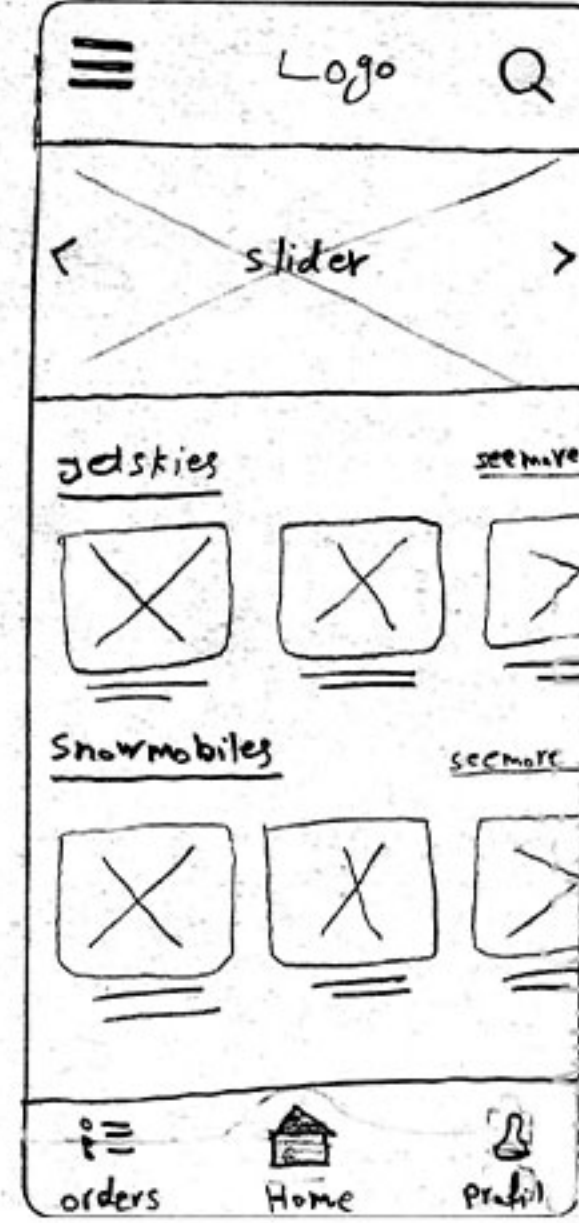
Splash



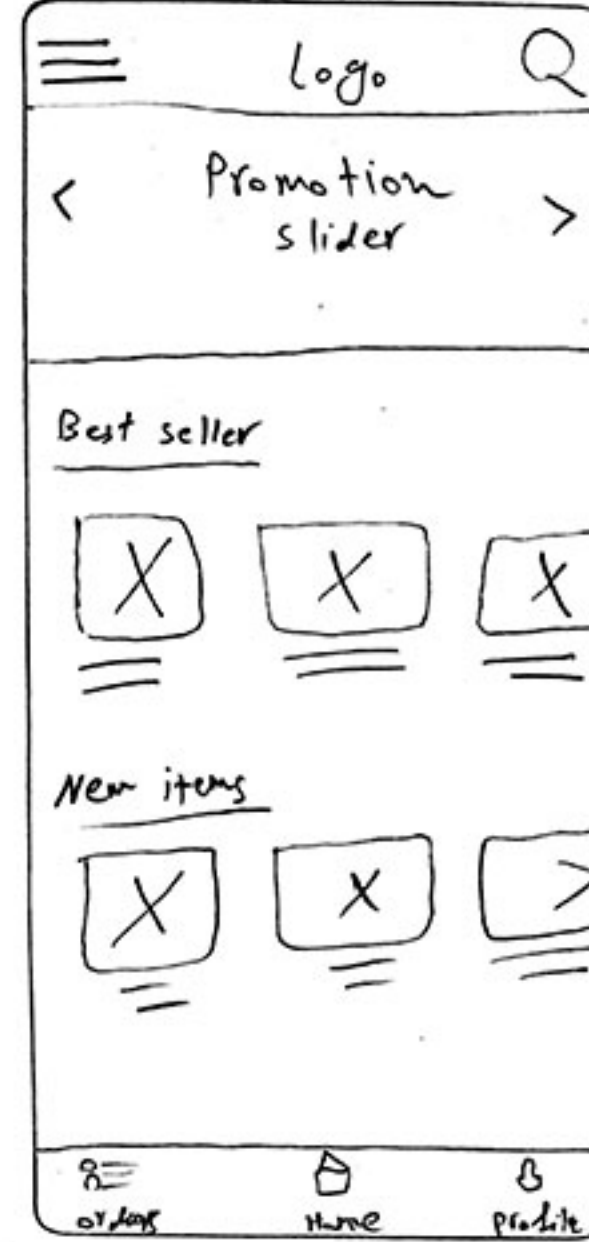
Onboarding



Home Page



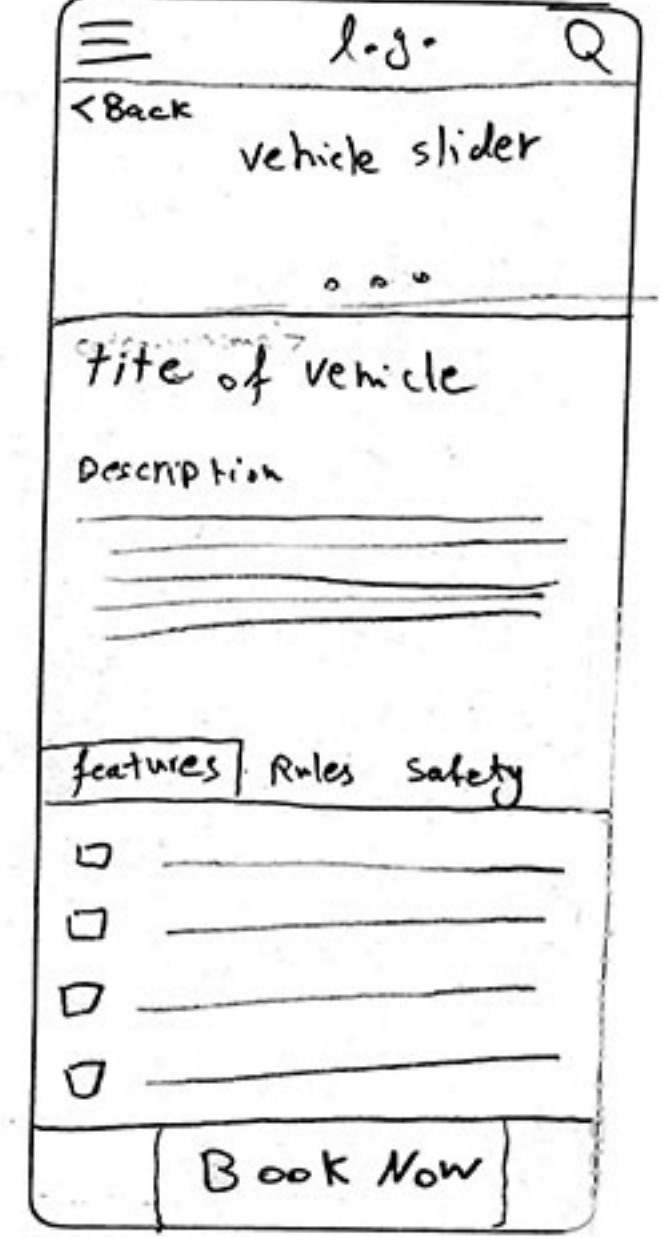
Category



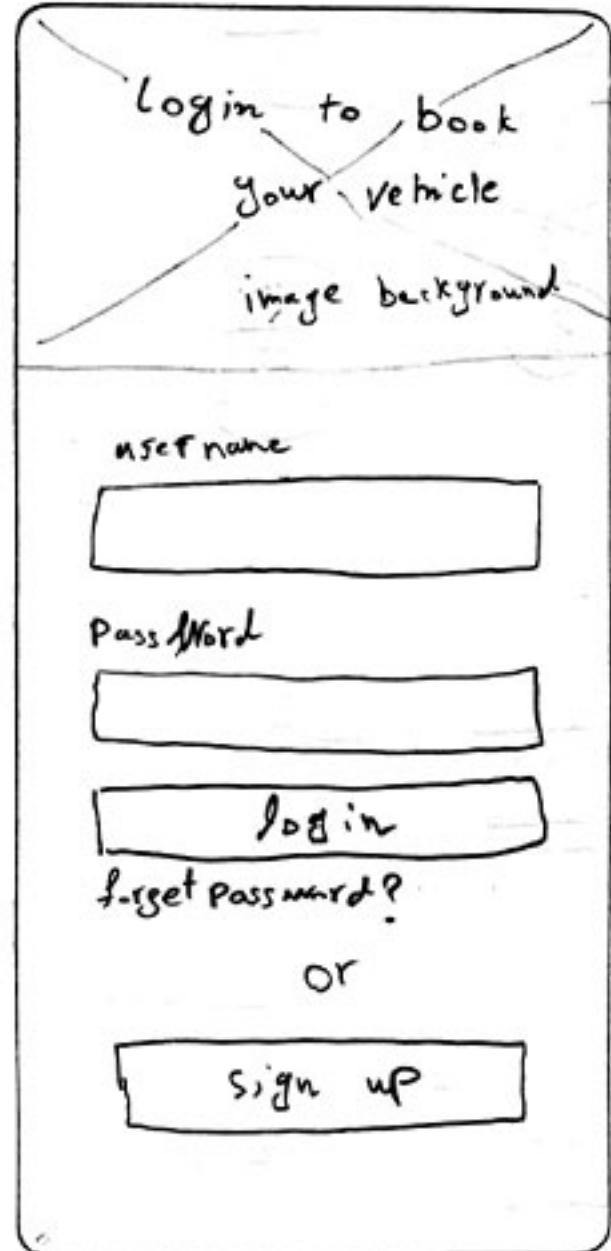
Search



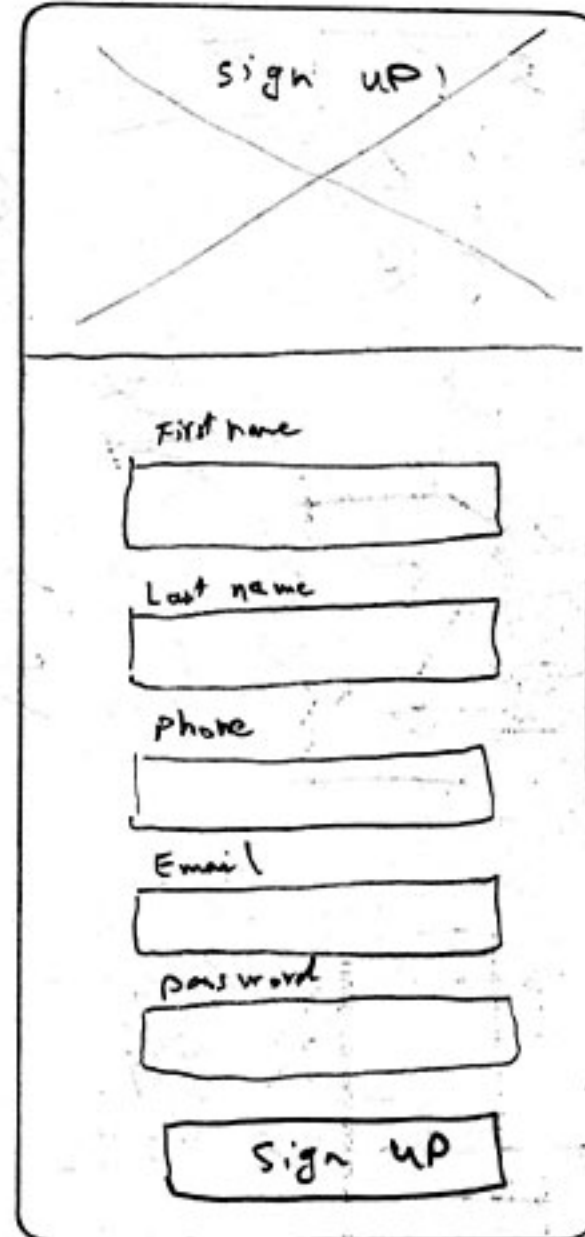
Vehicle Details



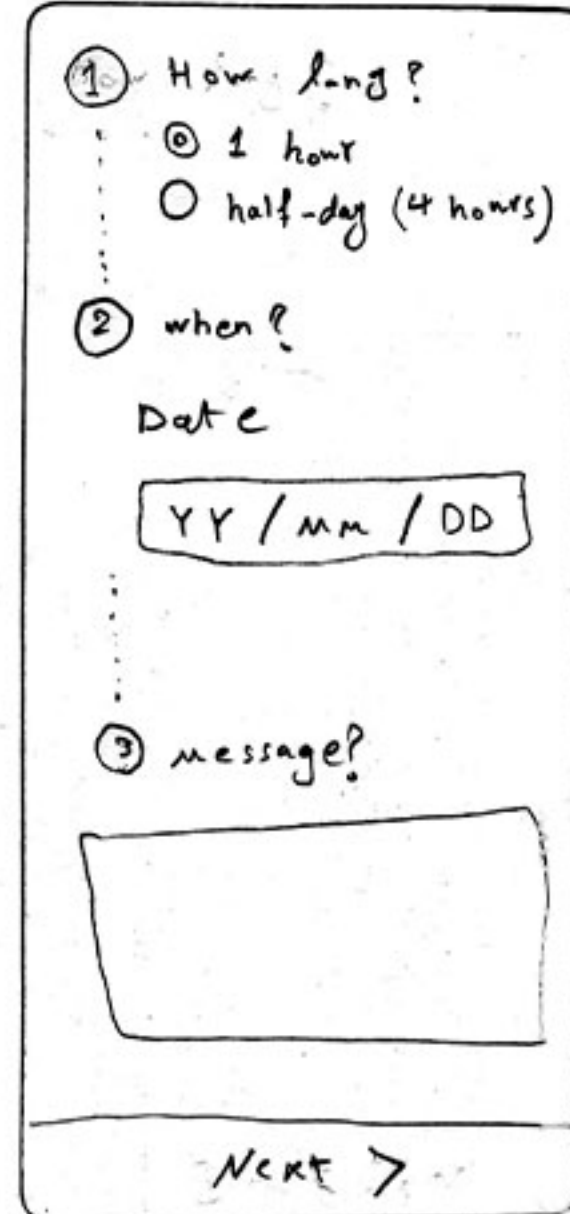
Login



Sign up



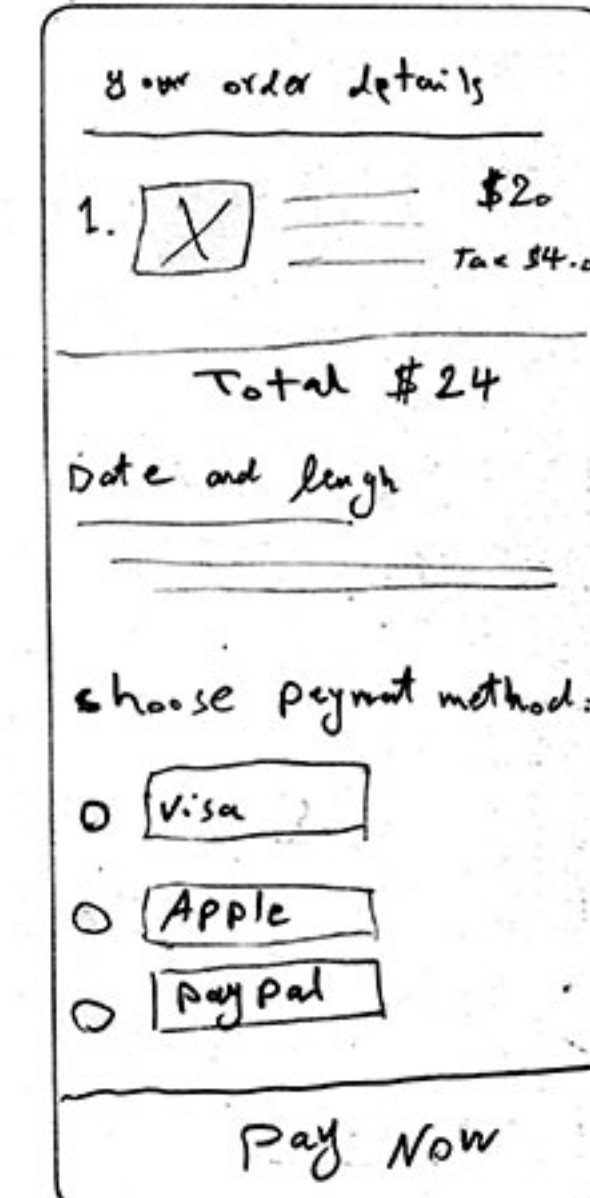
Order Form



Rental Agreement



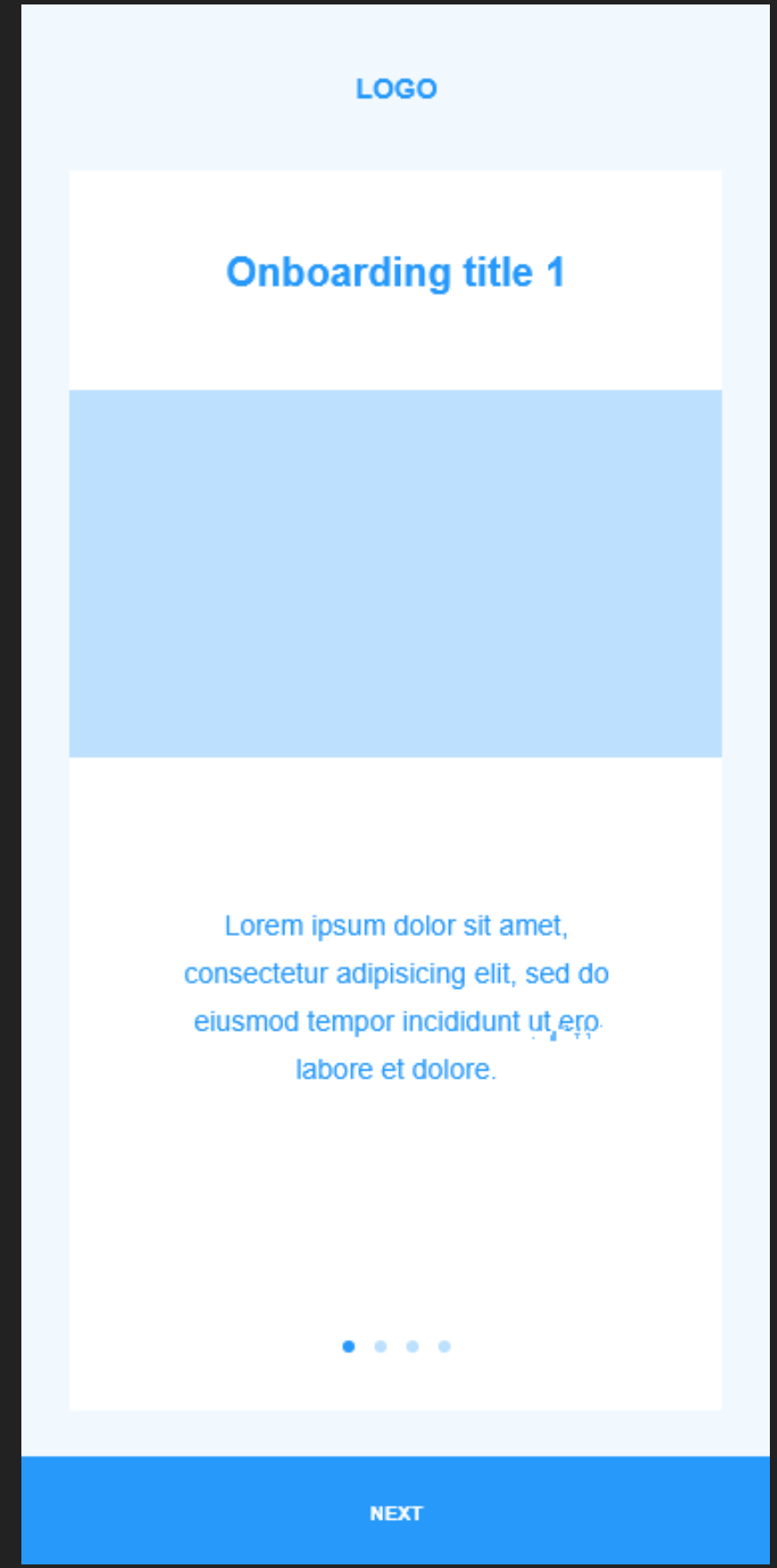
Order Preview & Pay method



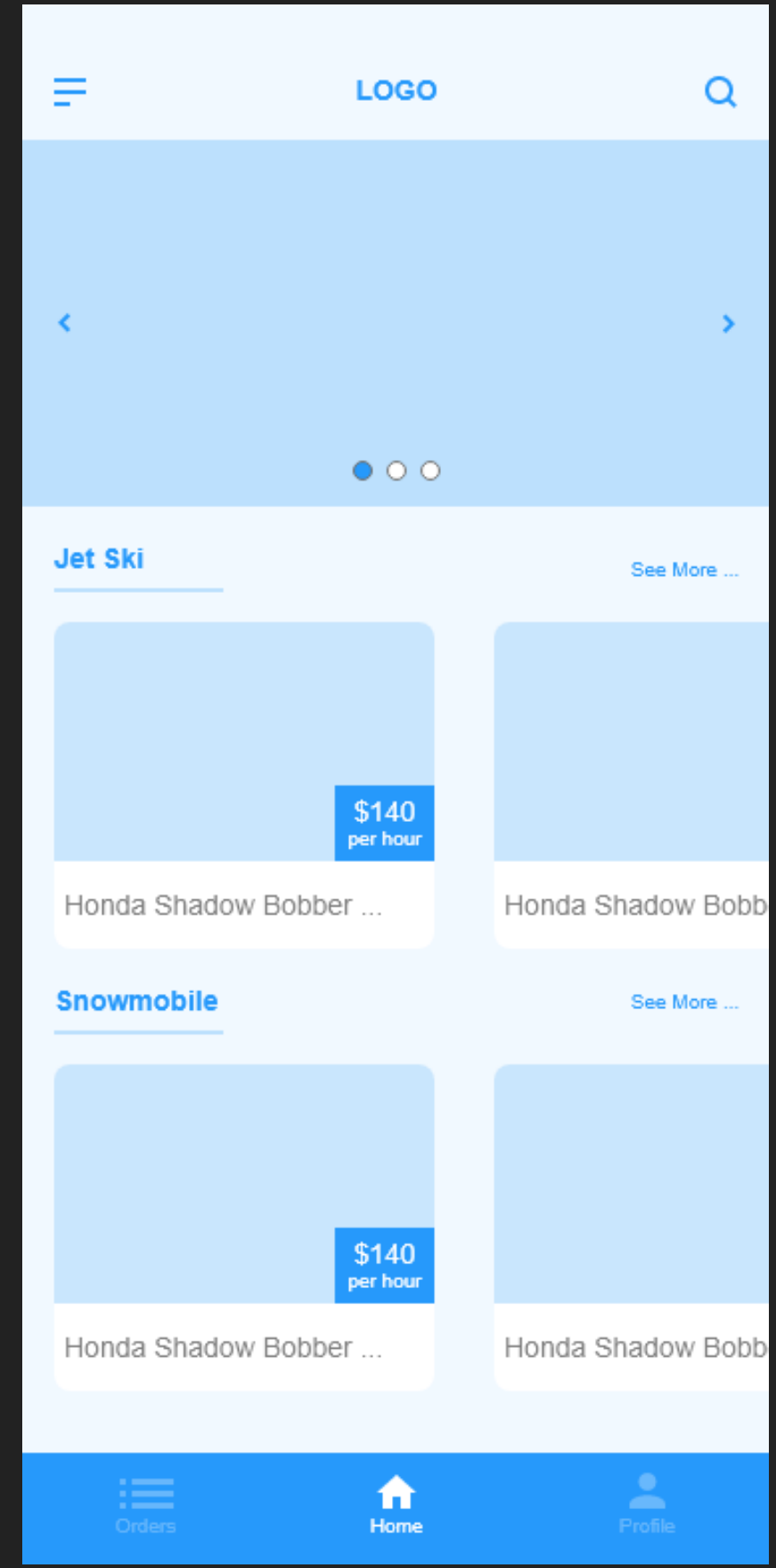
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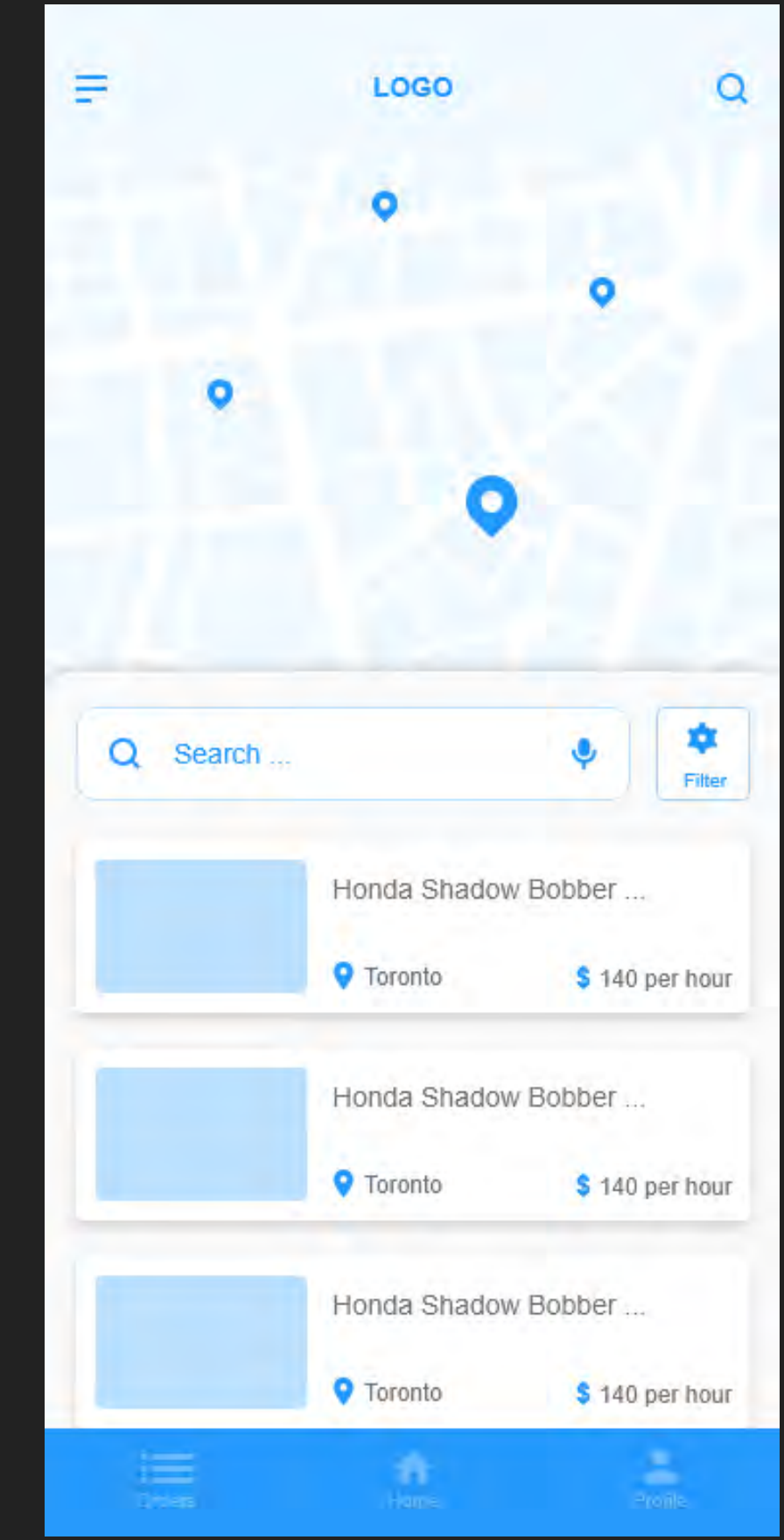
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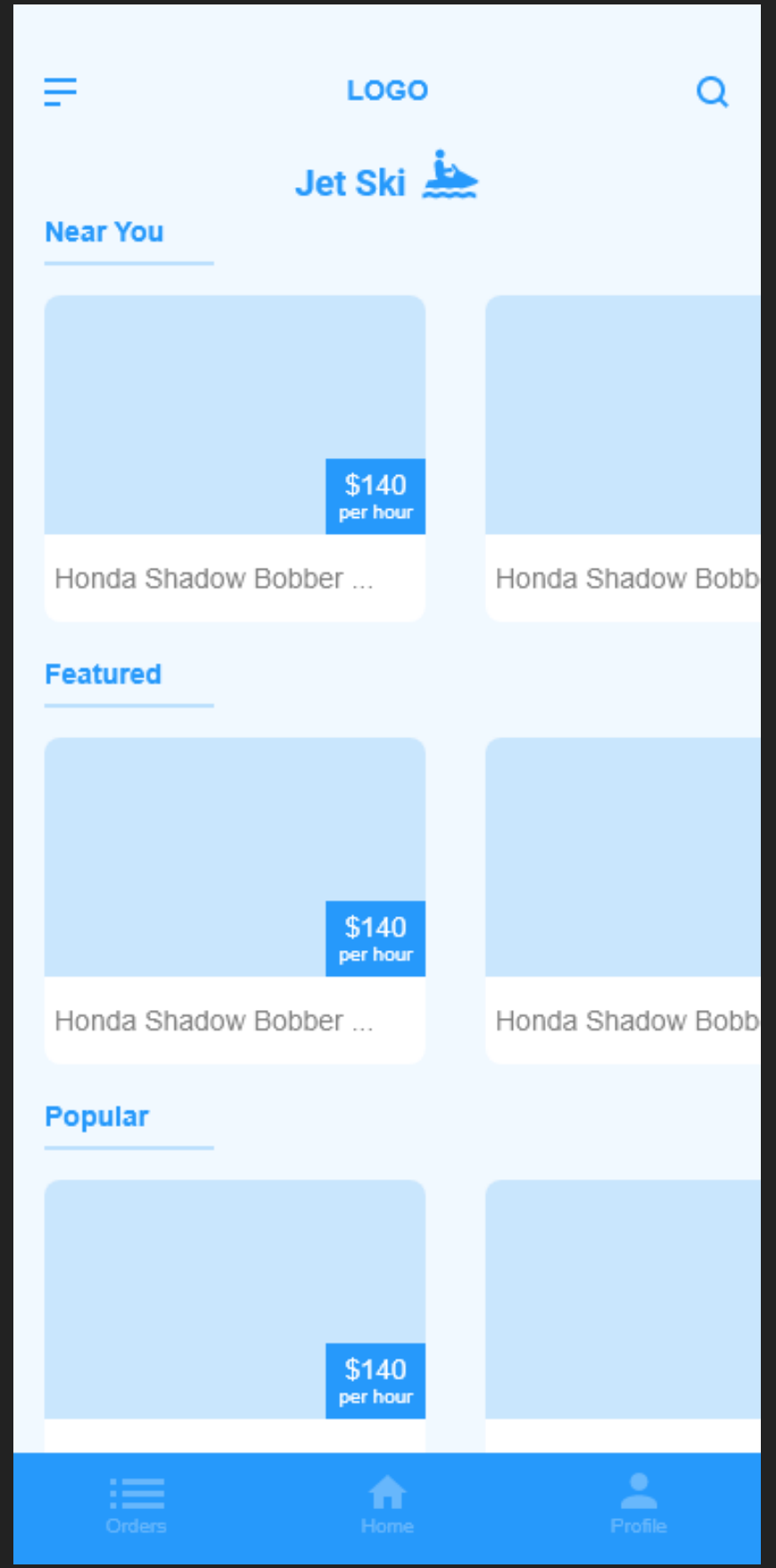
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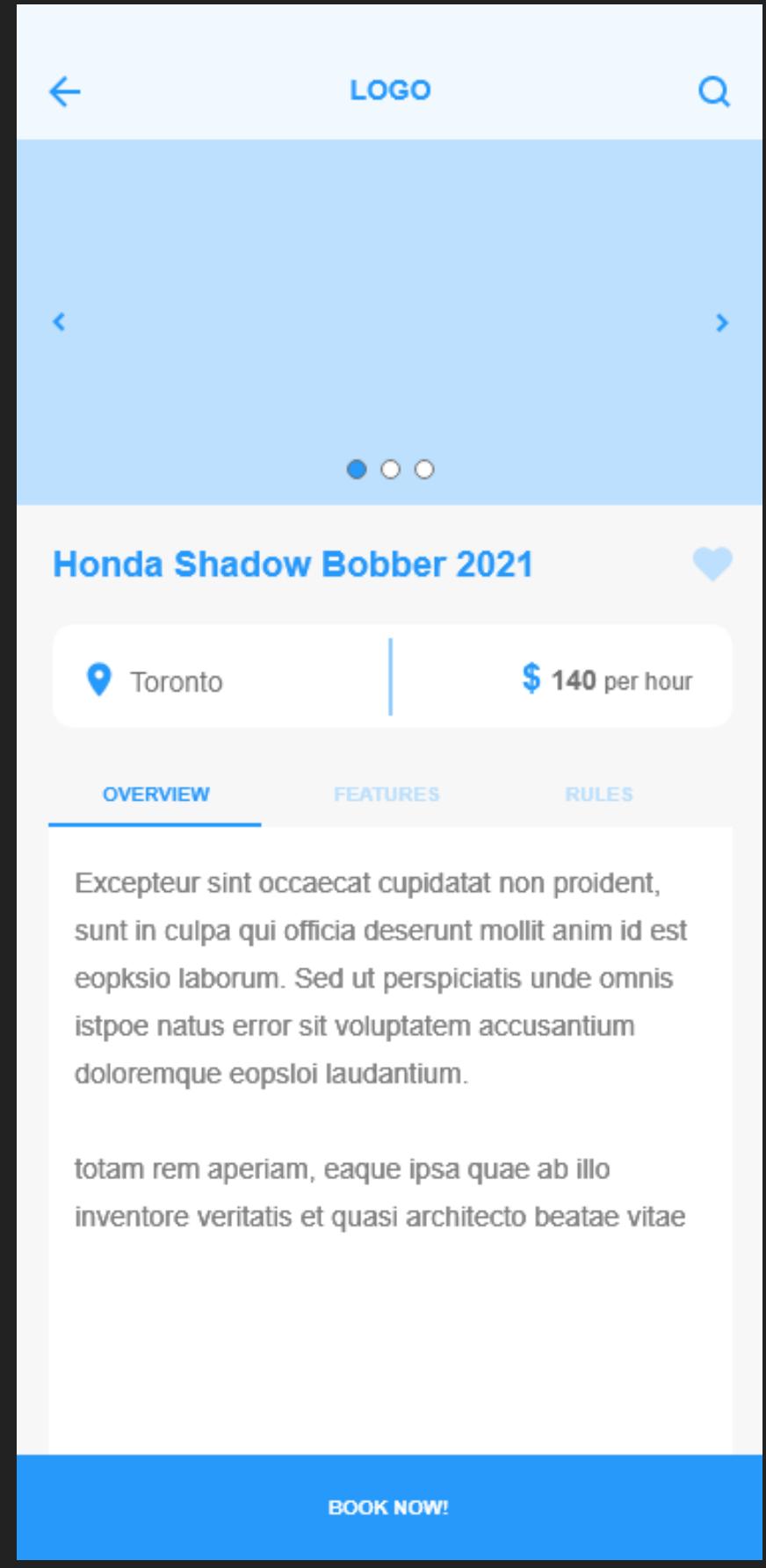
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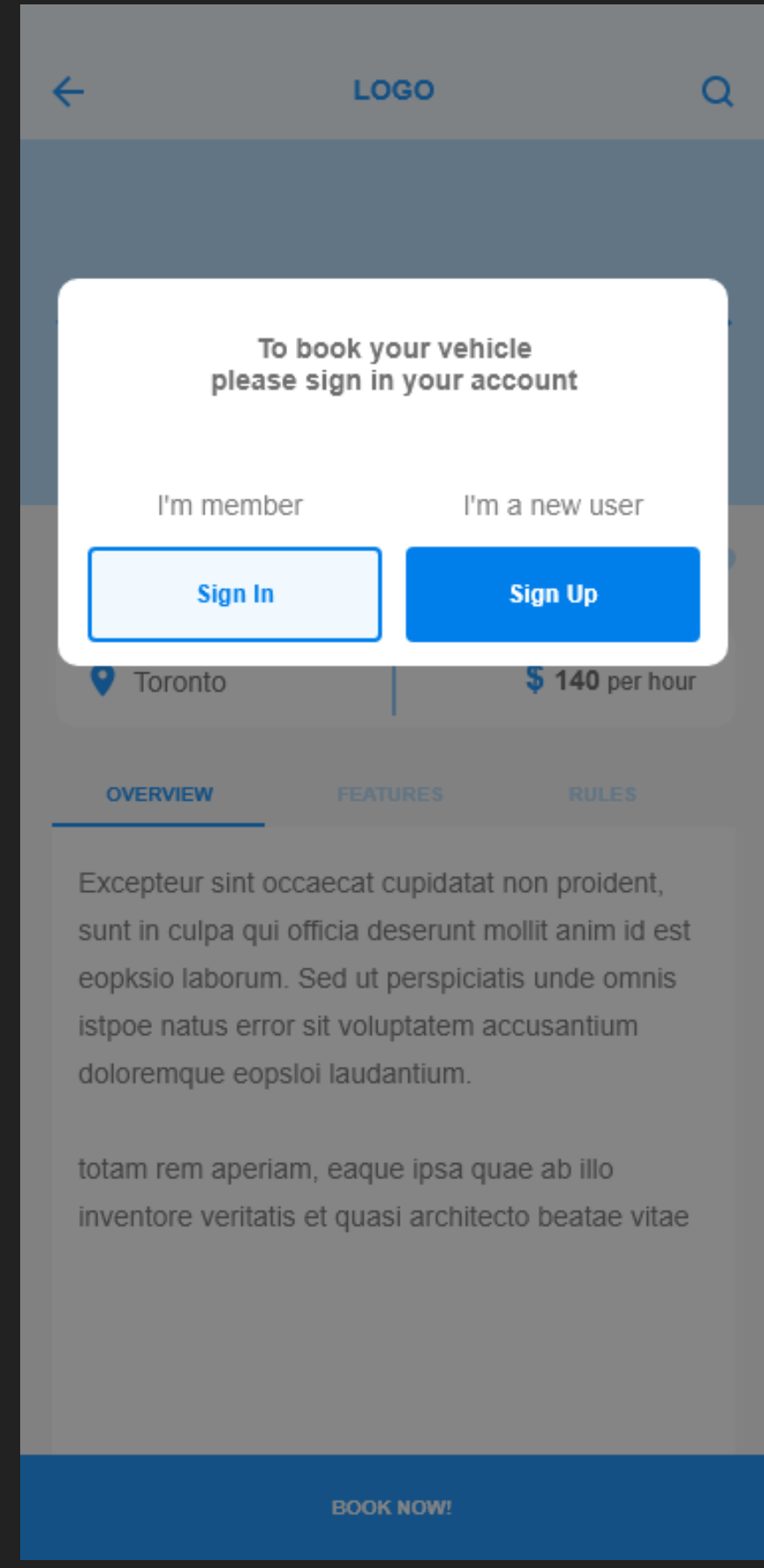
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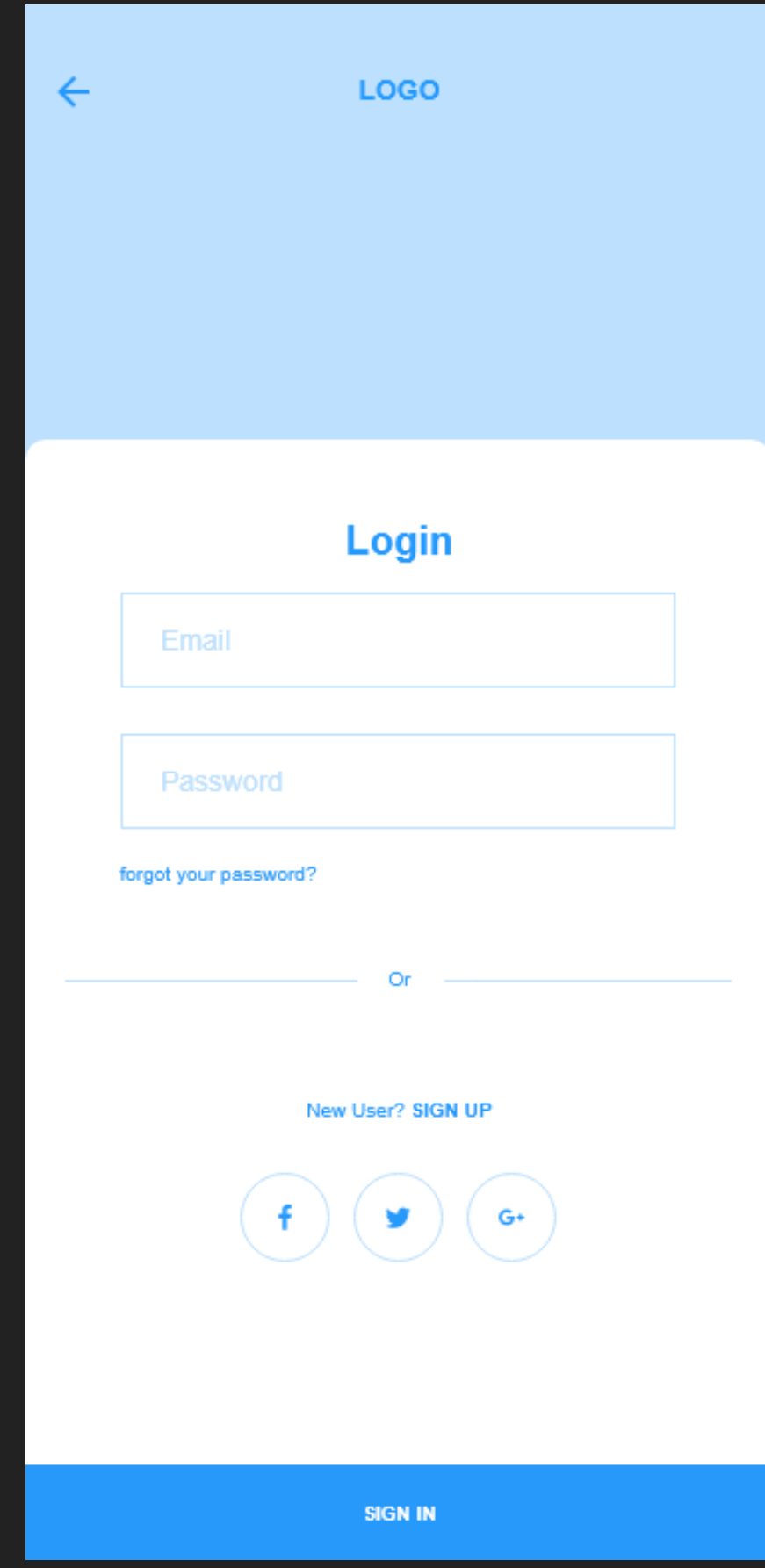
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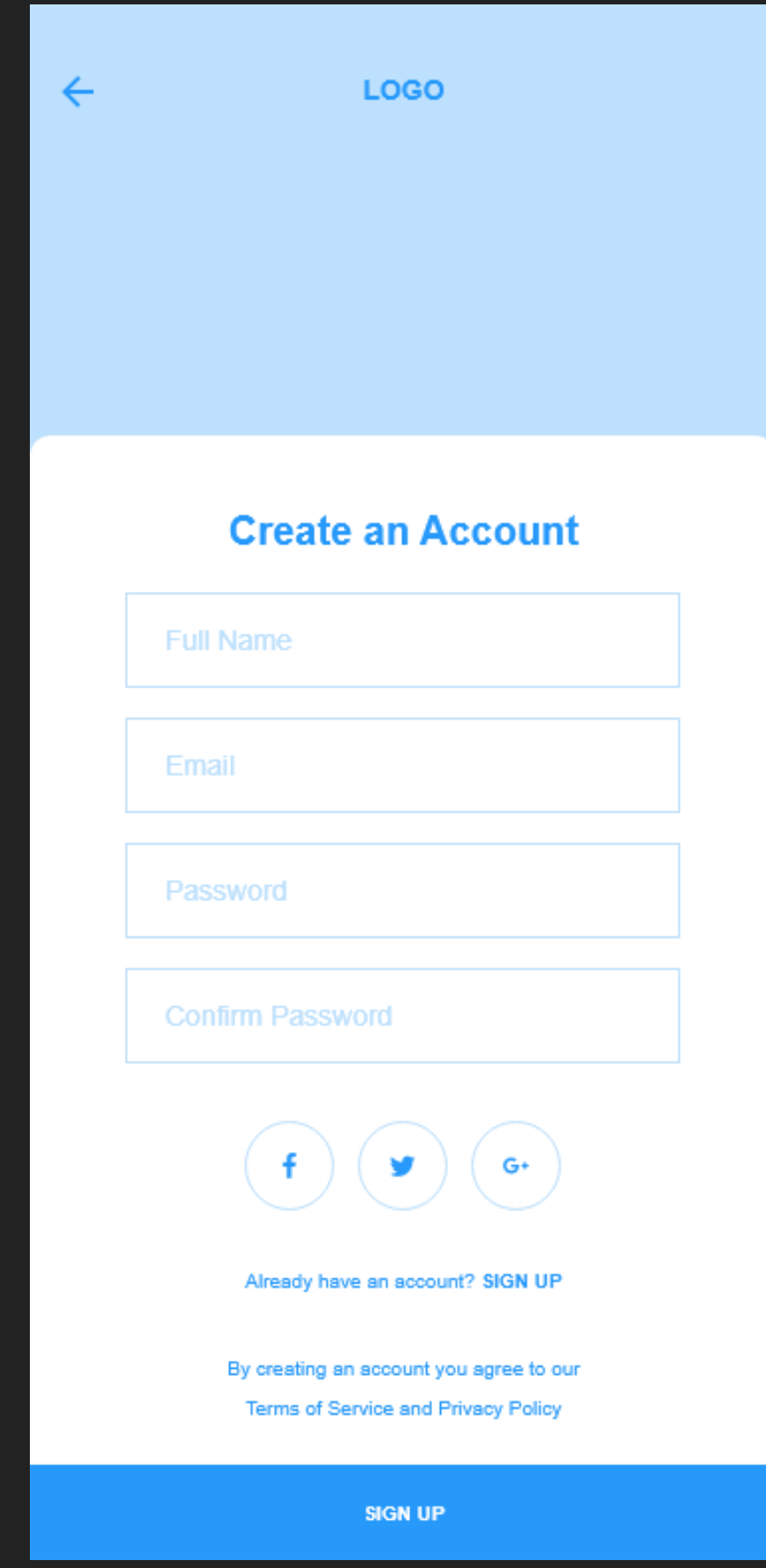
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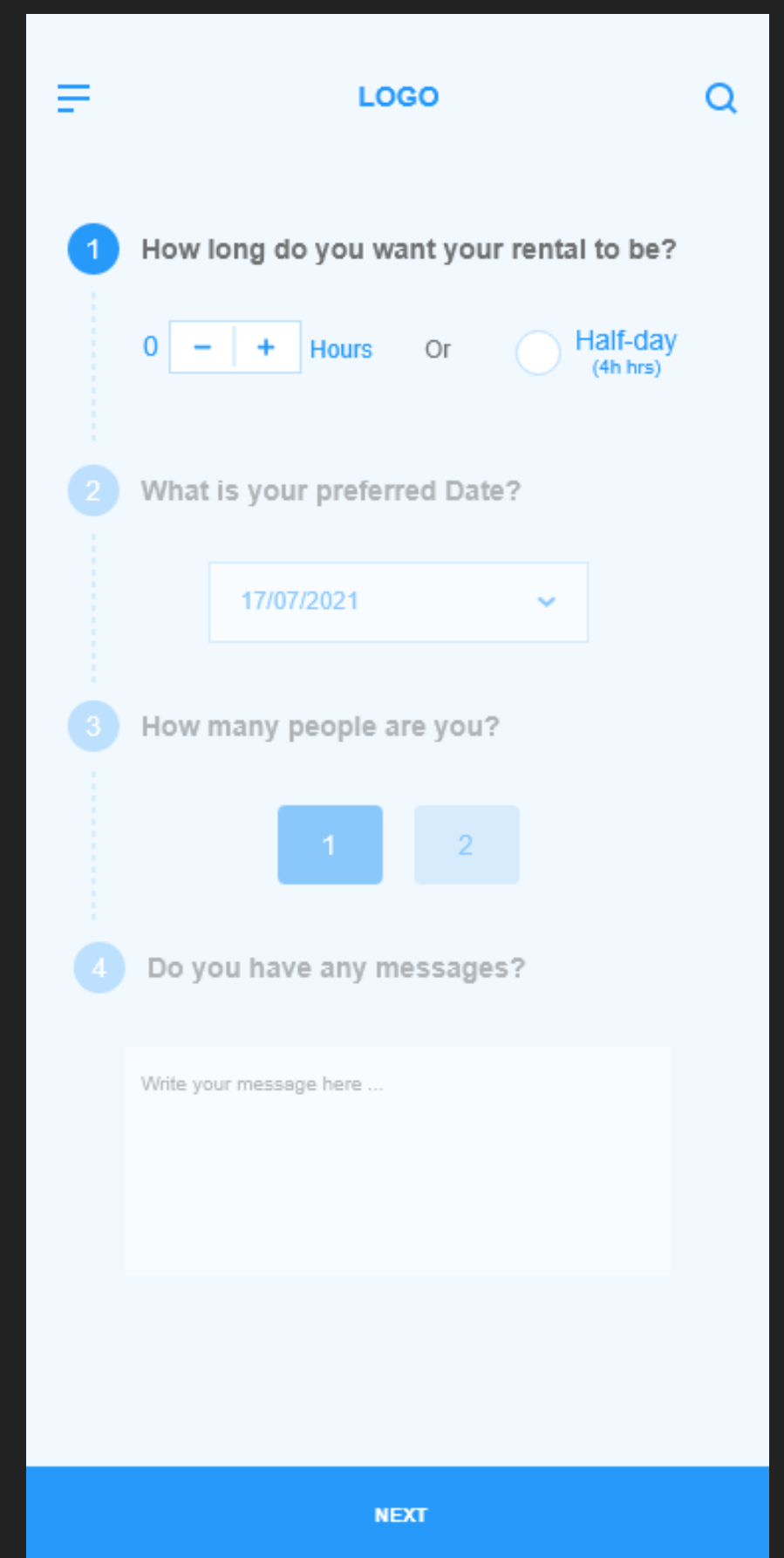
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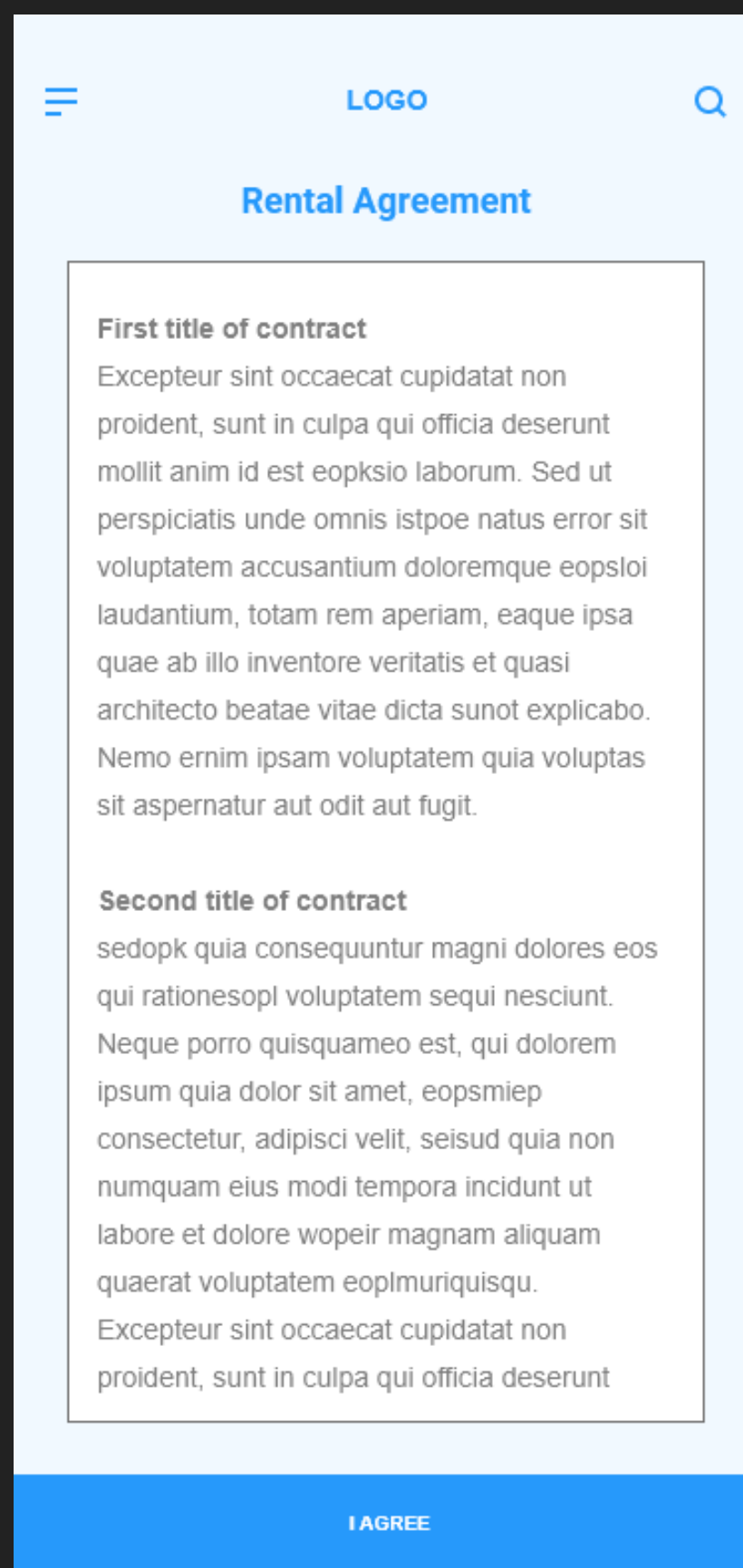
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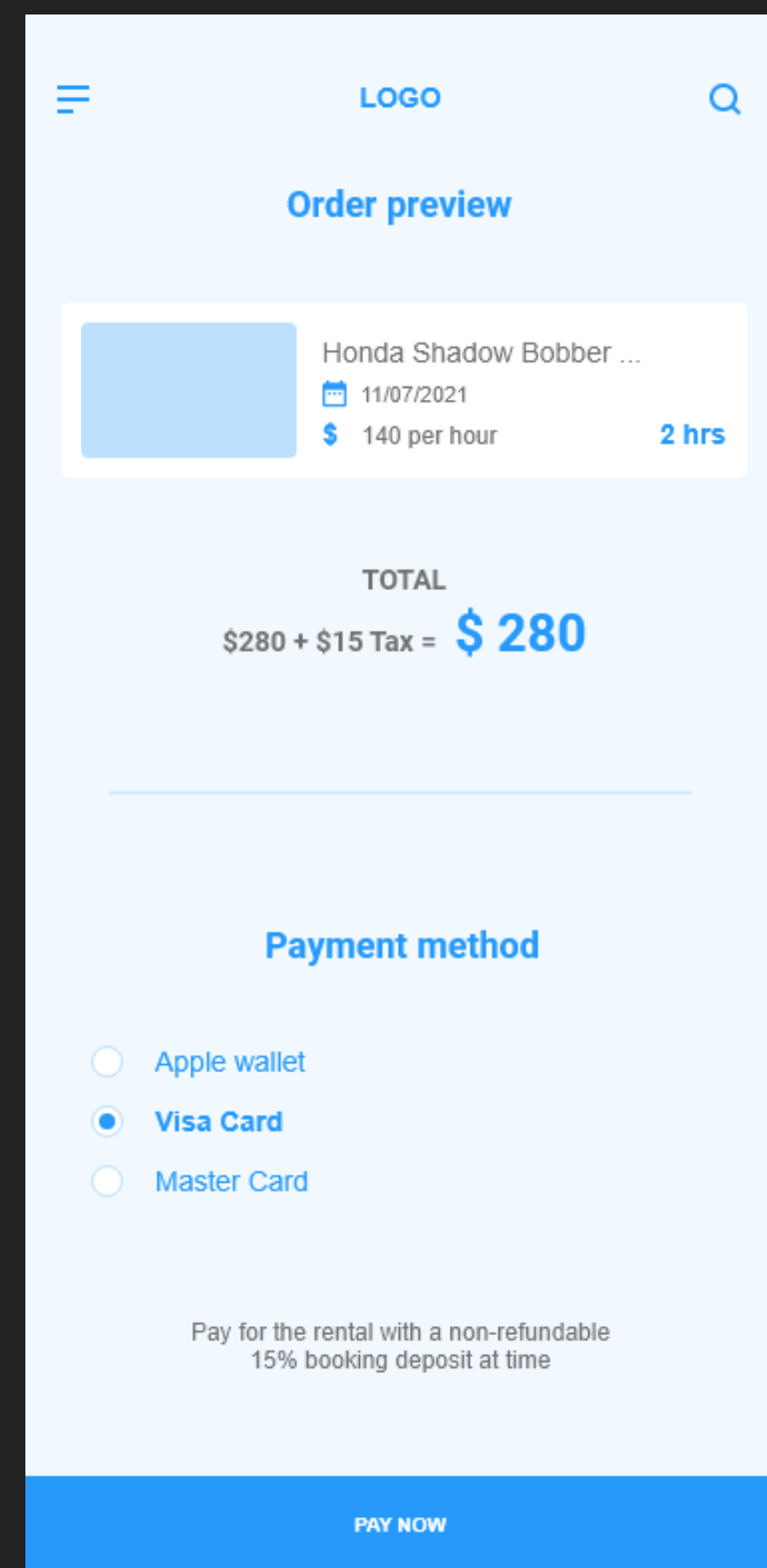
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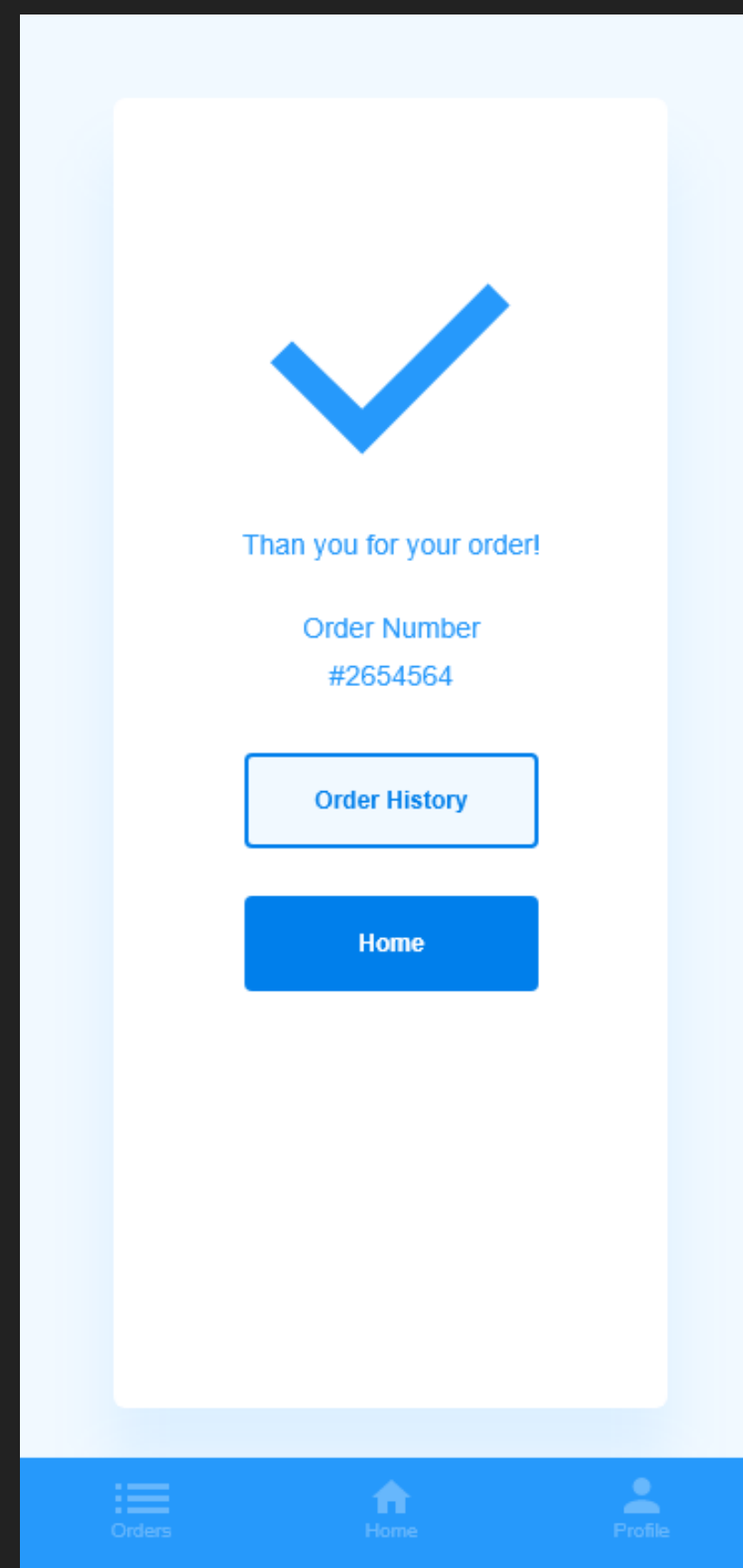
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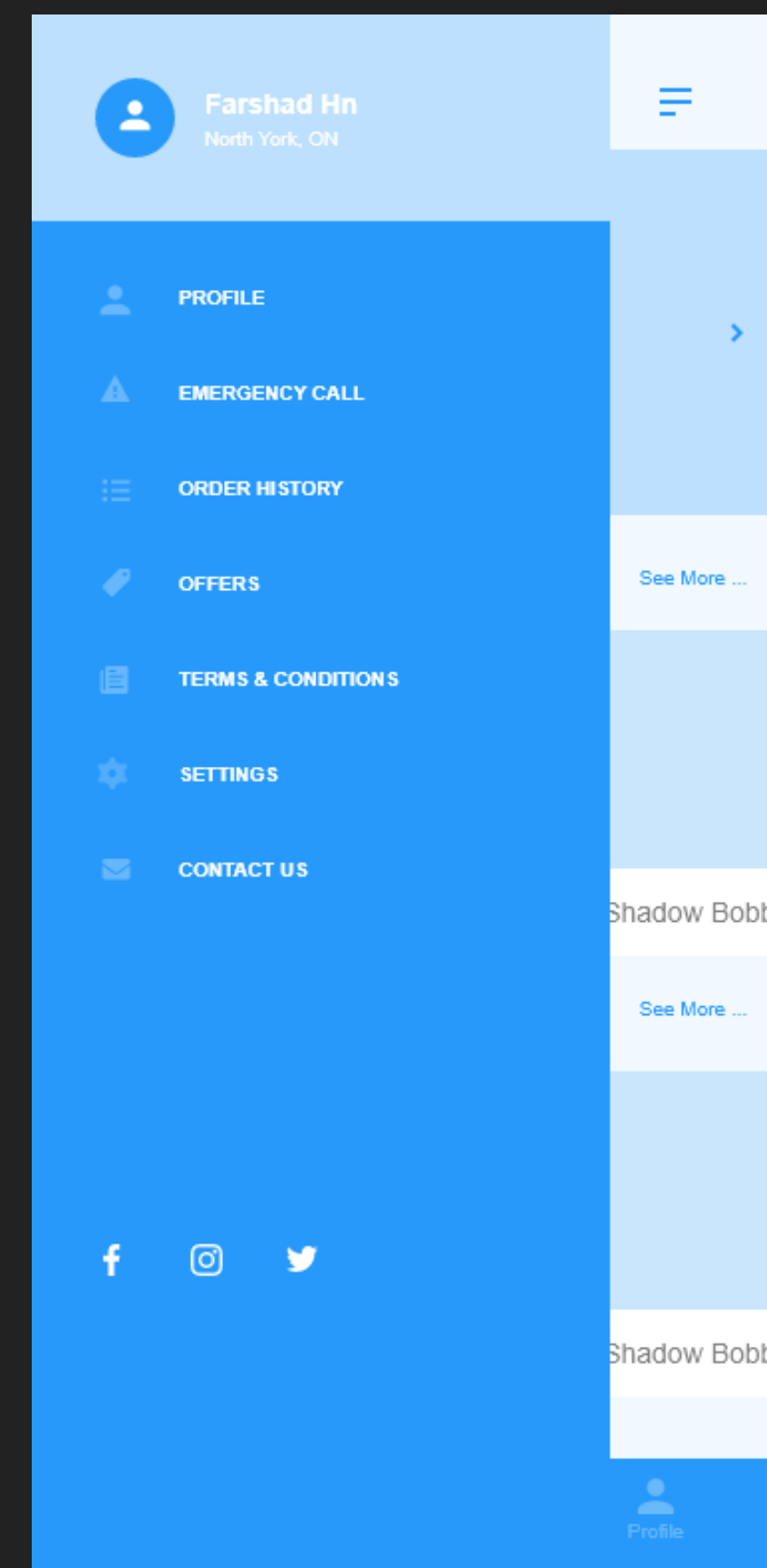
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13



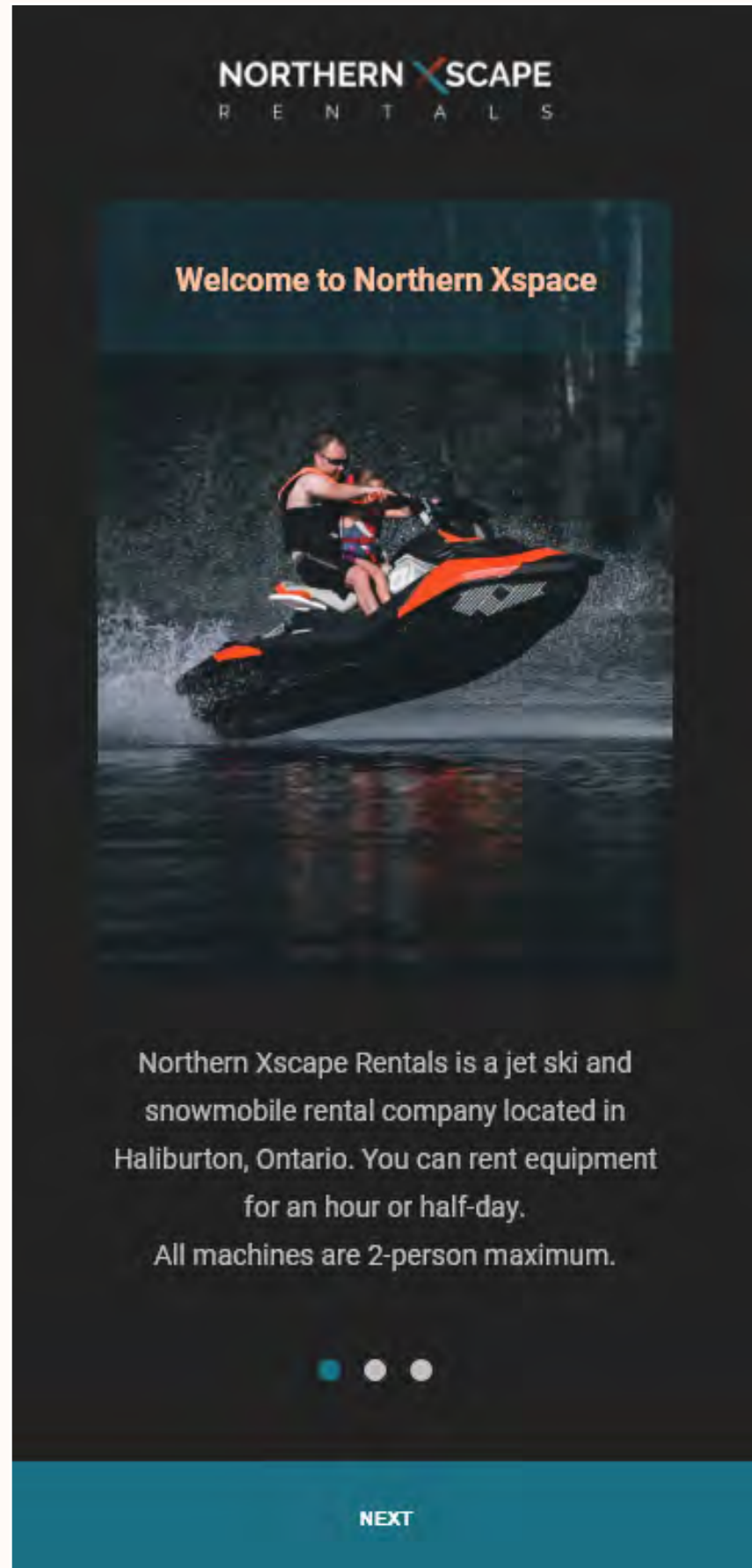
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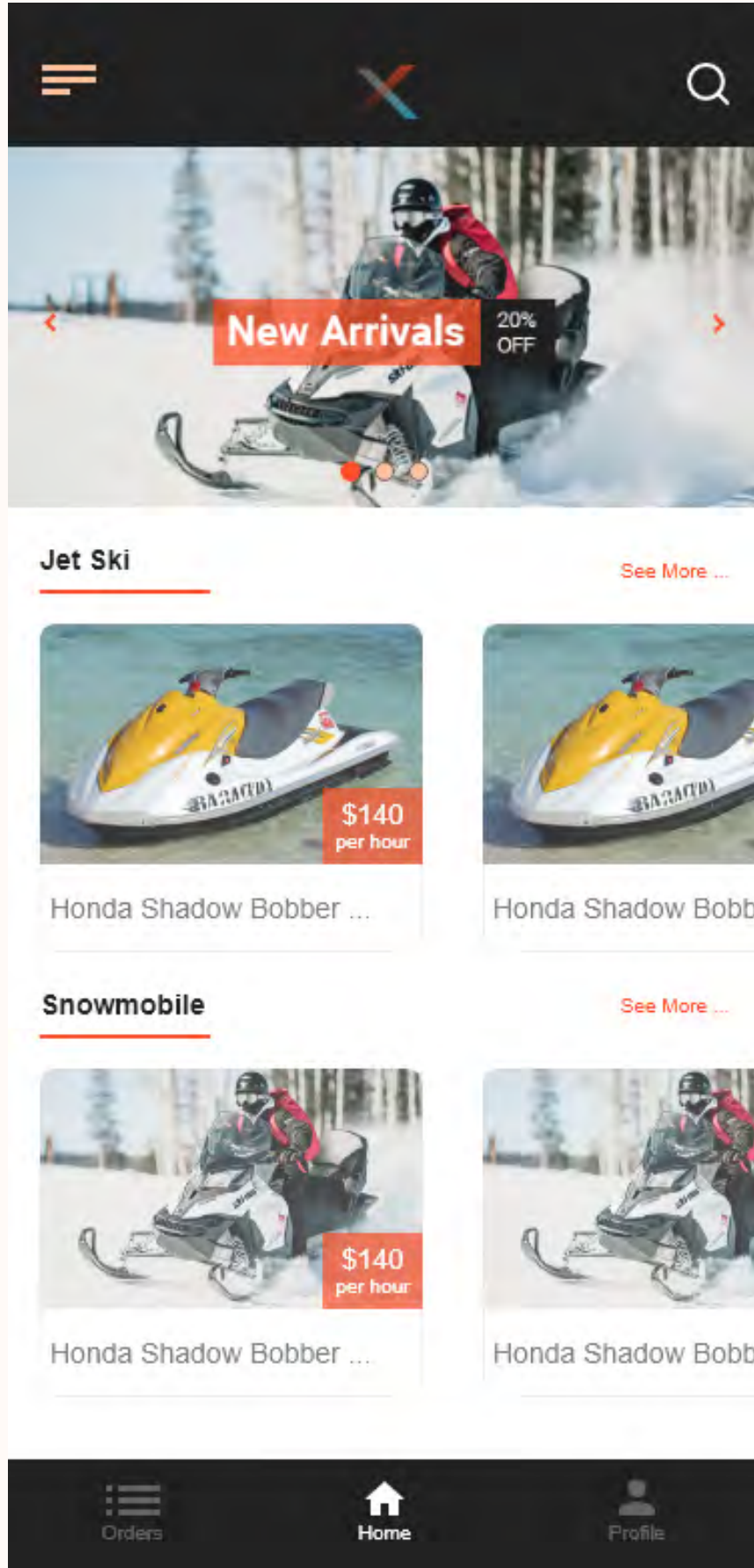
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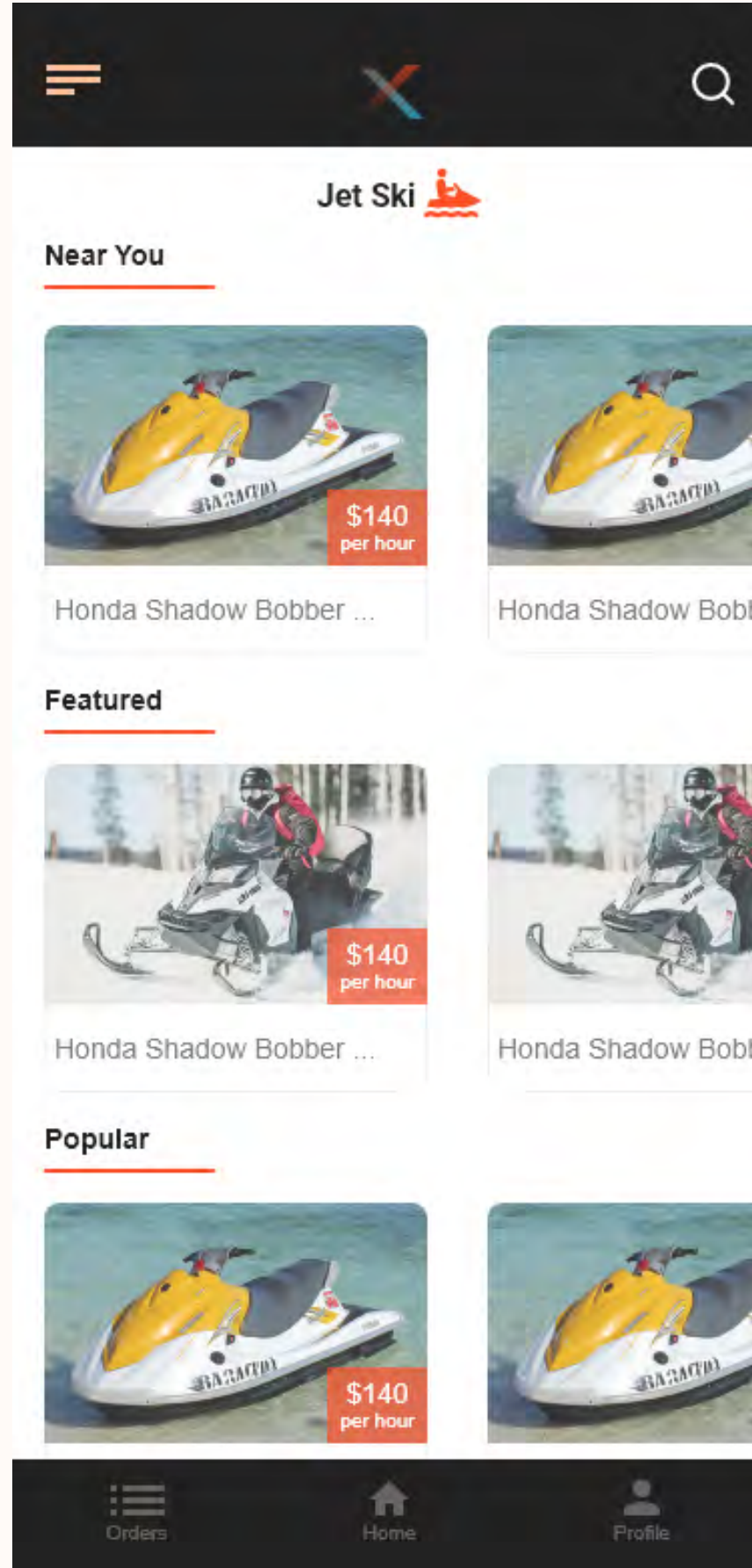
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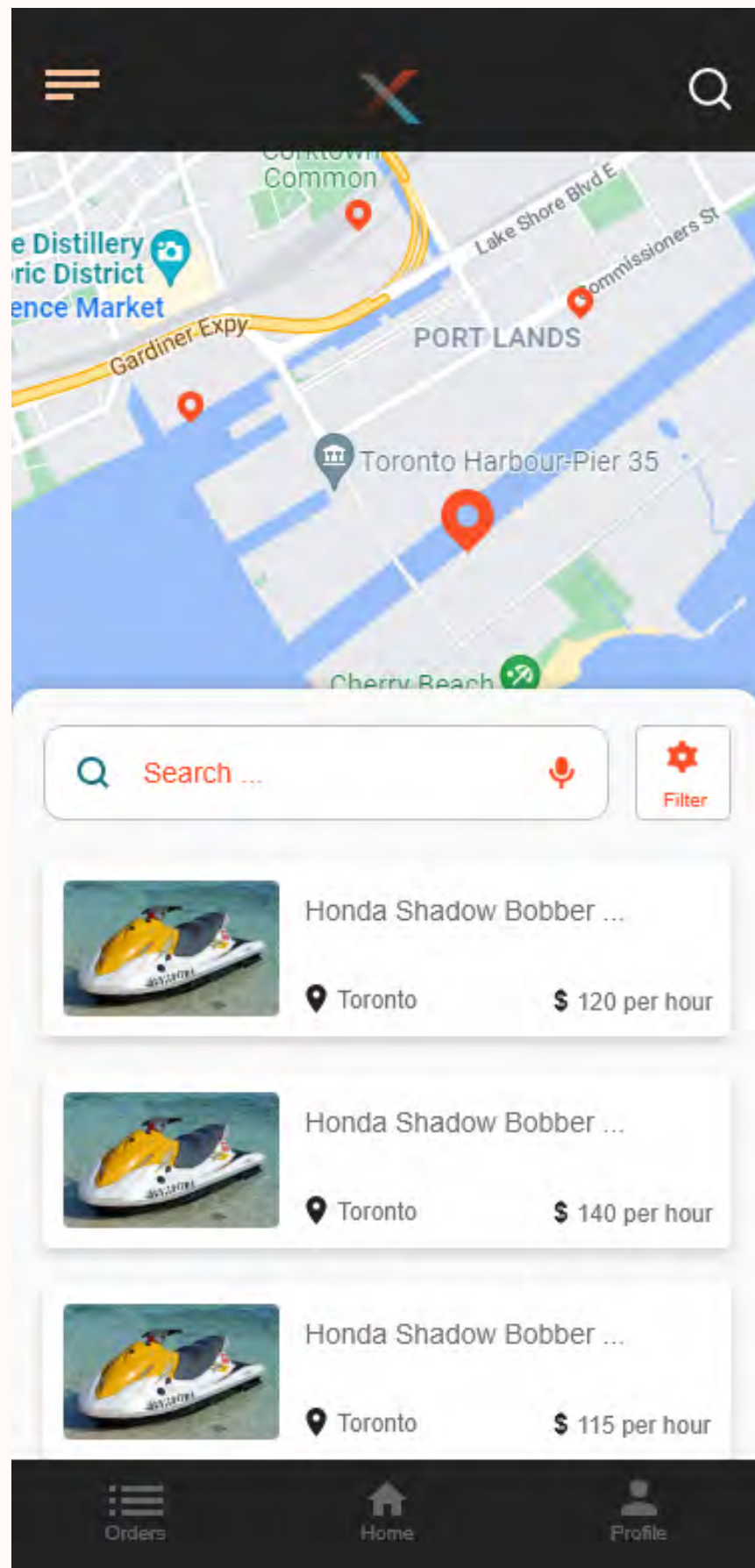
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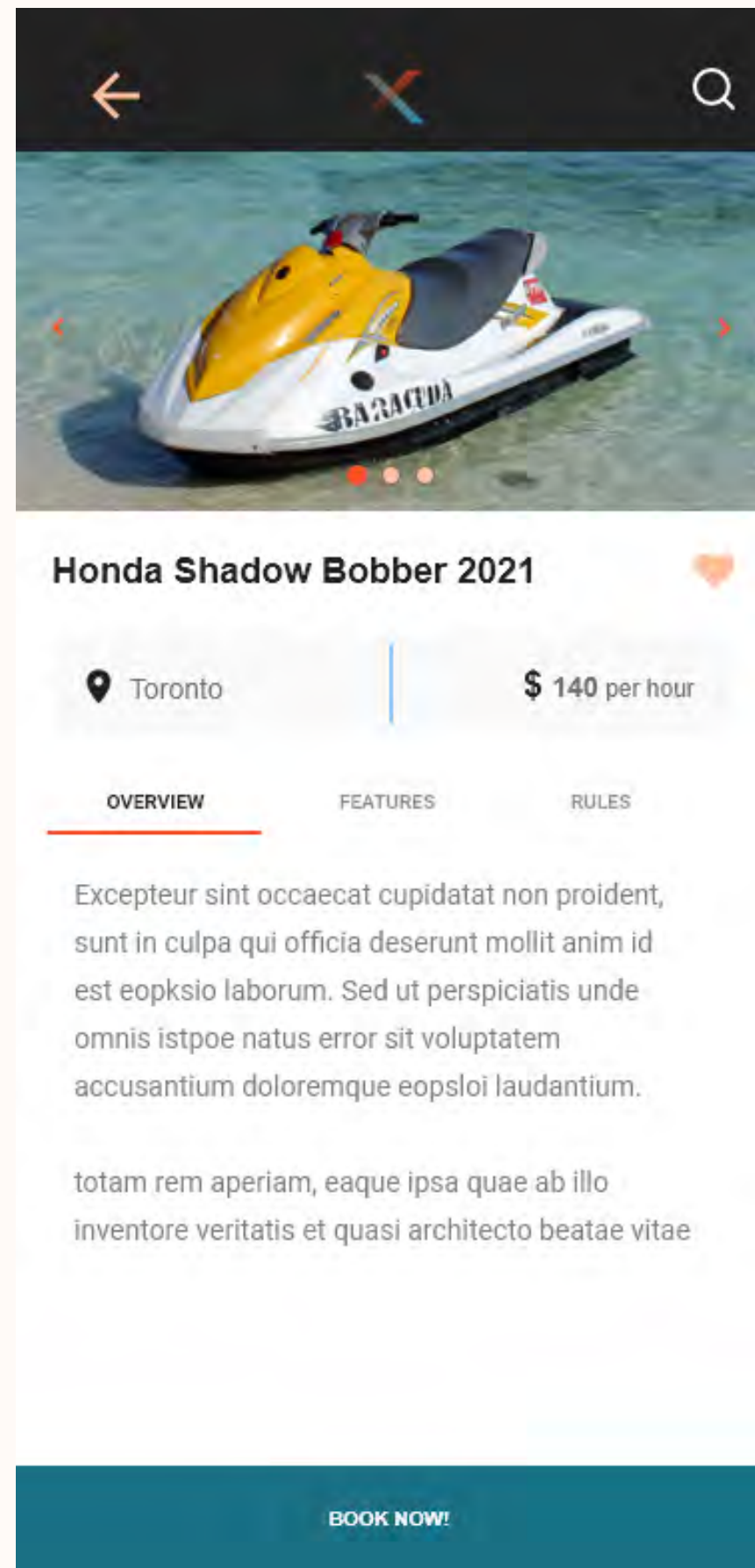
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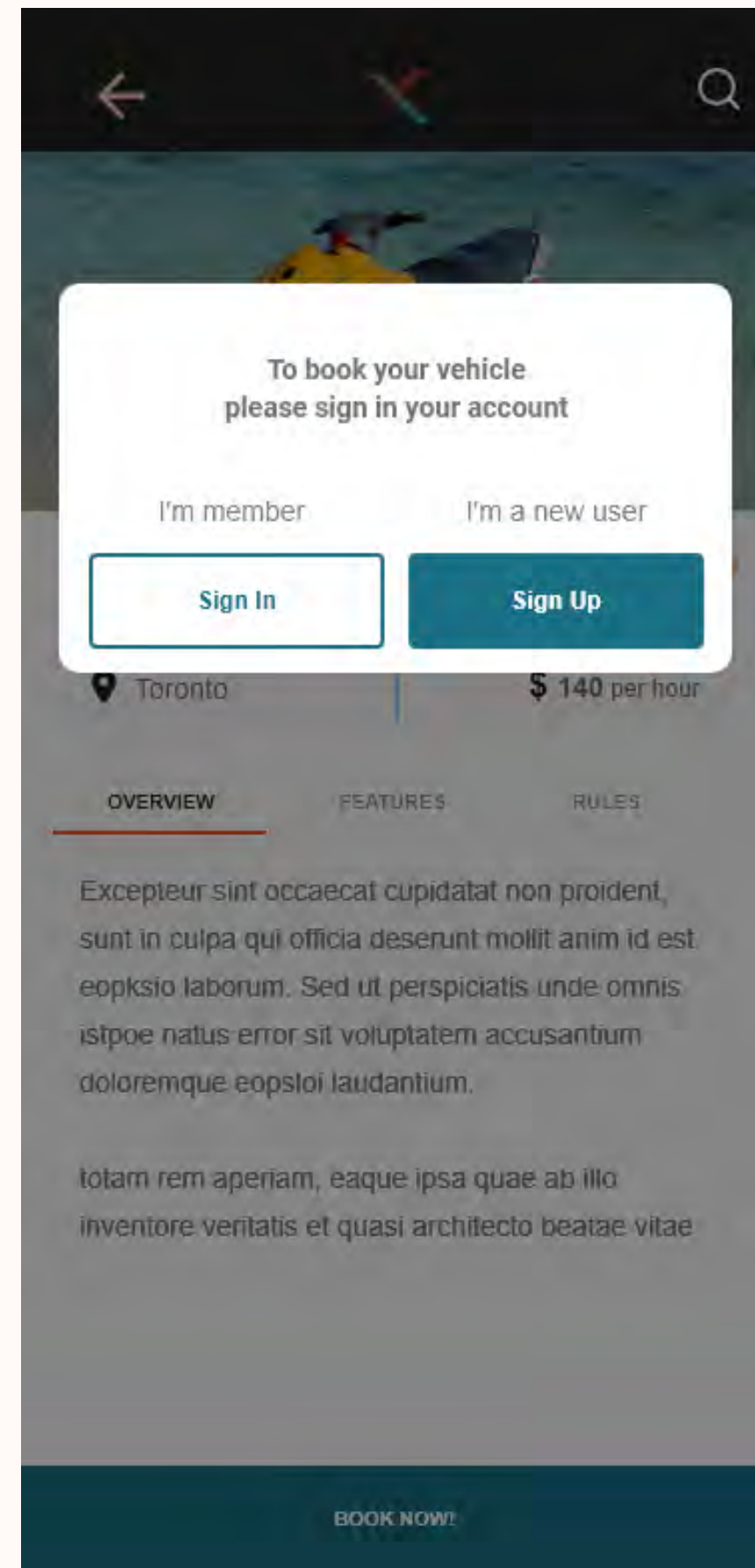
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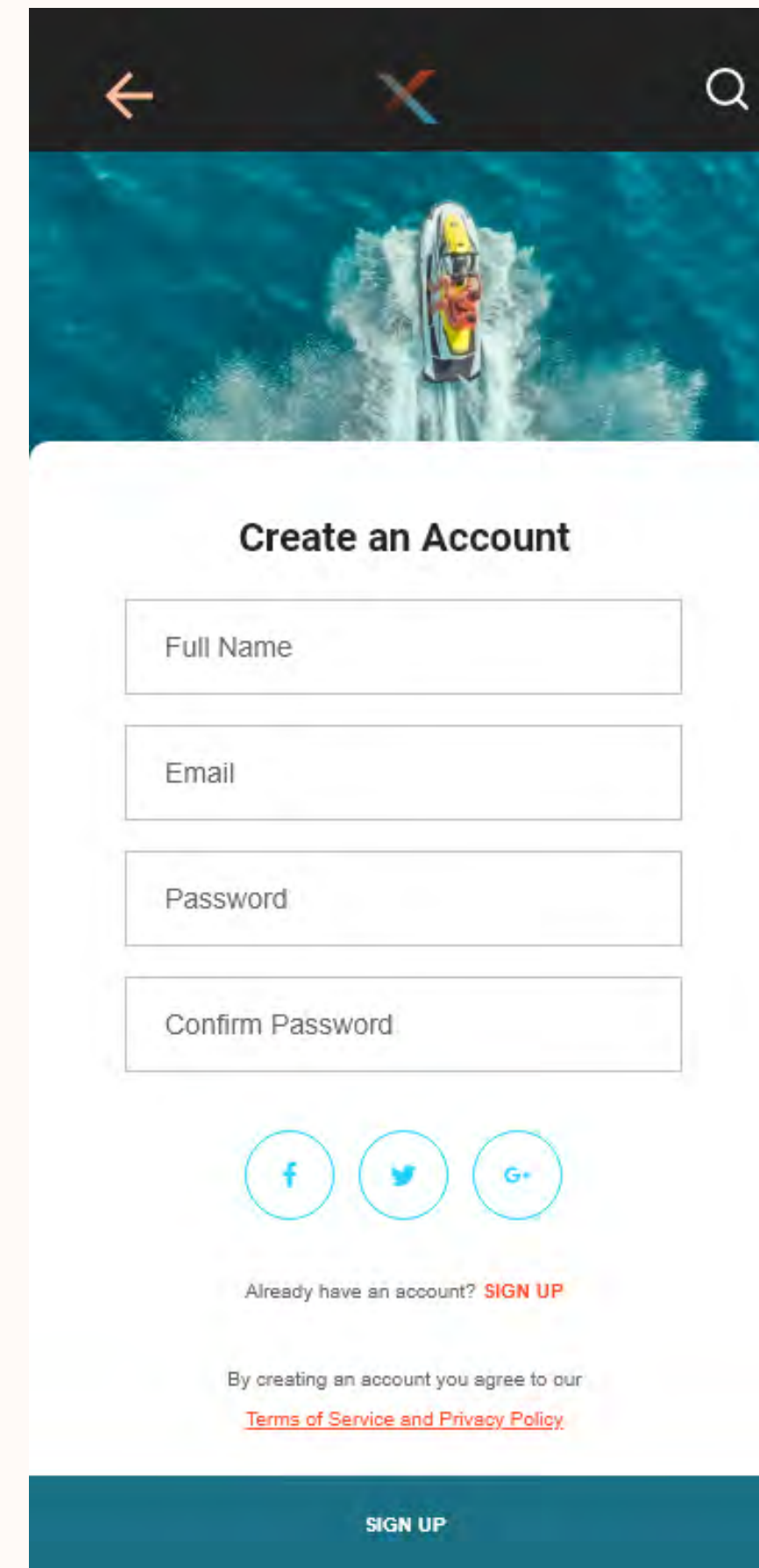
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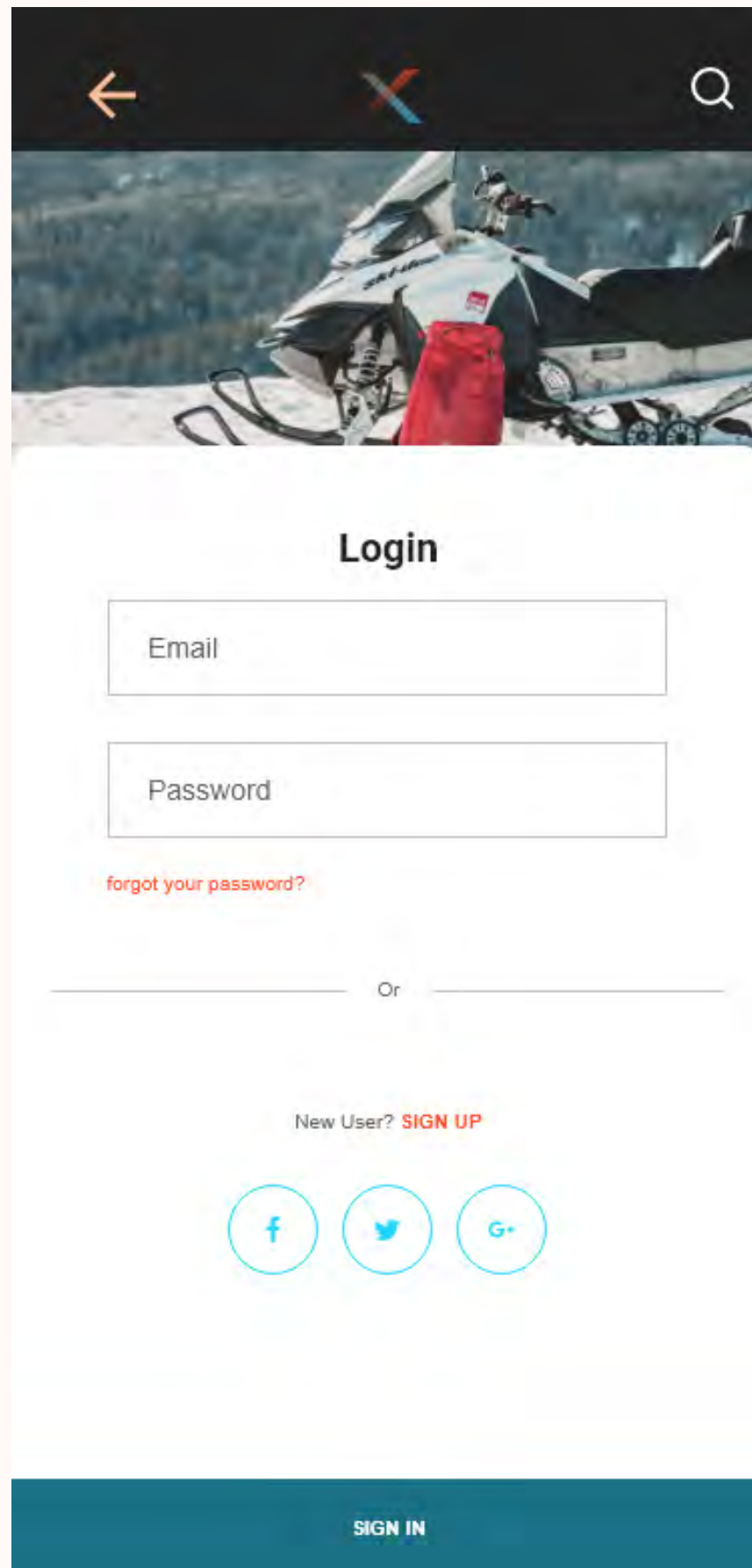
7




8



9



← [Logo] 🔍



Login

Email

Password

[forgot your password?](#)

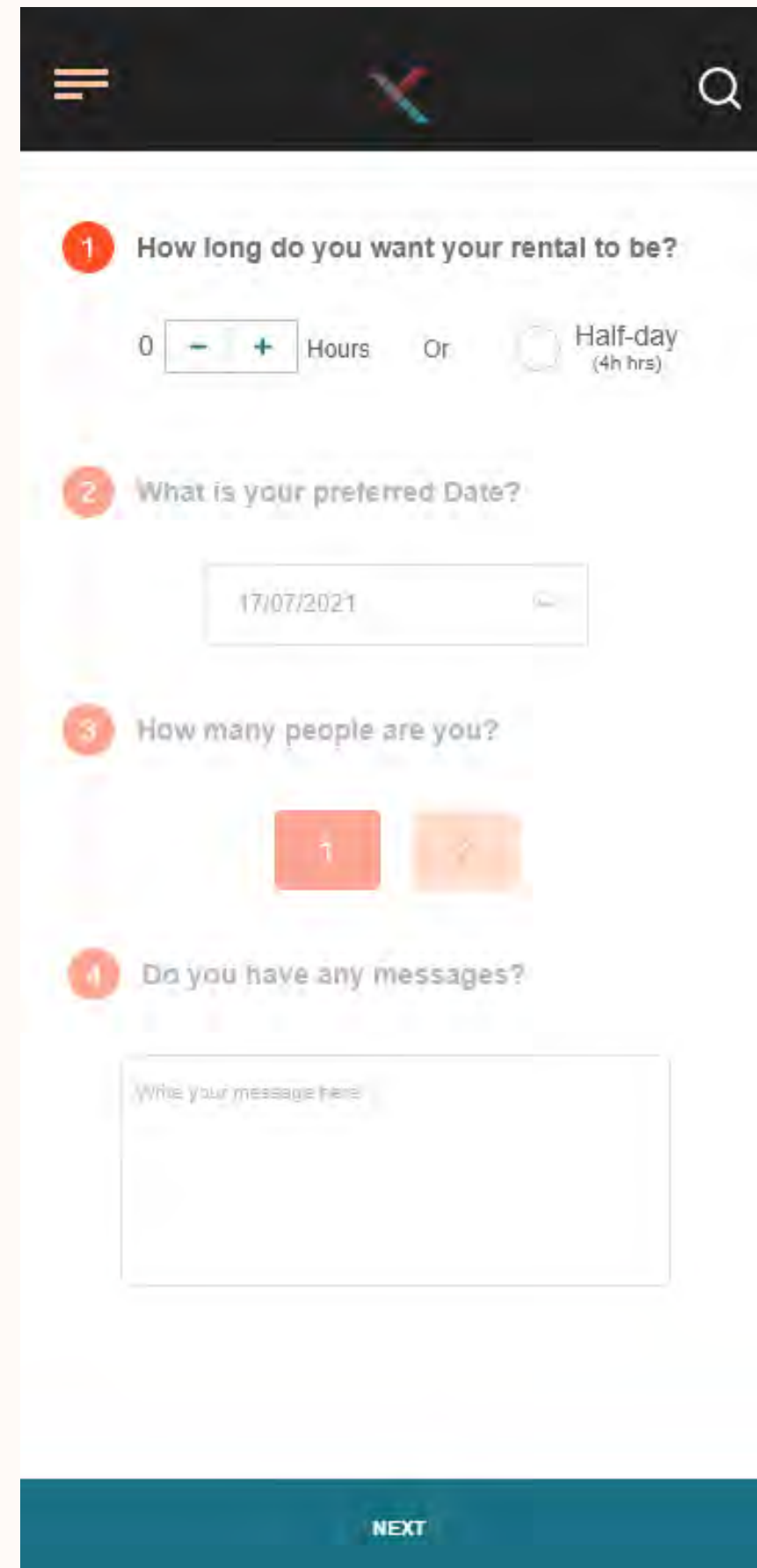
Or

New User? [SIGN UP](#)

[f](#) [t](#) [G+](#)

SIGN IN

10



☰ [Logo] 🔍

1 How long do you want your rental to be?

0 - + Hours Or Half-day (4h hrs)

2 What is your preferred Date?

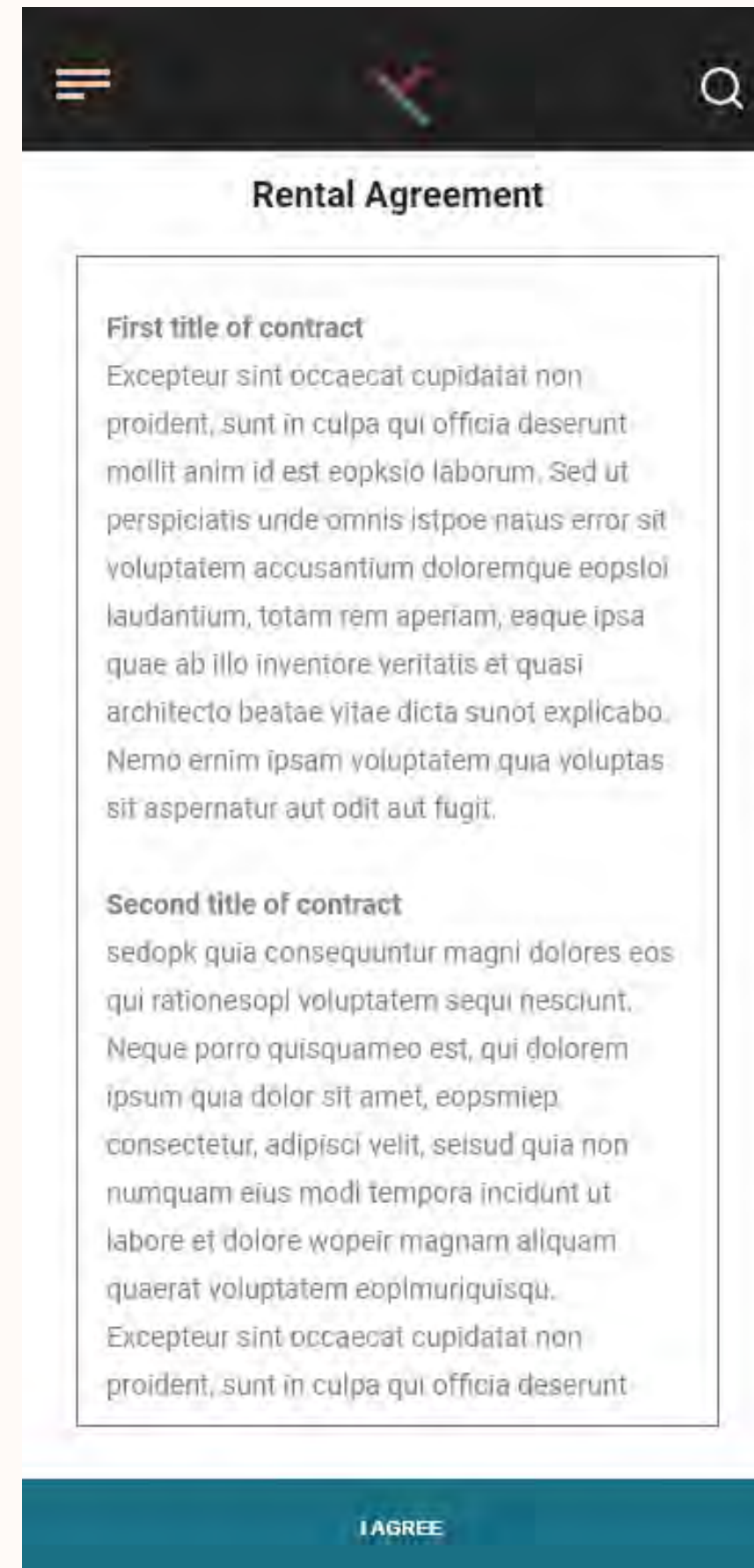
3 How many people are you?

1 2

4 Do you have any messages?

NEXT

11



☰ [Logo] 🔍

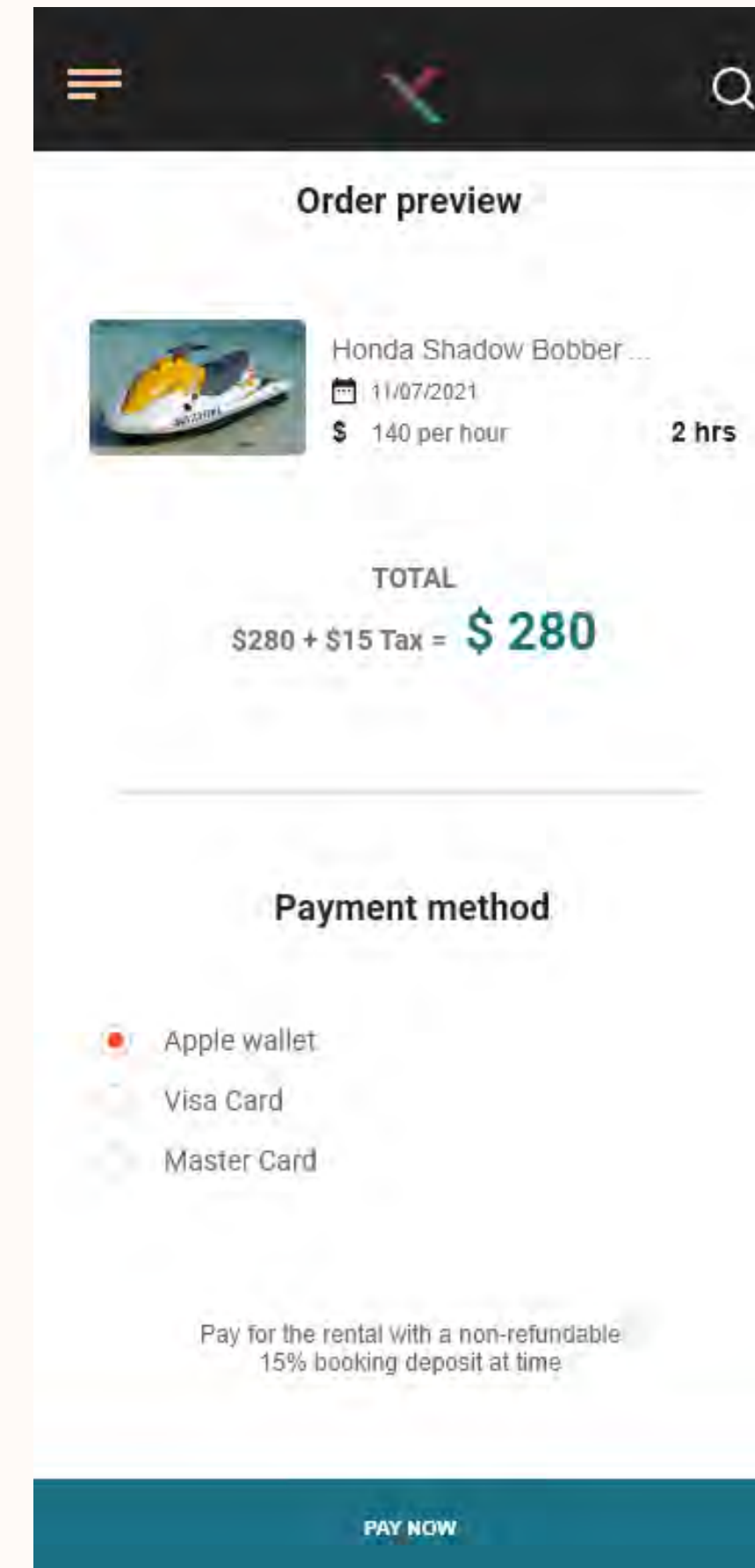
Rental Agreement

First title of contract
Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est eopksio laborum. Sed ut perspiciatis unde omnis istpoe natus error sit voluptatem accusantium doloremque eopsloi laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.

Second title of contract
sedopk quia consequuntur magni dolores eos qui rationesopl voluptatem sequi nesciunt. Neque porro quisquameo est, qui dolorem ipsum quia dolor sit amet, eopsmiep consectetur, adipisci velit, seisdud quia non numquam eius modi tempora incidunt ut labore et dolore woepir magnam aliquam quaerat voluptatem eopluriquisqu. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt


I AGREE

12



☰ [Logo] 🔍

Order preview

 Honda Shadow Bobber ...
📅 11/07/2021
💰 \$ 140 per hour **2 hrs**

TOTAL
\$280 + \$15 Tax = **\$ 280**

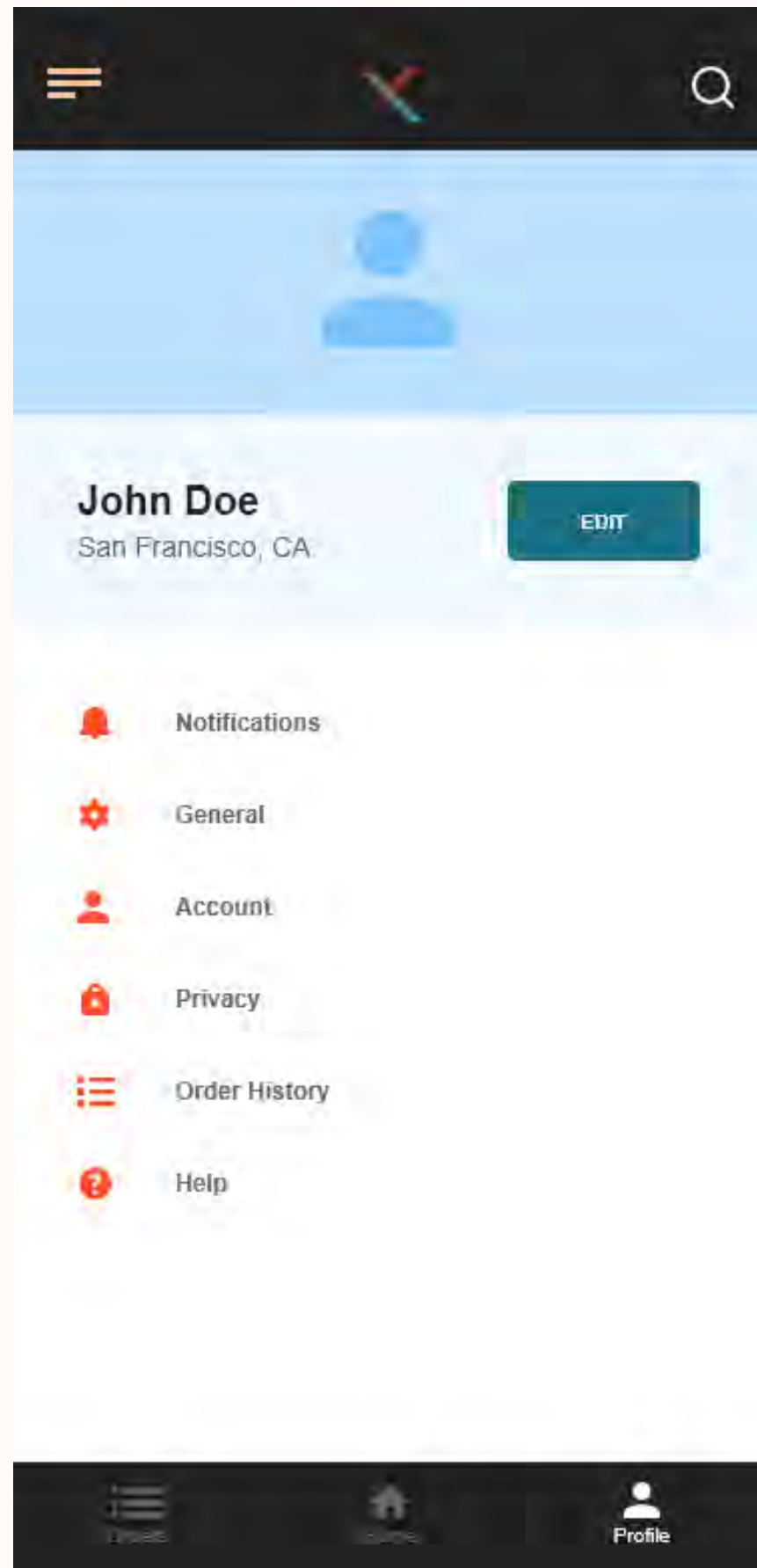
Payment method

Apple wallet
 Visa Card
 Master Card

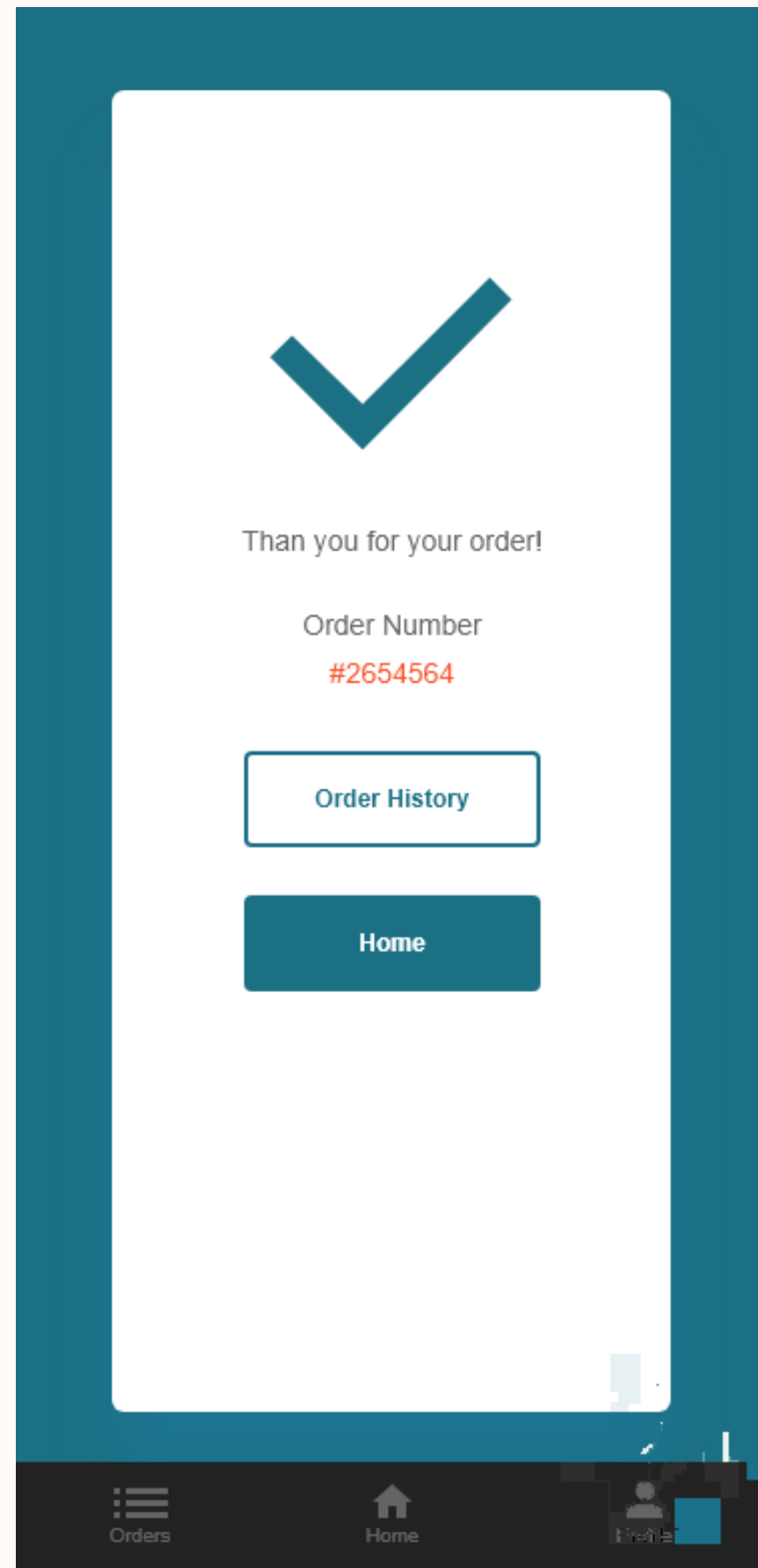
Pay for the rental With a non-refundable 15% booking deposit at time

PAY NOW

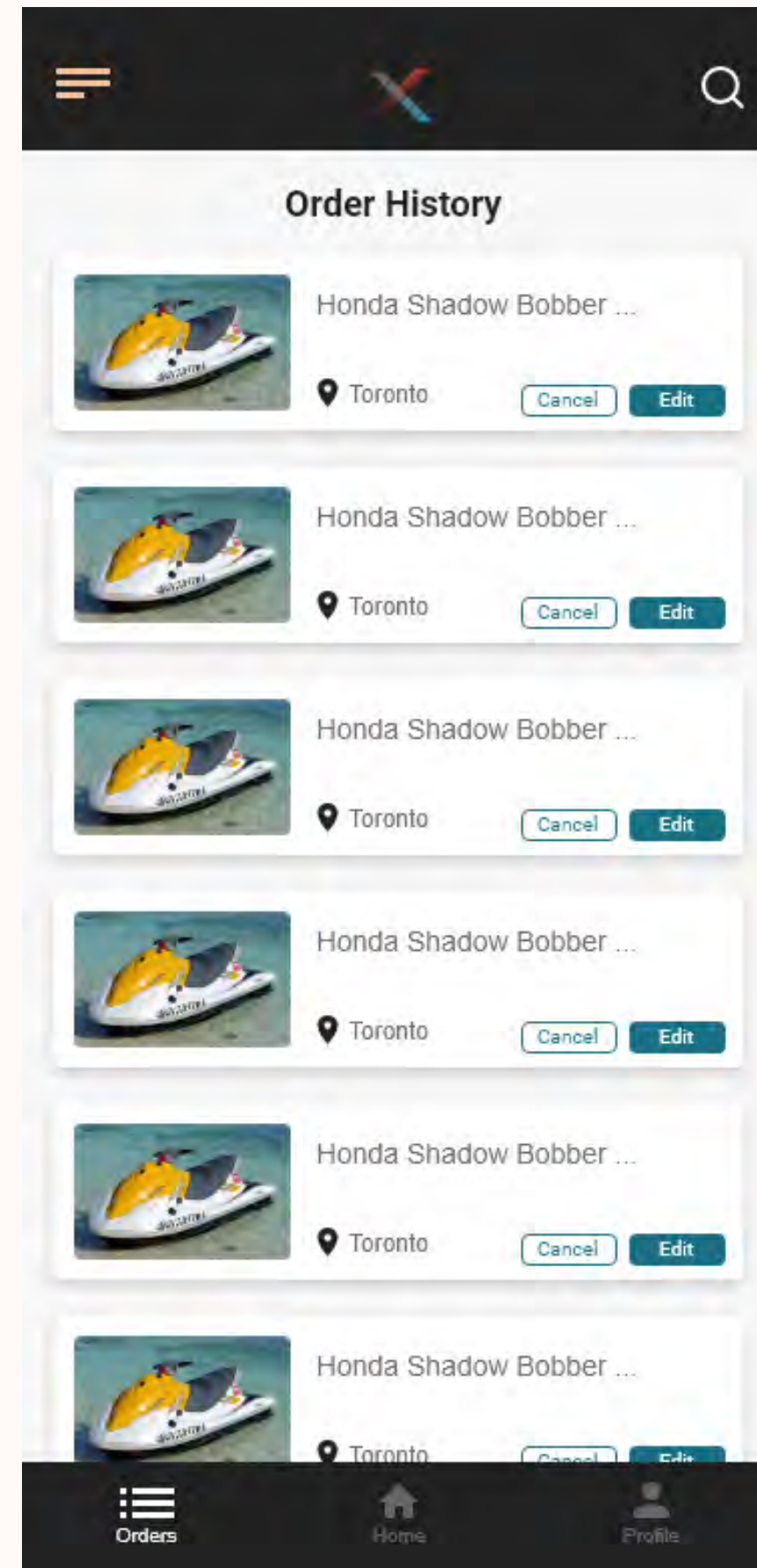
13



14



15



16

