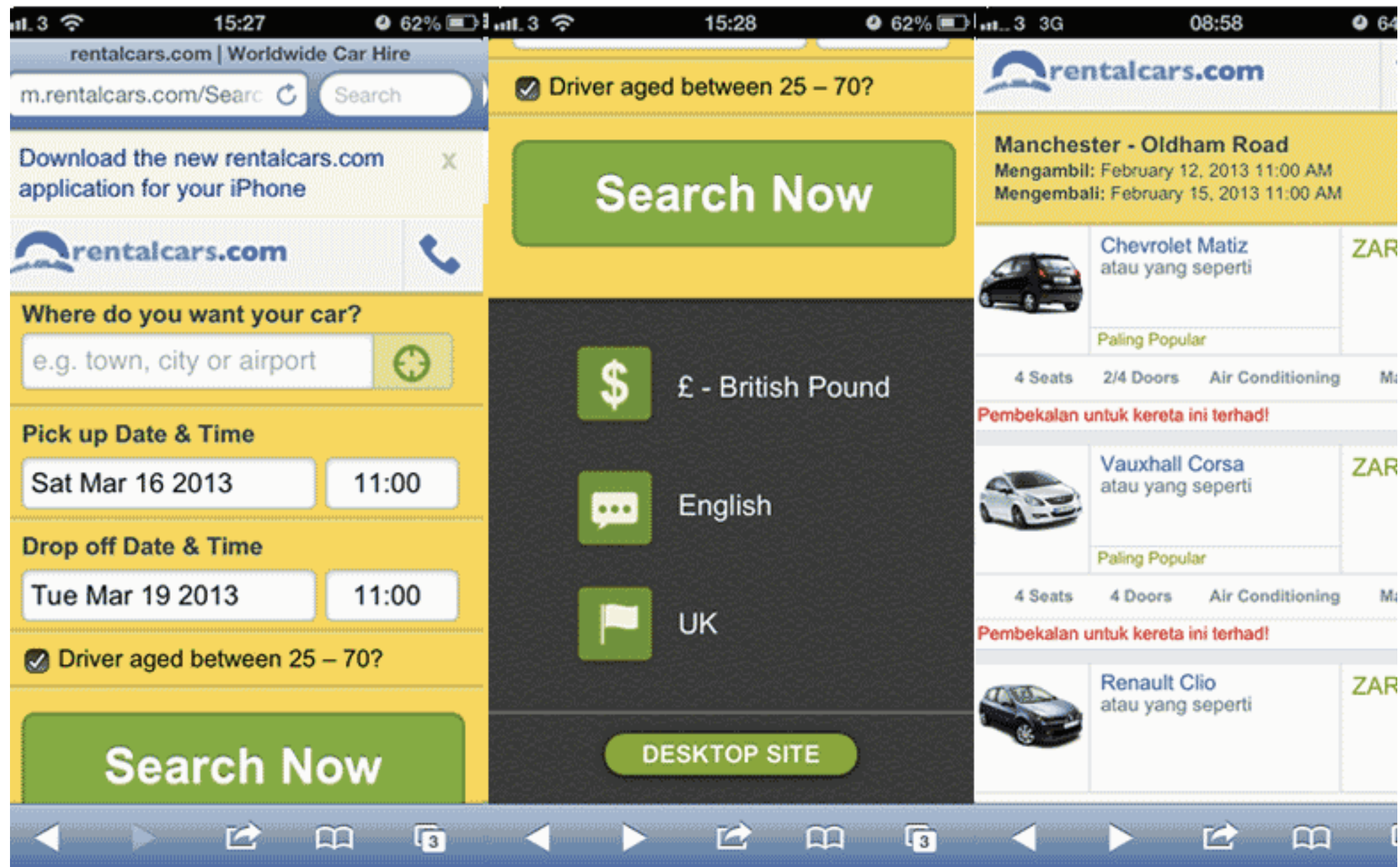
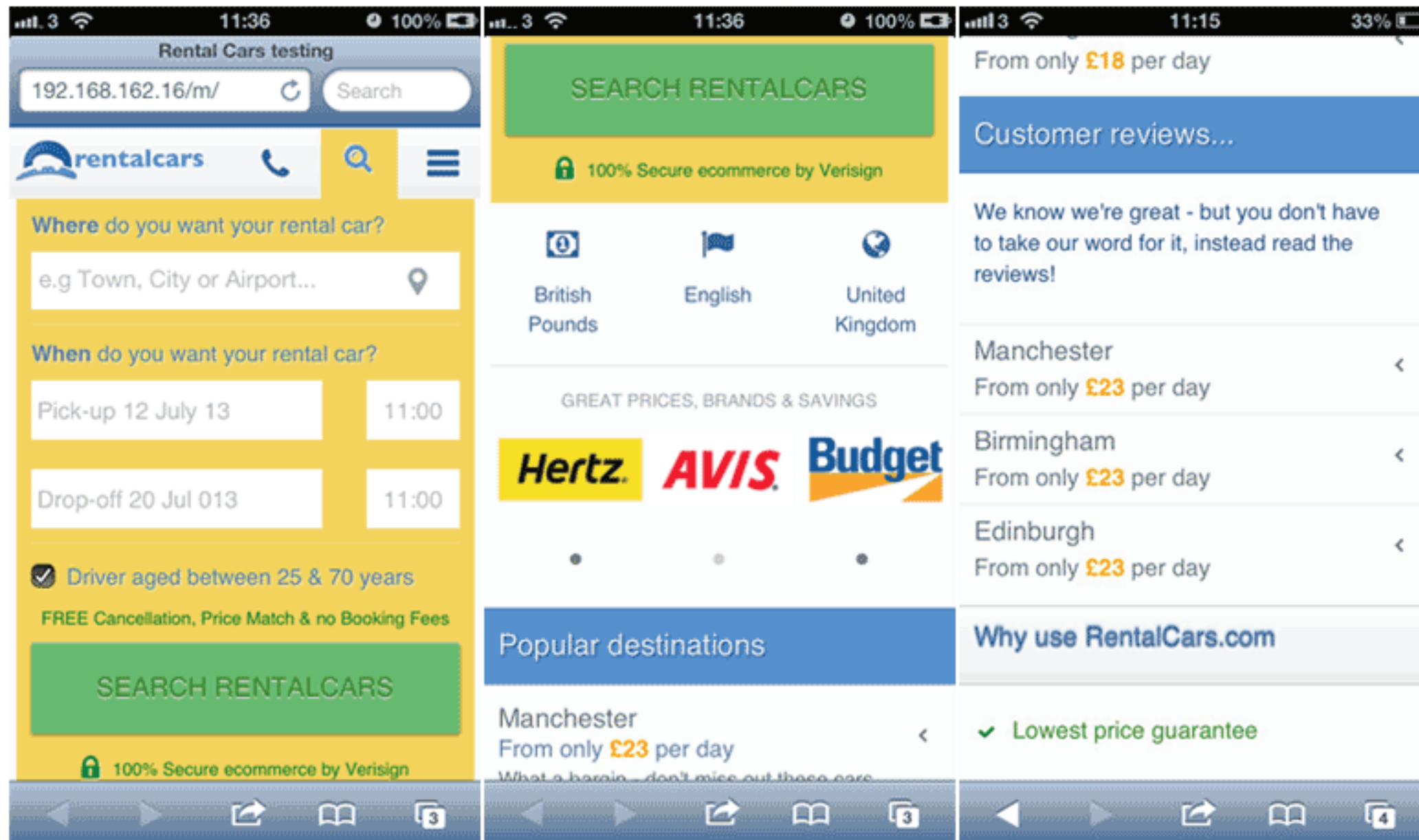




Rentalcars starting point when I joined.



Prototype showing feasibility of desktop content, already having been determined to drive conversion, being displayed on mobile devices.

Rent your Car at:

e.g London - Heathrow Airport

☒ Return car to the same location

Start Rental date:

Mon - Feb 11 - 2013

08.30

Finish rental date:

Mon - Feb 17 - 2013

14.30

☒ Driver is aged between 25 - 70

Search for your rental car

English & Pounds Sterling

FREE - Cancellation & Price Match • No Booking Fees

Leading Brands & Big Savings!

Alamo

AVIS

Europcar

Popular destinations:

Manchester

from £22 per day

>

rentalcars.com

Manchester City Centre

within a 2.5 mile radius

Within 2 miles and kilometers

Hertz Rental Cars - M1 4TR

✓

Avis Reantl Cars - M1 6ZP

✓

Europa Rental Cars - M1 7AQ

✓

Avis Reantl Cars - M1 6ZP

Europa Rental Cars - M1 7AQ

Manchester Airport

6 Mar 3pm to 9 Mar 6pm

Mercedes Benz C-Class Estate... or similar

ZAR963,432.29

ZAR1,234,690.95

4 Seats, 3 Doors, Manual, Air Con iPod Connectivity...

Mercedes Benz C-Class Estate v6 SEL 3000 Long Name Translation will wrap or similar

ZAR963,432.29

ZAR1,234,690.95

Selling Out

4 Seats, 3 Doors, Manual, Air Con iPod Connectivity...

FREE - Cancellation & Price Match • No Booking Fees

Price includes additional driver & a tank of fuel

Mercedes Benz C-Class Estate v6 SEL 3000 Long Name Translation will wrap or similar

ZAR963,432.29

ZAR1,234,690.95

Excellent value

4 Seats, 3 Doors, Manual, Air Con iPod Connectivity...

FREE - Cancellation & Price Match • No Booking Fees

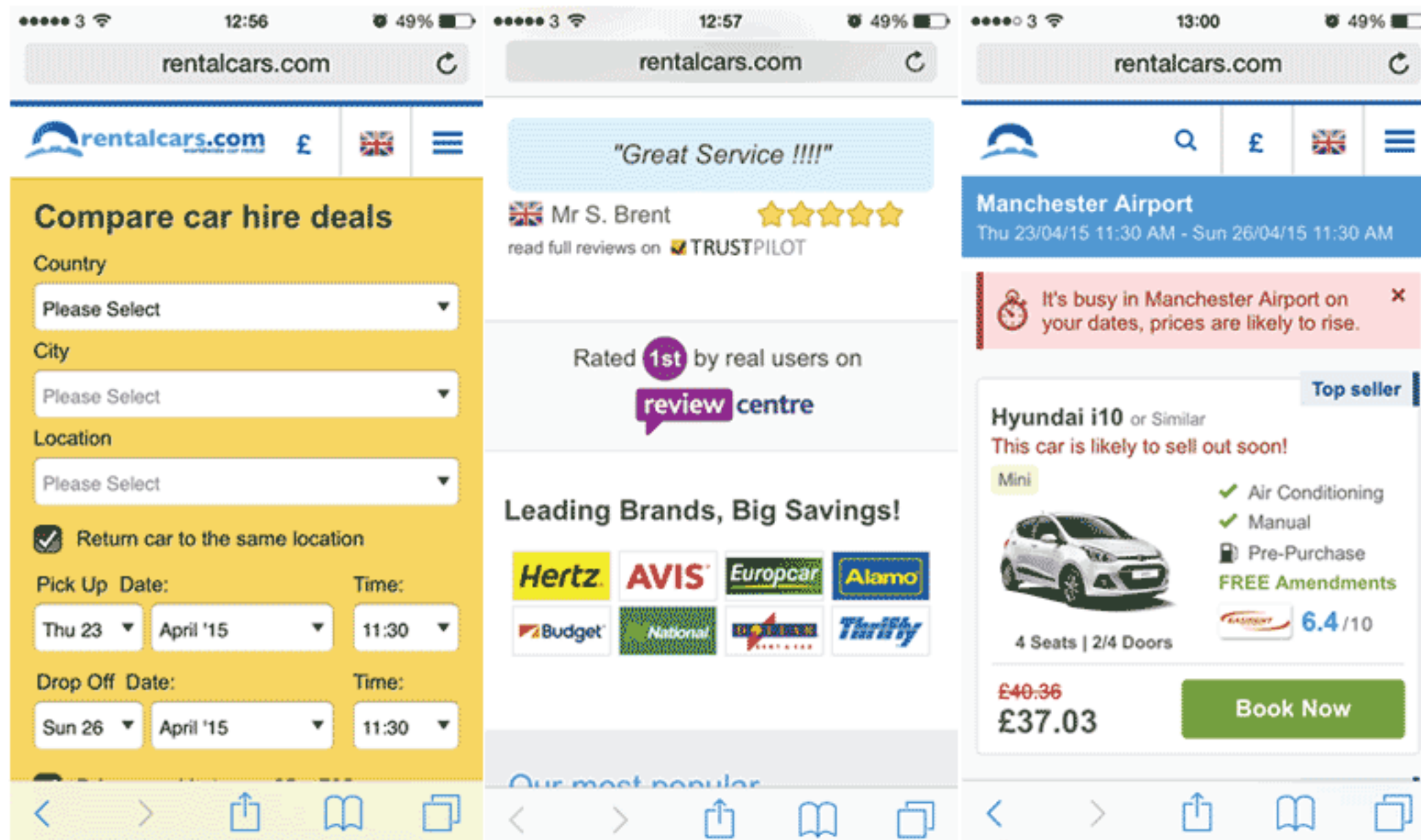
Special offer/additional message notification

Premium Package Price includes: additional drivers (over 25), GPS Satellite Navigation and a FREE tank of Gas worth £52.00!

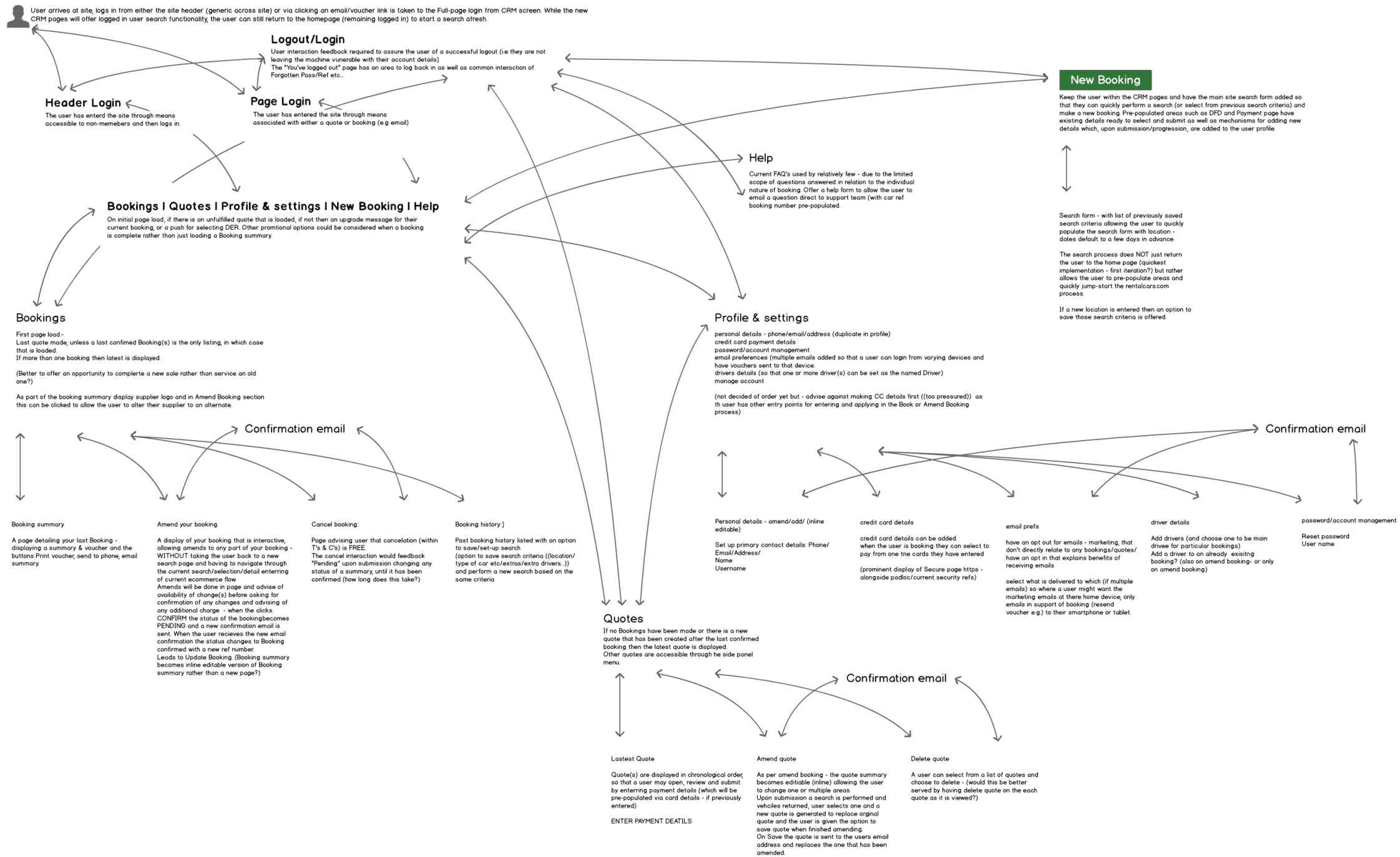
More Packages

▼

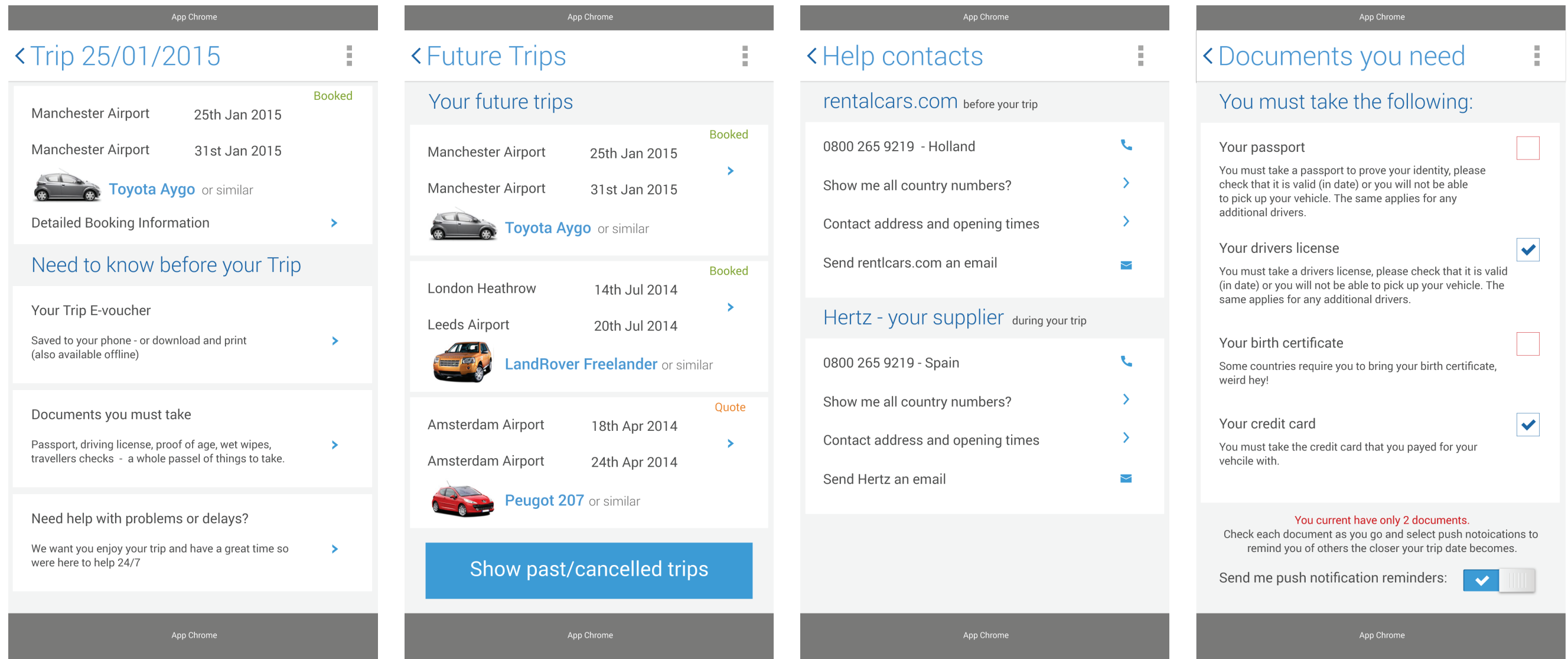
Wireframes put together continuing to show possibilities for full content delivery and, in response to unconvinced stakeholders, shorter content delivery as well as new functionality requests and recommendations such as map search.



The mobile site after recommendations had been implemented and the product went profitable.



Initial CRM booking management flow distributed to stakeholders to give an overview of functionality.



Android screens showing part of that CRM booking management, passed to designers/developers. After this I made headway into recommending the adoption of style guides to facilitate development.

X

●

Do you have your flight number handy?

Yes

Find my Flight number...

No

Providing us with your flight number is important in ensuring your vehicle is available should, for any reason, your flight be delayed.

X

●

Do you have your flight number handy?

Yes

Find my flight number

No

My flight number is:

2323

What is this? ⓘ

Go

We'll save your flight number with your booking information

X

●

Do you have your flight number handy?

Yes

Find my flight number

No

I am flying from:

London- Heathrow Airport (LHX)

▼

Not flying from the UK?

I am flying to:

Malaga Airport

Edit

My flight arrives on:

July 18, 2013 at 2.30 PM

Edit

Find my Flight number

X

●

Do you have your flight number handy?

Yes

Find my flight number

No

I am flying from:

London- Heathrow Airport (LHX)

▼

Not flying from the UK?

I am flying to:

Malaga Airport

Edit

My flight arrives on:

July 18, 2013 at 2.30 PM

Edit

Searching for your flight number

Find my Flight number

X

●

Do you have your flight number handy?

Yes

Find my flight number

No

I am flying from:

London- Heathrow Airport (LHX)

▼

Not flying from the UK?

I am flying to:

Malaga Airport

Edit

My flight arrives on:

July 18, 2013 at 2.30 PM

Edit

●	Departs	Arrives	Airline	
BA234	18/07/2013 14:30 LHR	23/07/2013 14:30 MAL	British Airways	Select
OS850	18/07/2013 14:30 VIE	23/07/2013 14:30 MAL	Austrian	Select

Select your flight number and we'll add it to your booking information

X

●

Do you have your flight number handy?

Yes

Fnd my flight number

No

I don't know, or haven't got to hand, my Flight number.

Don't worry you can close this window and carry on with your booking as normal and add your flight number later online or when you get a confirmation email.

Close and Continue

Interstitial flight number flow and functionality proposal to ease user product interaction.

Complete the search form below to find cheap car hire at over 6000 locations worldwide

Search rentalcars.com

Airports City Downtown

Q Postcode or Street name

Help ?

Country

UK

City

Manchester

Around

Greater Manchester area

City Centre

North Manchester

East Manchester

South Manchester

West Manchester

Pick up Date:

Thur 22

Drop Off Date:

Thur 22

Within 1 mile

Within 2 miles

Within 3 miles

Within 4 miles

Within 5 miles

Within 10 miles

Search Manchester



Drag the Map Pin

Search within 1 mile radius of my location

.5

10

Want to book by phone? Call us 0800 368 3001

2nd stage wireframe extending product search functionality to map format, passed to designers/developers.

✓ Cancellation

✓ Amendments

\$XXX.XX

\$XXXX.XX

Basic Package:

\$XXX.XX

\$XXXX.XX

Inclusive Package:

\$XXX.XX

\$XXXX.XX

Zero Excess Package:

Book Now

Book Now

Book Now

Top Seller

Vauxhall Corsa or Similar

Class: Mini

On Airport

Full to Full

x 5

Manual

x 3

Yes

We give you the following for free

✓ Cancellation

✓ Amendments

\$XXX.XX

\$XXXX.XX

Basic Package:

\$XXX.XX

\$XXXX.XX

Inclusive Package:

\$XXX.XX

\$XXXX.XX

Zero Excess Package:

Book Now

Book Now

Book Now

Top Seller

Vauxhall Corsa or Similar

Class: Mini

On Airport

Full to Full

x 5

Manual

x 3

Yes

We give you the following for free

✓ Cancellation

✓ Amendments

Basic Package:

Temporibus autem quibusdam et...

\$XXX.XX

\$XXXX.XX

Book Now

Inclusive Package:

Temporibus autem quibusdam et...

\$XXX.XX

\$XXXX.XX

Book Now

Zero Excess

Temporibus autem quibusdam et...

\$XXX.XX

\$XXXX.XX

Book Now

Top Seller

Vauxhall Corsa or Similar

Class: Mini

On Airport

Full to Full

x 5

Manual

x 3

Yes

We give you the following for free

✓ Cancellation

✓ Amendments

Basic Package:

Temporibus autem quibusdam et...

\$XXX.XX

\$XXXX.XX

Book Now

Inclusive Package:

Temporibus autem quibusdam et out officis debitis aut rerum necessitatibus soepe eveniet.

\$XXX.XX

\$XXXX.XX

Book Now

Zero Excess

Temporibus autem quibusdam et...

\$XXX.XX

\$XXXX.XX

Book Now

Top Seller

Vauxhall Corsa or Similar

Class: Mini

On Airport

Full to Full

x 5

Manual

x 3

Yes

We give you the following for free

✓ Cancellation

✓ Amendments

Great Value

★★★★

Basic Package:

Temporibus autem quibusdam et...

\$XXX.XX

\$XXXX.XX

Book Now

With Insurance

★★★★

Inclusive Package:

Temporibus autem quibusdam et...

\$XXX.XX

\$XXXX.XX

Book Now

Peace of Mind

★★★★

Zero Excess

Temporibus autem quibusdam et...

\$XXX.XX

\$XXXX.XX

Book Now

Top Seller

Vauxhall Corsa or Similar

Class: Mini

On Airport

Full to Full

x 5

Manual

x 3

Yes

We give you the following for free

✓ Cancellation

✓ Amendments

Great Value

★★★★

Basic Package:

Temporibus autem quibusdam et...

\$XXX.XX

\$XXXX.XX

Book Now

With Insurance

★★★★

Inclusive Package:

Temporibus autem quibusdam et out officis debitis aut rerum necessitatibus soepe eveniet.

\$XXX.XX

\$XXXX.XX

Book Now

Sales message could be placed

1. Current layout with packages information placed inline with basic car content as per autobourse

2. As per #1 but with prices aligned right next to Book now to retain current alignment on rentalcars.com and original price space filled with a small piece of package contents. Doors, A/C, Transmission and seats moved right to fill space left by original pricing reclaiming Y height

3. Sales/Incentive messages (with possible "recommended rating(?) placed to left of packages offered as a means of comparing/pushing one package against another (aim to sell more expensive packages)

Basic Package:

Temporibus autem quibusdam et out officis debitis aut rerum

\$XXX.XX

\$XXXX.XX

Book Now

Inclusive Package:

Temporibus autem quibusdam et out officis debitis aut rerum

\$XXX.XX

\$XXXX.XX

Book Now

Zero Excess

Temporibus autem quibusdam et out officis

\$XXX.XX

\$XXXX.XX

Book Now

Top Seller

Vauxhall Corsa or Similar

Class: Mini

On Airport

Full to Full

x 5

Manual

x 3

Yes

We give you the following for free

✓ Cancellation

✓ Amendments

Basic Package:

Temporibus autem quibusdam et out officis debitis aut rerum necessitatibus soepe eveniet.

\$XXX.XX

\$XXXX.XX

Book Now

Inclusive Package:

Temporibus autem quibusdam et out officis debitis aut rerum necessitatibus soepe eveniet.

\$XXX.XX

\$XXXX.XX

Book Now

Zero Excess

Temporibus autem quibusdam et out officis debitis aut rerum necessitatibus

\$XXX.XX

\$XXXX.XX

Book Now

Top Seller

Vauxhall Corsa or Similar

Class: Mini

Basic Package:

Temporibus autem quibusdam et...

\$XXX.XX

\$XXXX.XX

Book Now

Inclusive Package:

Temporibus autem quibusdam et...

\$XXX.XX

\$XXXX.XX

Book Now

Zero Excess

Temporibus autem quibusdam et...

\$XXX.XX

\$XXXX.XX

Book Now

Top Seller

Vauxhall Corsa or Similar

Class: Mini

Basic Package:

Temporibus autem quibusdam et...

\$XXX.XX

\$XXXX.XX

Book Now

Inclusive Package:

Temporibus autem quibusdam et out officis debitis

\$XXX.XX

\$XXXX.XX

Book Now

Zero Excess

Temporibus autem quibusdam et...

\$XXX.XX

\$XXXX.XX

Book Now

General notes (applies to all initial layout explorations)
Previously measured color theory employed with package desired to be sold.
Pre-expanded packages tested to see impact of sales (pre-expand the package that makes most profit)
Package order and copy and impact on user selection.

4. Adjusted layout to reclaim Y height with packages placed underneath basic car content allowing for a longer piece of what a package contains and how they differ without the user being required to expand contents. (Full description requires expansion)

5. Adjusted layout to reclaim Y height and placing of "We give you the following for FREE" at the bottom of all packages to indicates that they apply to all

Content display proposals & recommendations to increase conversion of profitable add on products.