

CASE STUDY – AUTOBOOKING – UI/UX

Client: Online booking for Cars' service Station.

Period: January 2016 – now.



Customer request:

Customer had an existing solution that allows clients to look for a car service station in their location and book car service appointments online, as well as make, change and track the bookings.

Customer complains about Bad quality of existing product, no UI/UX - many users are leaving web-site, no conversion rate; company is constantly losing money - urgent help has been needed before coming exhibition.

Our serviced provided:

Team of 3 ppl: Back End engineer (Ruby on Rails), Front End Engineer (Angular.js), Test Engineer who managed to complete:

During 2 weeks - UI/UX prototype was implemented for exhibition; further development with back end took 16 weeks.

Now: new features development consultancy in regards to business.

Results:

- ✓ Successful business in Ukraine, customer started the product extension to new markets.
- ✓ Visitors tripled, orders increased from 0 to 150 per month.