

Virtual User Solution

Robyn Correll

Southern New Hampshire University

GRA 470: User Interface and Experience

Professor Peggy Horner

April 12, 2023

Qualitative Evaluation

The website for Ling's Cars presents many opportunities to improve its user experience. The website is not user-friendly and has a distracting design. There are too many contrasting colors throughout the website. The color palette should create harmony and be pleasing to the eye, otherwise the lack of order will cause the user's brain to reject the chaos ("Basic Color Theory"). While most pages are cluttered with information at the top, there is nothing but links on the left side leaving the rest of the page down to the footer blank, looking unfinished. The size and effects on the text make the information unreadable. By removing the drop shadows and providing larger text can improve the readability while maintaining the information hierarchy. Decluttering the pages by adding white space and removing the links on the left side by offering a page for each make of car will "reduce noise" and "increase readability" while decreasing the length of the page ("Visual Design Basics"). Another way to declutter the site would be to reduce the number of animations. The eye can become confused, focusing on the many animations rather than the information on the cars for lease.

The site is not responsive, meaning that the content does not increase or decrease as the browser window size changes, as well as some of the elements hang off the side and get lost in the busy background. The mobile version is missing menu options that the desktop version has and vice versa. When the button for the desktop option is pressed on mobile, the website is displayed but is too small to read or navigate. Rather than offering to change to the desktop version on mobile, a hamburger menu will give the same options as the desktop while keeping it clutter-free.

Quantitative Evaluation

Using Nielsen's 10 usability heuristic standards the site was tested for visibility of system status; match between system and the real world; user control and freedom; consistency and standards; error prevention; recognition rather than recall; flexibility and efficiency of use; Aesthetic and minimalist design; help users recognize, diagnose, and recover from errors; and help and documentation. The website was found to comply with some but not all of the standards (Nielsen).

Heuristics	Comments
1. Visibility of system status	The breadcrumb links at the top of the page allow the user to know where they are and the path they took to get there, which meets the first heuristic.
2. Match between system and the real world	The site failed the second heuristic because the fine print and the copyright information are placed separately, with the copyright right below the home page's main content and the fine print is at the very bottom. Presented in this order rather than in a logical order may cause the user to miss the important fine print.
3. User control and freedom	While the other pages with forms have an "emergency exit" that is straightforward, the

	<p>“proposal” form requires the user to use the back button on their browser, failing the third heuristic (Nielsen).</p>
4. Consistency and standards	<p>The industry standard of FAQs should be presented in text but only the mobile version offers this. The desktop version FAQs are presented as videos with no transcript available. There are also buttons that are not obvious and text rollovers that appear to be links but are not. Both issues cause the site to fail the fourth heuristic by not following the “platform and industry conventions” (Nielsen).</p>
5. Error prevention	<p>The site succeeded in the fifth heuristic of error prevention by requiring user to sign up to a proprietary service when the “order” button is clicked. By doing this, the user has a chance to cancel the request rather than continuing to order by mistake.</p>

<p>6. Recognition rather than recall</p>	<p>The sixth heuristic of recognition rather than recall failed by offering several ways to see the information on the make of a car while showing only the some of the same information. This makes it difficult for the user to remember where certain pieces of information are housed as it's not obvious which option has that information, and which does not.</p>
<p>7. Flexibility and efficiency of use</p>	<p>The seventh heuristic of flexibility and efficiency calls for hidden shortcuts for experienced users while not requiring novice users to navigate the same way. The website almost succeeds with the keyboard shortcuts to tab to a dropdown menu and choose an option with the arrow keys and the return/enter key. Where it fails is that the user is unable to tab to check boxes and radial buttons.</p>
<p>8. Aesthetic and minimalist design</p>	

	<p>The eighth heuristic, aesthetic and minimal design, is not followed by this website. Most of the information presented is too wordy, causing walls of text that tax the user's eye. There is also a lot of car information that is crowded into small spaces, making it difficult to read. The clashing colors and excessive animations distract from the information needed.</p>
<p>9. Help users recognize, diagnose, and recover from errors</p>	<p>The ninth heuristic succeeds when an error occurs, for example missing information in a form, the user is given a message which explains what information is missing and prompts them to add it to the form.</p>
<p>10. Help and documentation</p>	<p>The website does a good job at explaining to the user what needs to be done to get the information by labeling buttons and explaining what the forms are for, succeeding in the tenth heuristic.</p>

The issues discussed above can easily be corrected to increase the usability and bring the site in compliance with the heuristics standards with a few changes, such as adding menus and subtracting unnecessary information and animations. Making the site usable and aesthetically pleasing while retaining the unique and quirky style of the business owner is possible.

drop shadows



mobile home page and mobile desktop page



desktop re-sized browser



graphics and text hanging off main space

breadcrumbs

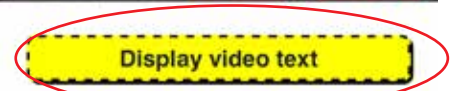


error prevention

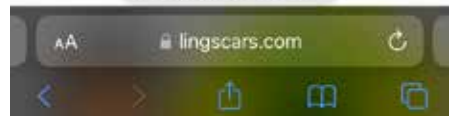




desktop FAQs



Back to Videos



mobile FAQs



desktop not a link not a button



mobile



wall of text



click make symbol on the left



click model link on the left ex. 1



click model link on the left ex. 2



click personal price list option in home page menu ex. 1



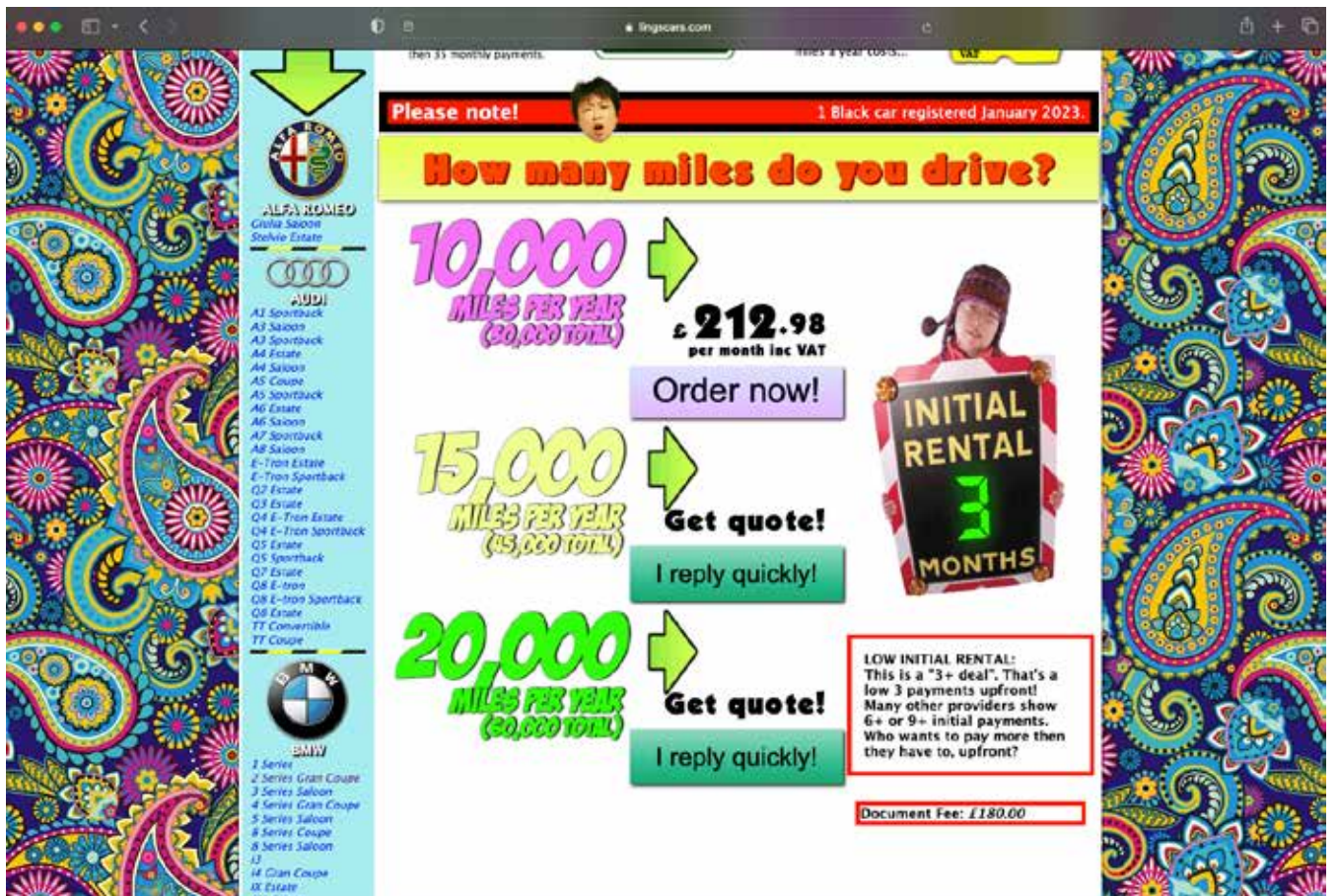
click personal price list option in home page menu ex. 2



click on car image on home page



error message



button instructions

lingscars.com User Interface Heuristics (Jakob Nielsen) User 1					Spreadsheet Key Ratings: 1=low 5=high Classification: U=usability, L=look & feel F=functionality		
ID	Heuristic	Rating 1 to 5	Comments		Recommendations	Category	Page Ref
			Pro	Con			
Visibility of system status							
	Feedback: Keep user informed about what is going on	1		Search results are listed but are difficult to find. Looks like the results are part of the design below.	Move search results to under search button.		
	Provide status information	1		I didn't know if search had begun.	If there is a delay, provide a pop-up that gives the estimate of an action.		
	Feedback: Show that input has been received	1		Nothing showed search was submitted	Have a submission received message.		
	Features change as user carries out task	2	When search brought results, they were listed at the bottom of the page.	Search results weren't obvious.	Organize the search page with the results clearly marked.		
	Feedback provided for all actions and tasks	1		No feedback	Show pop-ups and warning messages as needed.		
	Feedback timely and accurate	1		No feedback			
	Indicate progress in task performance	1		I didn't know if search had begun.	Submission received and time estimate when needed.		
	Direct manipulation: visible objects, visible results	1		Couldn't find where it said there were no results.	Organize the search page with the results clearly marked.		
	Show icons and other visual indicators	3	There are some buttons.	Not all links had buttons or were obvious.	Have consistent layout and indicators.		
	WYSIWYG; do not hide features	3		Everything is out there but it's not organized.			
Match between the system and the real world							
	Speak the user's language	3	It's English.	There's a lot of slang.	Clean up and reduce some of the phrasing while still keeping the personality of the site.		
	Contains familiar terms and natural language	3		See above			
	Familiar user's conceptual model	1		The site has an odd layout. Nothing is where it is expected.			

	Use of user's background knowledge	1		I know nothing about cars and the site wasn't helpful.	Provide information that is easy for someone not familiar with cars to understand		
User control and freedom							
	Undo red-do should be supported	1		Only way to undo and redo is to use the back and forward on the browser, which asked to resubmit form.	Provide undo and redo action buttons		
	Obvious way to undo actions	1		Only the back button			
	Forgiveness; make actions reversible	1		Nothing is reversible.			
	Ability to undo prior commands	1		Only back button			
	Clearly marked exits	1		Either back button or close the window			
	Ability to re-order or cancel tasks	1		Only the back button	Add cancel buttons to forms.		
	User control: allow user to initiate/control actions	4	Nothing happened unless I clicked on it, even if it was difficult to know what I was clicking.		Provide filters so user can control what search results they see.		
Consistency and standards							
	Consistency: express the same thing the same way	4	Everything has the same confusing wording		Reword some of the copy and make it consistent.		
	Consistency: same things look the same	1		There are several different ways to look at a car and they don't look the same.	Have only one layout for the car pages.		
	Show similar information at same place on each screen	1		See above			
Error prevention							
	Prevent errors from occurring in the first place	5	The required form info was listed				
	System designed to prevent errors	5	See above				
	What planning mistakes are most likely	5	See above				
Recognition rather than recall							
	See-and-point instead of remember-and-type	1	I couldn't remember how I found stuff.		Use a familiar layout and logical navigation.		
	Make the repertoire of available actions salient	1		There is not a normal menu bar, some links are vague.			
	Seeing and pointing: objects and actions visible	1		There are a lot of things on the page that look like links but aren't and vice versa.			
	What features often missed and at what cost?	1		Dropdown menus would be helpful. And more simple-to-understand information	Add dropdown menus to organize content.		

				about the cars would help. I wanted to leave the page.			
	Provide list of choices and picking from list	3	There are a lot of choices.	It was too many to choose from and made it harder and more time-consuming.			
	Minimize the user's memory load	1		I couldn't remember anything.			
	Easy or difficult to perform (execute) tasks?	1		Difficult			
	Show icons and other visual indicators	1		There are some buttons and there's a list at the top saying what page it is.	Have consistent link style.		
Flexibility and efficiency of use							
	Shortcuts: Accelerators should be provided	4	Keyboard tabbing is available.				
	User tailored to speed up frequent actions	1		Doesn't remember frequent actions. Everything has to be typed again.			
	User interface should be customizable	1		Can't change anything.			
Sufficient content and information							
	Relevant content to user	4	It has information on leasing cars.				
	Site is informative	2		There is a lot of information that I can't understand and don't want to look up.	Simplify information.		
	You believe in the content	3	The information is probably correct, but I wouldn't know any different				
	Easy to locate desired content/information	1		I couldn't find what I needed.			

lingscars.com User Interface Heuristics (Jakob Nielsen) User 2					Spreadsheet Key Ratings: 1=low 5=high Classification: U=usability, L=look & feel F=functionality		
ID	Heuristic	Rating 1 to 5	Comments		Recommendations	Category	Page Ref
			Pro	Con			
Visibility of system status							
	Feedback: Keep user informed about what is going on	3	I knew the page I had pulled up.		Add headings		
	Provide status information	n/a	I did not fill out a form.		n/a		
	Feedback: Show that input has been received	n/a	I did not fill out a form.		n/a		
	Features change as user carries out task	3	The page looks different as I navigate through the website.				
	Feedback provided for all actions and tasks	n/a	I did not do anything to receive feedback.		n/a		
	Feedback timely and accurate	n/a	I did not do anything to receive feedback.		n/a		
	Indicate progress in task performance	n/a	I did not do anything to receive feedback.		n/a		
	Direct manipulation: visible objects, visible results	2		There are a few things that looked like they could be clicked.	Make links and search results obvious.		
	Show icons and other visual indicators	4	The dropdown menus are there.				
	WYSIWYG; do not hide features	4	The links that are available are correctly labeled.				
Match between the system and the real world							
	Speak the user's language	4	Yes.				
	Contains familiar terms and natural language	2		The terms are crass and insulting.	Clean up copy.		
	Familiar user's conceptual model	2		It is not professional.	Organize information and use a familiar layout.		
	Use of user's background knowledge	2		The website assumes I know the ins and outs of every car.	Provide more and simple information about the car.		

User control and freedom							
	Undo red-do should be supported	n/a	I did not have to undo or redo anything.		n/a		
	Obvious way to undo actions	3	You can use the browser to go back a page.		Add cancel or undo button when appropriate.		
	Forgiveness; make actions reversible	2		The only way to reverse is to use the browser's back function.			
	Ability to undo prior commands	n/a	I did not have to undo anything.		n/a		
	Clearly marked exits	3		Close the browser tab.			
	Ability to re-order or cancel tasks	1		There is not a cancel button. This is why I didn't try any forms. I do not want to give them my information.			
	User control: allow user to initiate/control actions	3	I am able to control what actions I take but it is not exactly clear if I am doing it correctly.		Provide feedback should the tasks not be actionable.		
Consistency and standards							
	Consistency: express the same thing the same way	3		Yes. The unprofessional tone is consistent.	Make content more professional while keeping the personality of the site.		
	Consistency: same things look the same	3		Yes. Everything is very loud and irritating.			
	Show similar information at same place on each screen	3		Yes. Each page for a car has the same long explanations and jokes.			
Error prevention							
	Prevent errors from occurring in the first place	3	The form was clear that the information was required without having to fill anything out.	It looked unprofessional.	Clean up the layout.		
	System designed to prevent errors	n/a	I did not fill out a form.		n/a		
	What planning mistakes are most likely	3	The form was clear that the information was required without having to fill anything out.				
Recognition rather than recall							
	See-and-point instead of remember-and-type	2		The format of the page was not like any other page I have visited; therefore, it was not obvious where I should go in the beginning.	Use familiar layout		
	Make the repertoire of available actions salient	4	There are plenty of options to choose from.				


	Seeing and pointing: objects and actions visible	4	Dropdown menus and buttons are available.					
	What features often missed and at what cost?	2		I would like to see a better search function that will filter more features of the car.	Add filter to organized search page.			
	Provide list of choices and picking from list	2		There are too many choices.	Simplify menu and use dropdowns where appropriate.			
	Minimize the user's memory load	2						
	Easy or difficult to perform (execute) tasks?	2		It is difficult to navigate through the pages to find a car that I can use.				
	Show icons and other visual indicators	3	There are some familiar icons, like the arrows on the dropdown menus	Some of the items, especially on the right of the first page, that look like a link when I put my cursor over them, but it is not.	Use consistent styling.			
Flexibility and efficiency of use								
	Shortcuts: Accelerators should be provided	1		There is nothing to speed up the process of going through the pages.	Add accessibility options, like keyboard navigation, readers, and customizable typeface.			
	User tailored to speed up frequent actions	1		There is nothing to speed up the process of going through the pages.				
	User interface should be customizable	1		There is not a way to make this website look like a normal website.				
Sufficient content and information								
	Relevant content to user	3	There is content about cars.	It is difficult to find pertinent information.	Simplify content and organize.			
	Site is informative	3	There is a lot of information about how to lease a car.	This information is mostly in videos what are insulting and difficult to understand.	Add transcripts and subtitles for videos.			
	You believe in the content	1	No, I do not.					
	Easy to locate desired content/information	1	No, it is not.					

lingscars.com User Interface Heuristics (Jakob Nielsen) User 3					Spreadsheet Key Ratings: 1=low 5=high Classification: U=usability, L=look & feel F=functionality		
ID	Heuristic	Rating 1 to 5	Comments		Recommendations	Category	Page Ref
			Pro	Con			
Visibility of system status							
	Feedback: Keep user informed about what is going on	1		I have no idea what's going on.			
	Provide status information	5	It loads, so it doesn't need to give me status updates.				
	Feedback: Show that input has been received	1		I don't know if it took in what I typed.	Add submission received and error messages where appropriate.		
	Features change as user carries out task	1		Nothing changes. It's always hard to understand.			
	Feedback provided for all actions and tasks	1		It doesn't tell me anything.			
	Feedback timely and accurate	1		I don't know if it's accurate because it doesn't tell me anything.			
	Indicate progress in task performance	1		I didn't make much progress.	Add progress bar or steps.		
	Direct manipulation: visible objects, visible results	1		I didn't see any results.			
	Show icons and other visual indicators	1		There is a lot of animation, but I can't tell what it or anything else does.			
	WYSIWYG; do not hide features	1		What I see is confusing and that's what I get.			
Match between the system and the real world							
	Speak the user's language	5	It's in English and I speak English.				
	Contains familiar terms and natural language	1		I don't know what half these things mean.	Simplify language and content.		
	Familiar user's conceptual model	1		There is no concept that is familiar to me.	Use familiar, standard layouts		
	Use of user's background knowledge	1		If you mean about cars, it looks like it's got a lot of facts. If you mean about me using the internet, it's too confusing.			

User control and freedom							
	Undo red-do should be supported	1		When I searched for a car, I hit the back button and it went back to the first page. Then I hit the forward button and the search results were still here.	Add cancel, undo, redo buttons where appropriate.		
	Obvious way to undo actions	1		The back button doesn't take out my search information. I don't know how else to undo anything.			
	Forgiveness; make actions reversible	1		Same.			
	Ability to undo prior commands	1		Same.			
	Clearly marked exits	3	I closed my browser and then went back in.				
	Ability to re-order or cancel tasks	1		Closing my browser seemed to work.			
	User control: allow user to initiate/control actions	1		I don't feel like I was in control of anything.			
Consistency and standards							
	Consistency: express the same thing the same way	1		It's consistently confusing.	Clean up and use consistent styling and layout.		
	Consistency: same things look the same	1		Everything looks awful.			
	Show similar information at same place on each screen	1		I don't think so.			
Error prevention							
	Prevent errors from occurring in the first place	4	If it means filling something out, then yes, it told me what to fill out.				
	System designed to prevent errors	4	A big message came up when I didn't fill out my email address.				
	What planning mistakes are most likely	4	There isn't much you can't plan for.				
Recognition rather than recall							
	See-and-point instead of remember-and-type	1		I don't remember how I got anywhere.	Use familiar and logical layouts, styling, and navigation.		
	Make the repertoire of available actions salient	1		It has a menu on the side.			
	Seeing and pointing: objects and actions visible	1		I don't know if I'm supposed to click on all the pictures and animations.			


	What features often missed and at what cost?	1		I miss knowing what I'm doing at the cost of my sanity.			
	Provide list of choices and picking from list	1		There's a long list of cars but I don't know what I should pick.			
	Minimize the user's memory load	1		I don't remember how to get back to where I was if I go off the page or accidentally close the internet.			
	Easy or difficult to perform (execute) tasks?	1		Everything is difficult. I don't know what I'm looking at half the time.			
	Show icons and other visual indicators	1		I don't see any icons. There are buttons on the side, but I guess that's all.			
Flexibility and efficiency of use							
	Shortcuts: Accelerators should be provided	1		I have to do everything the old-fashioned way.	Add accessibility per standards.		
	User tailored to speed up frequent actions	1		I don't know how to do anything other than using my mouse to click on things.			
	User interface should be customizable	1		If I could change how this works or looks, I would.			
Sufficient content and information							
	Relevant content to user	1		I don't know since I couldn't figure out what I was looking at.	Simplify content.		
	Site is informative	1		There is a lot of stuff on the pages I saw but it didn't help me use their site.			
	You believe in the content	1		No, I do not!			
	Easy to locate desired content/information	1		Nothing about this site is easy except hitting the close button.			

Persona One

	<p>Persona Type – Young Driver</p> <p>Name - Jayne</p> <p>Age - 19</p> <p>Location – Oxfordshire, UK</p> <p>Technical Comfort – tech savvy</p> <p>Job Title - Student, part time retail clerk</p>
<p>Backstory</p> <ul style="list-style-type: none">• She attends Oxford University on a music scholarship for the violin.• She plays guitar in a local band. Her late uncle left her a Gibson Les Paul, so caring for expensive and meaningful items is a priority.• She works at an antique and rare book shop to supplement the living stipend she gets from her parents.• She wants to start establishing her independence, so she is going to pay for her own “extras,” like the latest computers, phones, and her own car to drive her bandmates around the town to gigs.	
<p>Motivations</p> <p>Jayne is concerned about the process of leasing a car, what to do about normal wear and tear, and the price per month. She needs to lease a car on a budget because she can't get the financing to purchase one yet. A band mate told her about the site, saying that his brother had leased a car from Ling's Cars and was pleased.</p>	

<p>Frustrations</p> <p>On the computer, when using the price list search features, no cars were listed under “results” even though the results said there were 18,530 deals for 7-seaters between £200 - £250 a month. There’s too much to click through. On mobile the search won’t continue unless a make, then model of car is chosen, and Jayne isn’t familiar enough with cars to know which to click. A google search for cars shouldn’t be necessary.</p>	
<p>Their Ideal Experience</p> <p>A great experience would be a filter to narrow down the cars listed on the front page, so she doesn’t have to keep clicking on pages to find what she wants or not to have make and model required in the search criteria on mobile.</p>	<p>Quote</p> <p>“It looks fun, but I don’t have time to look through all this.”</p>

Persona Two

	<p>Persona Type – Professional</p> <p>Name - Nerys</p> <p>Age - 45</p> <p>Location – London, UK</p> <p>Technical Comfort – Comfortable with the latest technology</p> <p>Job Title – Historian, author, and lecturer</p>
<p>Backstory</p> <ul style="list-style-type: none">• She is a historian of early British history, specifically Arthurian legends and myths.• She has written several books on the subject and lectures across the UK.• She has to travel around the country to lecture as well as to off-road locations for research.	
<p>Motivations</p> <p>Cost isn't a concern for Nerys, instead she's looking for an easy process and good customer service. She needs a car that can handle rough terrain and still be comfortable that she can lease through her work. She found this website through a colleague who had used it for his lecture tour.</p>	
<p>Frustrations</p>	

The crass language and rudeness of the website is off-putting. The website doesn't look professional, so she is worried about the level of service offered.


Their Ideal Experience

Ideally, there would be fewer links and pages to click on right away and the information about the cars listed would be presented neater. The information on the site could also be less insulting and brash.

Quote

“Less is more, so don't waste my time.”

Persona Three

	<p>Persona Type - Vacationer</p> <p>Name - Harold</p> <p>Age - 67</p> <p>Location - Surrey</p> <p>Technical Comfort – Okay with a computer but a smartphone is a challenge</p> <p>Job Title - Retiree</p>
<p>Backstory</p> <ul style="list-style-type: none">• He retired earlier in the year and his kids are grown with their own homes and lives.• He and his wife have always wanted to take an extended holiday in Europe.• He is interested in military history and his wife is obsessed with the Italian Renaissance.• They plan to start in France and travel throughout Europe and are considering a tour of the UK and Ireland when they are back in the country.• Harold is red/green colorblind.	
<p>Motivations</p> <p>Harold is worried he can't find a car to lease and go to the continent with. He wants it to be comfortable since they will be traveling a long way, as well as budget friendly because he is on a fixed income now.</p>	

<p>Frustrations</p> <p>There is so much information on the home page that he's overwhelmed and can't figure out what to do.</p>	
<p>Their Ideal Experience</p> <p>For Harold, the ideal experience would be a site that is minimal with clear and intuitive links in plain language. He doesn't mind some personality in the site, he just wants to be able to understand it.</p>	<p>Quote</p> <p>"I don't know what I'm looking at."</p>

Scenario One

User Task Profile Targeted	Young Driver
Subject Persona	Jayne
Scenario Description	Lease high passenger capacity car with adequate trunk space to go around town.

Background:

Jayne is a full-time student at Oxford University with a part time job and plays guitar in a band in her free time. She is the only one in her band who can drive and is on a tight budget. The band plays locally several times a month and Jayne needs a car that can accommodate 5 passengers and their instruments. The drummer told her about Ling's Cars and that it's so wild she *had* to check out the site. Jayne worries that leasing a car could lead to extra expenses if it's damaged. Her friend reminds her how well she's taken care of her violin used for school and her inherited guitar, so a car shouldn't be a problem. She searches the site surrounded by friends, so it's hard to focus.

Objective:

She needs to find a dependable car that can seat 5 passengers and has a large trunk for £300 per month at maximum.

Narrative:

Jayne goes to lingscars.com to lease a car that is spacious and affordable as well as find out the damage policy. Since she knows very little about cars, she is overwhelmed by the number of options for make and model that are offered. Jayne tries to search for what she wants but gets too many results and doesn't want to spend time googling each car. Jayne leaves the site.

Scenario Two

User Task Profile Targeted	Professional
Subject Persona	Nerys
Scenario Description	Lease car to drive around the country for business and rugged for research trips.

Background:

Nerys is an art historian and writes books on early British history, with a passion for the Arthurian legends and myths. Though she is based in London, she travels all over the UK to give lectures at anywhere from universities to the local Women's Institute. Because of the nature of the legends and myths, Nerys travels to Wales, Cornwall, Gloucester, Westminster, and Scotland for research, which often leads off road. Working on her own has made Nerys impatient with other people and she prefers polite interaction. Customer service can make or break a business with Nerys.

Objective:

She wants to find a sturdy car with a long-term lease that can take a lot of mileage and survive the variety of terrain and weather in the UK.

Narrative:

Nerys goes to lingscars.com to find a long-term lease for a sturdy and dependable car. She clicks through several pages and is turned off by the animations, busy background, insults, and crass

language. After looking at the site, she determines that it's not professional enough and is afraid of getting scammed. She doesn't trust people who constantly say to trust them, so alarm bells went off in her head. She thinks it looks like an ad in a tabloid paper and leaves the site.

Scenario Three

User Task Profile Targeted	Vacationer
Subject Persona	Harold
Scenario Description	Lease car to take to the continent for extended holiday.

Background:

Harold and his wife have been empty nesters for the past 3 years and he has finally retired. Though they prefer a quiet life where they live in a rural part of Surrey, they have both always wanted to take an extended holiday on the continent. Harold loves military history, so there are many places in Europe that he wants to visit. His wife is obsessed with Renaissance Italy and wants to see art museums throughout Europe, and even go to Florence, Italy. Harold wants to take his time seeing the sites, planning for at least a three-month tour of Europe. When they return home, they might take a tour of their own country and Ireland. They want to lease a car to avoid the wear and tear on their own family vehicle, so they want to lease a car for a year at most. Harold isn't concerned with the kind of car or what color it is—he's colorblind anyway—he just wants a car that he and his wife could comfortably travel in.

Objective:

He wants to find a comfortable car he can lease for a year and take across the English Channel to Europe.

Narrative:

Harold goes to lingscars.com to find a short-term lease for a comfortable car that he is allowed to take out of the UK. Since he is red/green colorblind, he doesn't find the site to be as harsh to look at as others, but he is frustrated by the animations and the clutter and doesn't know where to start. He clicks the Cars/Vans link, which brings up a list of links. He then goes to the order page but is presented with a proposal form. Going through links to the pricing list, he looks for a car that will be comfortable but no interior information is available. Harold leaves the site.

Persona and Scenario Evaluation

The user's interaction with Ling's Cars was brief. Users get frustrated with the lack of logical navigation and give up, leaving the site without completing their goal. The visual design made it difficult for some users to understand what they were looking for and the personality touches that were peppered throughout the site were disagreeable to some users. One user even became angry that they could not figure out how to use the site and another was personally insulted by what they read on the site and heard in the videos.

The goal of the website, to lease reasonably priced cars long-term was not met in any of the scenarios due to user irritation and site abandonment. The information from the evaluations and testing are useful to a designer because the expectations that were not met become obvious. With this, a redesign keeps the users in mind. For example, the aesthetics of the website were commented on the most. It was too crowded, and the color palette doesn't work well. Knowing this, the new design will be better organized and unrelated information removed, and the color palette can be pared down. Other issues that the users had with the interaction can be assessed and the fixes can be incorporated into the design. In addition to the aesthetics, the redesign will

include additional requested information, like the features and interior of the car, the car search will be streamlined to offer more filters, and the personality and style of the site will be toned down as to not insult the user.

Ling's Cars Website Redesign

<p>Company Background</p>	<p>Ling's Cars issues long-term leases of vehicles to personal customers as well as business customers. The owner, Ling Valentine, built the business up by herself and claims it is growing every day. She is very proud of the work she's done in the business and offers several ways to view the accomplishments of her company. Ling has an outgoing and unconventional style that has become a marketing tool for her website and company.</p>
<p>Objective</p>	<p>The objective of the redesign is to make the website easier to use and more visually appealing while maintaining the personality and style.</p>
<p>Target Audience</p>	<p>The target audience is people looking to lease a vehicle long-term and on a budget.</p>

How to Meet Audience Needs	The website should be easily navigated and the needed information easy to find.
Website Issues	Problems found by testers are that it's visually unappealing and dated, difficult to navigate, cluttered, and needed information isn't readily available.
Fixes	<ul style="list-style-type: none">• Reducing the color palette and animations to simplify the design.• The navigation bar will be placed in a left sidebar to stay somewhat familiar to current customers, and the layout will be redesigned follow design standards (drawing the eye, adding negative space, etc.).• Information about the owner will be in the about menu rather than all over the website.• Repeated information will be offered in one place.

	<ul style="list-style-type: none">• Dropdown menus to reduce the clutter.• Information and images of the cars' interiors and features will be added.• A transcript of the FAQs videos to be readily available.
What Should Be Avoided	There are no specific design elements or functions that should be avoided.

Usability Testing for Ling's Cars Website

Author	Robyn Correll
Plan	We will enlist two participants to join a usability testing study.
Stakeholders	Ling Valentine, owner of Ling's Cars and investor group
Date of Test	April 24, 2023
Background	<p>Ling's Cars offers long-term lease and lease-to-buy new and used cars. The business delivers the cars to the customer instead of using a car lot. All of the business is done through the website. The owner, Ling Valentine, built the business up by herself and claims it is growing every day. She is very proud of the work she's done in the business and offers several ways to view the accomplishments of her company. Ling has an outgoing and unconventional style that has become a marketing tool for her website and company.</p>
Goals	The purpose of this study is to discover the cause of usability difficulty and how it leads to website abandonment.
Research Questions	<p>Questions that are expected to be answered by this study include:</p> <ul style="list-style-type: none">• Is the participant able to go through the leasing process?• Are there frustrations during the leasing process that makes the participant leave the website?

	<ul style="list-style-type: none"> • How does the layout affect the participant’s ability to find the information they need and to apply to lease a car? • Does the design detract from the participant’s comfort using the website?
Methodology	<p>We will use qualitative usability testing for this study.</p> <p>Usability testing is conducted by a moderator or facilitator who asks participants to perform specific tasks, using the website’s interface. The feedback is collected through observation of the participant (Moran, “Usability Testing 101”). The qualitative research shows how users use the website, what they are thinking, and what difficulties they have, giving insight to the design team and stakeholders (Moran, “Writing for Quantitative and Qualitative Usability Studies”). The testing is a valuable tool for the design and development team because it identifies problems before implementation by discovering if the participant can complete the tasks in a timely manner and how satisfied they are in using the website. This is also valuable to the stakeholders because early detection of issues means less expense is needed to correct them (“Usability Testing”).</p>
Participant Characteristics	<p>The participants of the study are frequent drivers who prefer to lease a car rather than purchase.</p>

Schedule	<p>Morning testing for Participant One begins at 9:00 and will end between 9:30 and 10:00. Morning testing for Participant Two begins at 10:10 and will end between 10:40 and 11:10. The debriefing luncheon will begin at 12:00. Another round of testing can be scheduled after corrections and fixes have been completed.</p>
Test Script with Task Scenarios	<p>Task Scenario One:</p> <p>“You are on a fixed income and living in the country without reliable transportation. You need to find the upfront costs on a lease for a car that is less than £300 a month.”</p> <p>Task Scenario Two:</p> <p>“You’ve recently become aware of the environmental impact of oil. You’ve changed a lot of your living habits, such as recycling plastic, but you now want to change your transportation as an example to others. Apply for a long-term lease of an electric car.”</p>

Resources

“Basic Color Theory.” *Color Matters*, J.L.Morton, <https://www.colormatters.com/color-and-design/basic-color-theory>.

Lings Cars. <https://www.lingscars.com>.

Moran, Kate. “Usability Testing 101.” *Nielsen Norman Group*, 1 Dec. 2019, <https://www.nngroup.com/articles/usability-testing-101/>.

Moran, Kate. “Writing for Quantitative and Qualitative Usability Studies.” *Nielsen Norman Group*, 21 Jan. 2018, <https://www.nngroup.com/articles/test-tasks-quant-qualitative/>.

Nielsen, Jakob. “Usability 101: Introduction to Usability.” *Nielsen Norman Group*, 3 Jan. 2012, <https://www.nngroup.com/articles/usability-101-introduction-to-usability/>.

“Usability Testing.” *Usability.gov*, <https://www.usability.gov/how-to-and-tools/methods/usability-testing.html>.

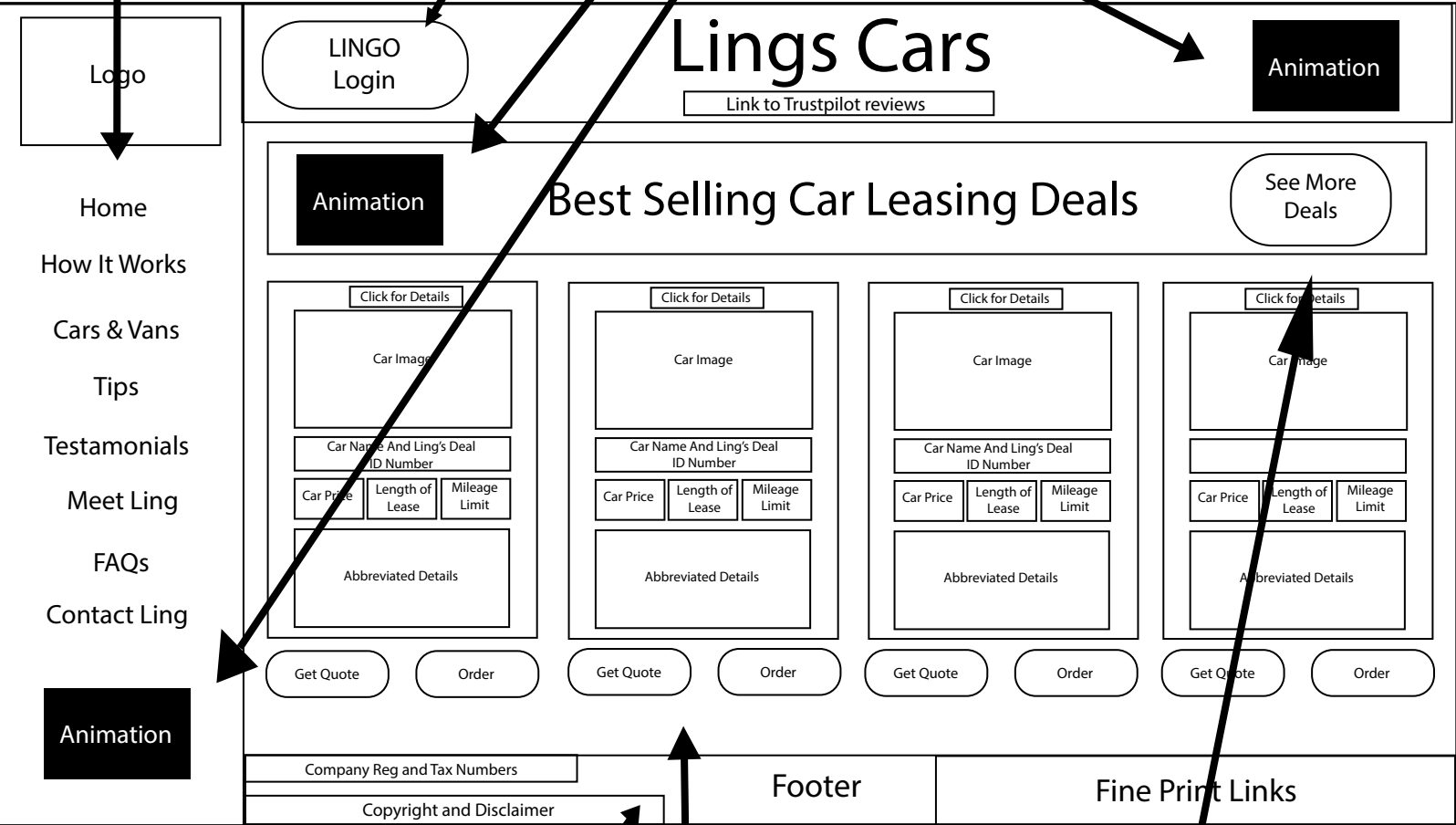
“Visual Design Basics.” *Usability.gov*, <https://www.usability.gov/what-and-why/visual-design.html>.

Home

Page links on navbar not hidden in buttons. Fewer links with clear categories make it easier for user to find what they need.

Login for LINGO on the header for more visibility.

Only 3 animations on the page to keep distraction down.



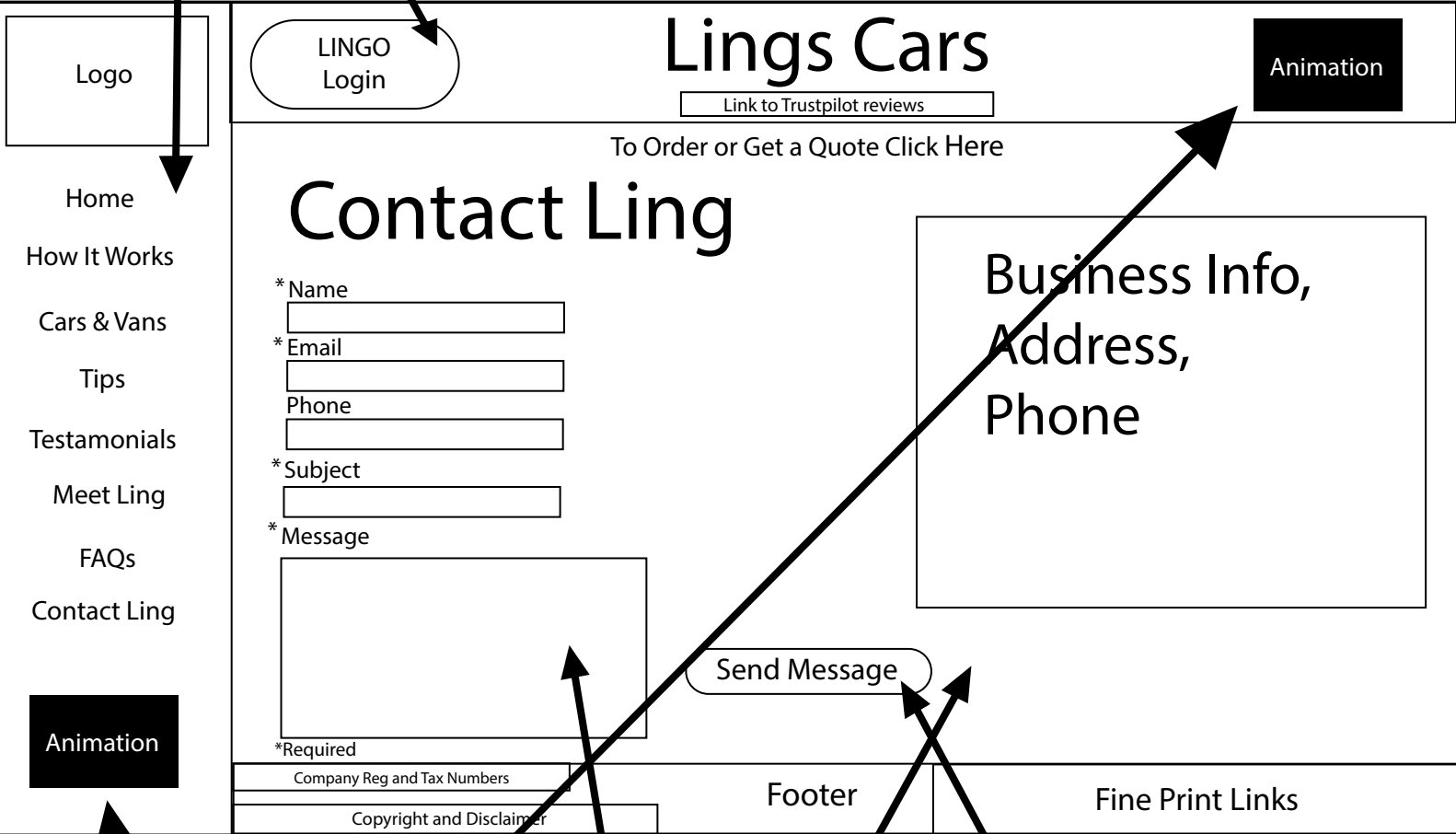
Navbar clear and organized. Links on the previous sidebar moved to a search page.

Footer information condensed and in one place.

Only 4 deals on the page to not overwhelm the user. The rest can be found with the "see more deals" button. Deal information is decluttered and organized.

Contact

consistent navbar and header allow user to easily make navigation choices.

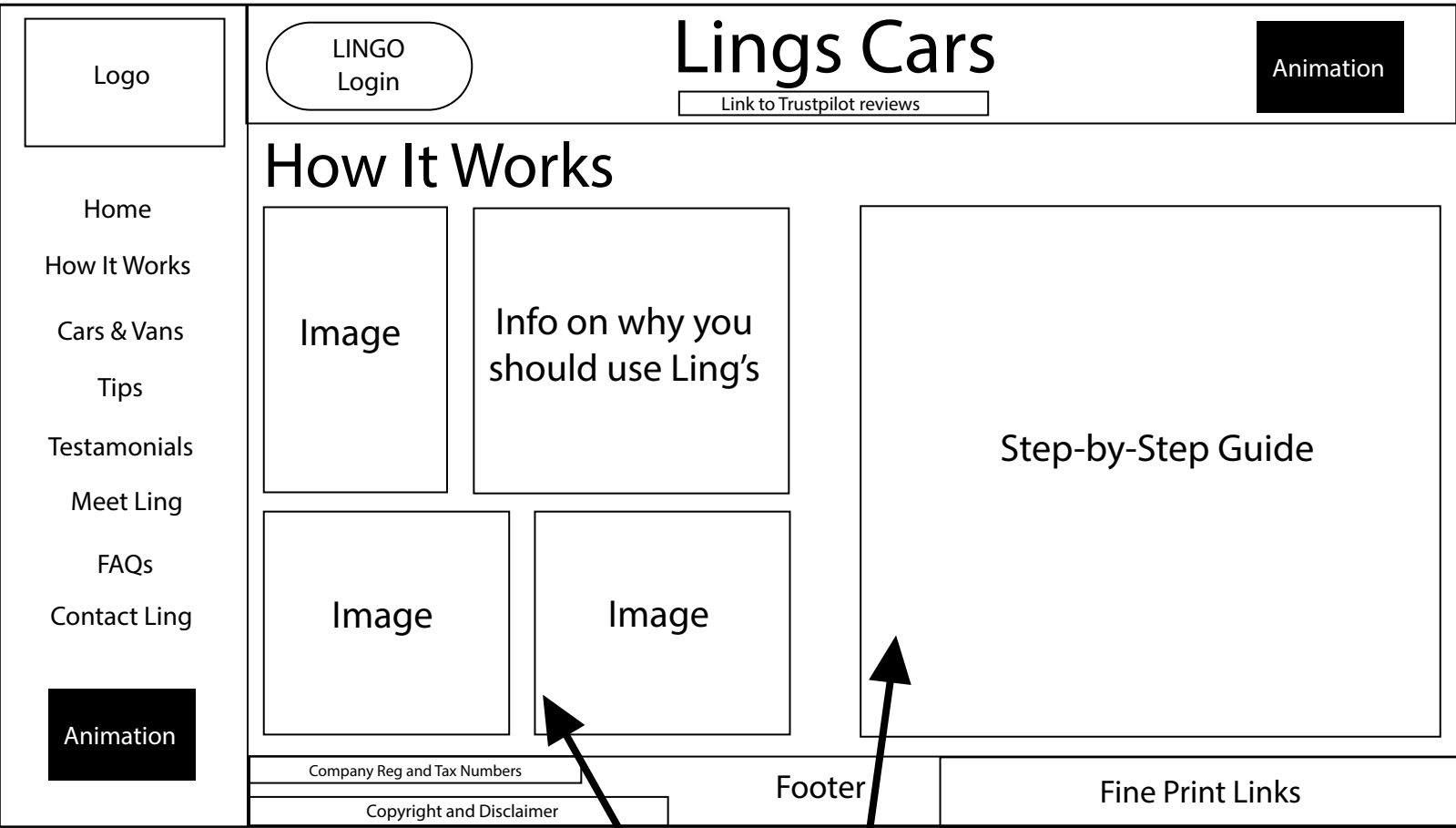


Contact form and business information on the same page.

Success message pops up after submitting. Error message pops up if required information is absent.

Animation is limited.

How It Works

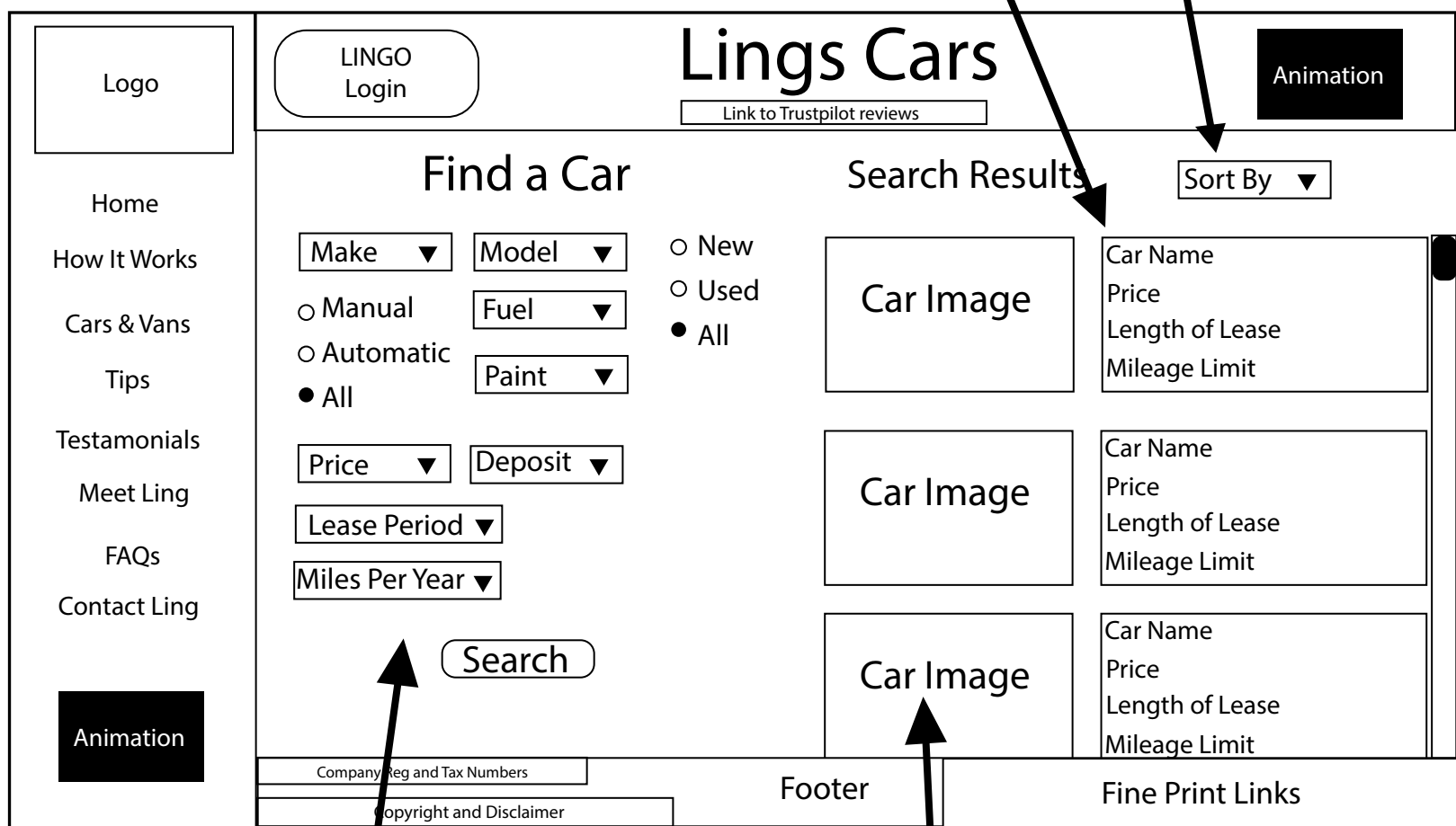


Information and images in an organized layout for ease of reading.

Cars & Vans

Search results are listed next to the search filter so it's easy for the user to change the criteria. Results area is scrollable, keeping the area organized. Information is presented in a readable size.

"Sort By" dropdown allows the user to see the results they want first.



Filtered search to help the user find a car with the features they want. Car enthusiasts can easily search by make and model, while users with no prior knowledge can use the other criteria, if needed. Dropdown menus rather than a link for each model are used to declutter the pages.

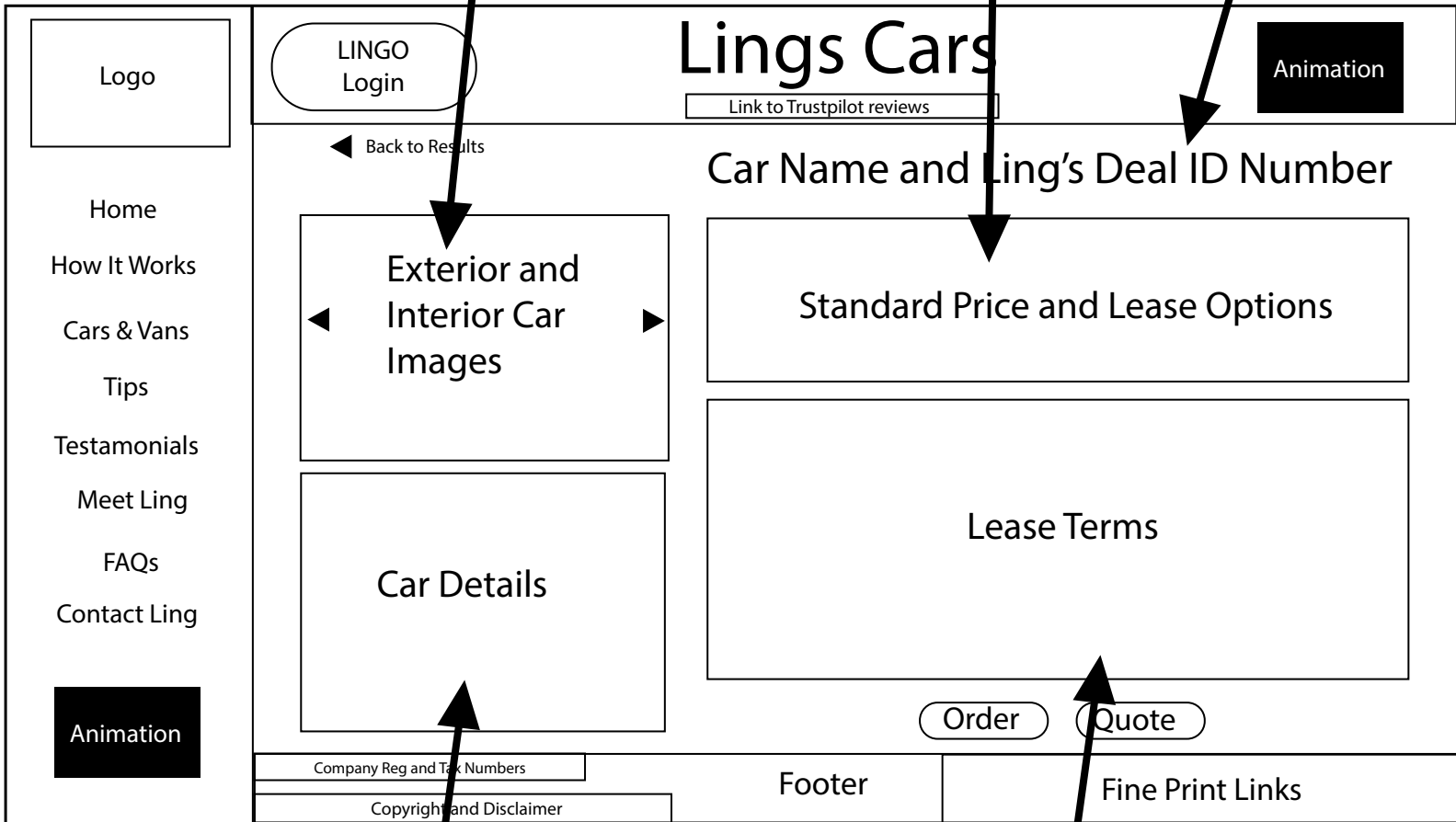
Image is clickable and goes to car details page.

Car Details

Deal ID Number listed in large font.

Image slideshow with interior car images added.

Options available, such as lease length, terms, and down payment.



Logo

LINGO Login

Lings Cars

Animation

Link to Trustpilot reviews

Back to Results

Car Name and Ling's Deal ID Number

Exterior and Interior Car Images

Standard Price and Lease Options

Lease Terms

Car Details

Order

Quote

Company Reg and Tax Numbers

Footer

Fine Print Links

Copyright and Disclaimer

Animation

Details written instead of images and animations for readability.

Lease terms listed in one place.

Tips

Logo

LINGO Login

Lings Cars

Link to Trustpilot reviews

Animation

Ling's Top Tips

AVOID SCAMS!	IF YOU SEE THE CAR YOU WANT, JUMP!	MAINTENANCE CHARGE IS OFTEN A RIP OFF!	CHECK DELIVERY MILEAGE!
Tip Copy	Tip Copy	Tip Copy	Tip Copy
FIT YOUR OWN EXTRAS!	DONT GET TOO EXCITED ABOUT YOUR CAR!	BEWARE CHEAP RENTALS HIDING LARGE DEPOSITS!	SEND ME LOADS OF DOCUMENTS!
Tip Copy	Tip Copy	Tip Copy	Tip Copy

Home

How It Works

Cars & Vans

Tips

Testamoniols

Meet Ling

FAQs

Contact Ling

Animation

Company Reg and Tax Numbers

Copyright and Disclaimer

Footer

Fine Print Links

Tips organized by title and on one page to minimized user scrolling.

Testamonials

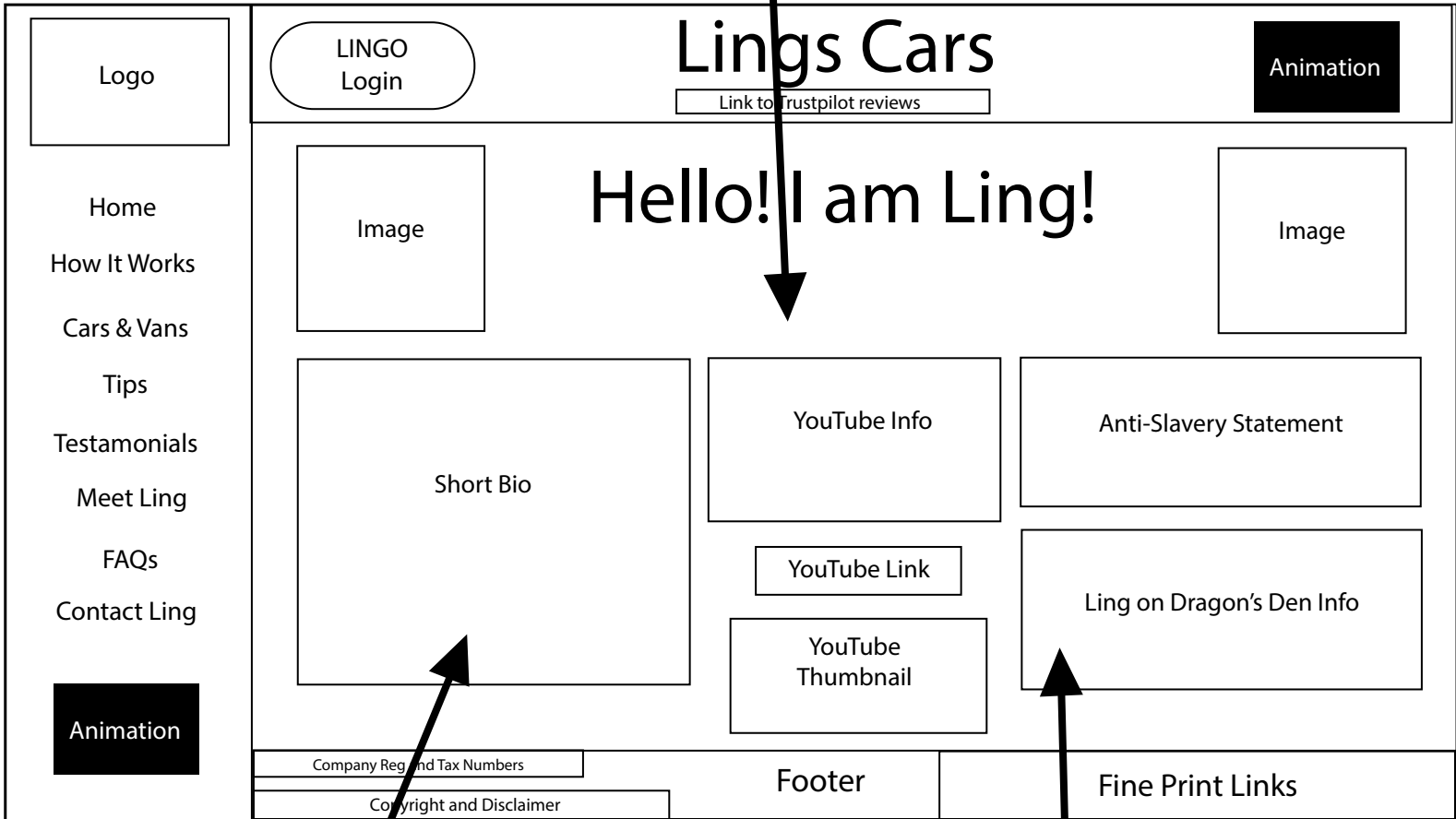
Reviews cut down to 3 most relevant. Images added to bring interest to the design.



Logo	LINGO Login	<h1>Lings Cars</h1> Link to Trustpilot reviews	Animation
<h2>See What Our Customers Say about Ling's!</h2>			
Image	Review	Ling's Reply	
Image	Review	Ling's Reply	
Image	Review	Ling's Reply	
Company Reg and Tax Numbers		Footer	Fine Print Links
Copyright and Disclaimer			

Meet Ling

About info condensed to one page.



Bio shortened and in one area.

YouTube info and link moved to same page as the other about info.

Interesting information about Ling cut down to the most important for the brand.

FAQs

The screenshot shows the Lings Cars website layout. On the left is a vertical navigation menu with items: Logo, Home, How It Works, Cars & Vans, Tips, Testimonials, Meet Ling, FAQs, and Contact Ling. Below the menu is a black button labeled 'Animation'. The header features the 'LINGO Login' button, the 'Lings Cars' logo with a 'Link to Trustpilot reviews' button below it, and another 'Animation' button on the right. The main content area is titled 'The Best Frequently Asked Questions... In the World!' and contains a 'Ling's Website' dropdown menu. Below this are two columns of dropdown menus: Car Quotes, Car Price and Payments, Car Proposal, Orders, Car Delivery, After Delivery, Car Return, and Other Car Info. The footer contains 'Company Reg and Tax Numbers', 'Copyright and Disclaimer', 'Footer', and 'Fine Print Links'. A black arrow points from the text below to the 'FAQs' dropdown menu in the navigation menu.

FAQs listed in dropdown menus to declutter the page.

FAQs Dropdown Menu

The screenshot shows the Lings Cars website header and main content area. The header includes a logo, 'LINGO Login', the site name 'Lings Cars', a 'Link to Trustpilot reviews', and an 'Animation' button. The main content area features a title 'The Best Frequently Asked Questions... In the World!' and a central dropdown menu titled 'Ling's Website'. The dropdown menu lists several frequently asked questions. To the left of the dropdown are buttons for 'Car Quotes', 'Car Price and Payment', 'Car Proposal', and 'Orders'. To the right are buttons for 'Car Delivery', 'After Delivery', 'Car Return', and 'Other Car Info'. At the bottom of the main content area are buttons for 'Company Reg and Tax Numbers', 'Copyright and Disclaimer', and 'Fine Print Links'. A sidebar on the left contains navigation links: 'Home', 'How It Works', 'Cars & Vans', 'Tips', 'Testimonials', 'Meet Ling', 'FAQs', and 'Contact Ling', along with an 'Animation' button.

Logo

LINGO Login

Lings Cars

Link to Trustpilot reviews

Animation

The Best Frequently Asked Questions... In the World!

Ling's Website ▼

- How do I use LINGO?
- What is Ling's online car process?
- Will Ling ring my phone?
- I can't use the computer or internet. How do I cope?
- I don't like Ling's website!
- What is Ling's privacy policy?
- Is Ling's online security good?
- Is Ling's a website scam?

Car Quotes

Car Price and Payment

Car Proposal

Orders

Car Delivery ▼

After Delivery ▼

Car Return ▼

Other Car Info ▼

Company Reg and Tax Numbers

Copyright and Disclaimer

Fine Print Links

Home

How It Works

Cars & Vans

Tips

Testimonials

Meet Ling

FAQs

Contact Ling

Animation

Dropdown menu allows links to be organized.

Individual FAQ

Easy back to the
FAQs button.

LINGO
Login

Lings Cars

Animation

[Link to Trustpilot reviews](#)

The Best Frequently Asked Questions... In the World!

◀ Back to FAQs

How do I use LINGO?

FAQ Info

[Company Reg and Tax Numbers](#)

[Copyright and Disclaimer](#)

Footer

[Fine Print Links](#)

FAQs transcribed to written form
and on seperate pages.

Quote

Retain quote response time ticker.

Logo

LINGO Login

Lings Cars

Link to reviews

Animation

Get a Quote

Image

Quote Response Time Ticker

* First and Last Name

* Email

* Phone

Car Make

Car Model

* Ling's Deal ID Number

* Mileage Per Year

* Lease Term

Submit

Clear Form

* Required

Company Reg and Tax Numbers

Copyright and Disclime

Footer

Fine Print Links

Animation

Form condensed to only required info. Car make and model to check against ID number.

Information will autopopulate from car detail page so user doesn't have to remember or write down info.

Success message pops up after submitting. Error message pops up if required information is absent.

Clear Form button added for easy out from filling out the form.

Add deal ID number to form. This makes sure the correct car is quoted.

Order/Lingo Sign Up

All needed information visible before filling out the form.

Logo

LINGO Login

Lings Cars

Link to Trustpilot reviews

Animation

To Order Set up LINGO Account

Already Have an Account? Sign In Here

Personal Info

* First and Last Name

* Email * Password Password Requirements

* Confirm Email * Confirm Password

* Street Address * City/Town

Street Address 2 * Postcode

Job Info

* Employer Name * Employer Phone

* Employer Street Address * City/Town

Employer Street Address 2 * Postcode

* Job Title * Salary

Car Info

* Car Make * Car Model * Ling's Deal ID Number

* Mileage Per Year * Lease Term * Down Payment

Bank Info

* Bank Name * Bank Phone * Finance Terms

* Required

Submit Clear Form

Disclaimer Information

Company Reg and Tax Numbers

Copyright and Disclaimer

Footer

Fine Print Links

Sidebar will stay in place as the rest of the page scrolls.

Information will auto-populate from car detail page so user doesn't have to remember or write down info.

Success message pops up after submitting. Error message pops up if required information is absent.

Password Requirements listed.

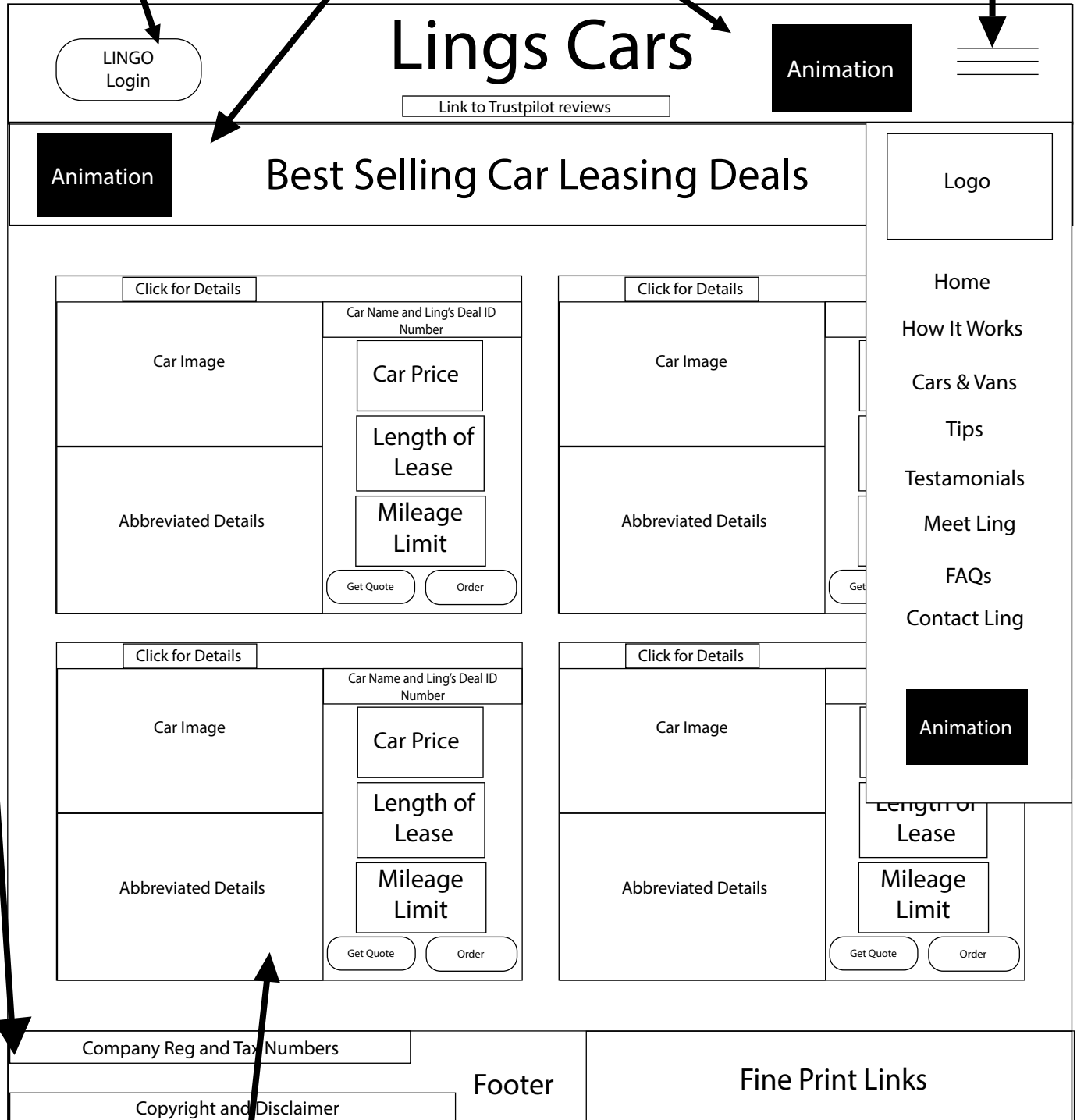
Clear Form button added for easy out from filling out the form.

Home

Header and footer are in the same configuration as the desktop site for cohesiveness throughout the different breakpoints. Header is fixed to the top.

Minimal animations to not distract the user.

Hamburger menu contains links, logo, and animation from desktop navigation bar.



Car deals are rearranged to allow all four on the same page and to keep a large size to make it easy for users to see on a smaller screen.

Contact

Contact rearranged so the form can remain large enough to enter information.

Hamburger menu contains links, logo, and animation from desktop navigation bar.

Header and footer remain on all of the pages so the user can navigate without having to use the Back button

LINGO Login

Lings Cars

Link to Trustpilot reviews

Animation

To Order or Get a Quote Click Here

Contact Lings

* Name

* Email

Phone

* Subject

*Required

* Message

Send Message

Business Info, Address, Phone

Company Reg and Tax Numbers

Copyright and Disclaimer

Footer

Fine Print Links

Business information moved to the bottom so contact information can take up more space.

Success message pops up after submitting. Error message pops up if required information is absent.

How It Works

LINGO
Login

Lings Cars

[Link to Trustpilot reviews](#)

Animation

How It Works

Image

Info on why you should use Ling's

Image

Image

Step-by-Step Guide

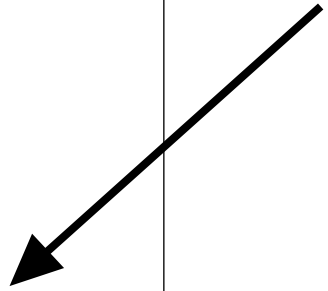
Company Reg and Tax Numbers

Copyright and Disclaimer

Footer

Fine Print Links

Information and images in an organized layout for ease of reading. Layout rearranged to fit tablet screen.



Cars & Vans

Search criteria rearranged so the user can easily make choices using their finger.

Header and footer are in the same configuration as the desktop site for cohesiveness throughout the different breakpoints. Header is fixed to the top.

The wireframe shows a mobile interface for 'Lings Cars'. At the top is a header with a 'LINGO Login' button, the brand name 'Lings Cars', a 'Link to Trustpilot reviews' button, an 'Animation' button, and a hamburger menu icon. Below the header is a 'Find a Car' section with search filters: 'Make', 'Model', 'Price', 'Deposit', 'Lease Period', and 'Miles Per Year' (all dropdowns); 'Manual', 'Automatic', and 'All' (radio buttons); and 'Fuel' and 'Paint' (dropdowns). A 'Search' button is centered below the filters. The 'Search Results' section features a 'Sort By' dropdown and three car listings. Each listing consists of a 'Car Image' box on the left and a text box on the right containing 'Car Name', 'Price', 'Length of Lease', and 'Mileage Limit'. The footer contains 'Company Reg and Tax Numbers', 'Copyright and Disclaimer', 'Footer', and 'Fine Print Links'.

Image is clickable and goes to car details page.

Scrollable search results are large and easy to read.

Car Details

Layout rearranged to fit tablet screen.

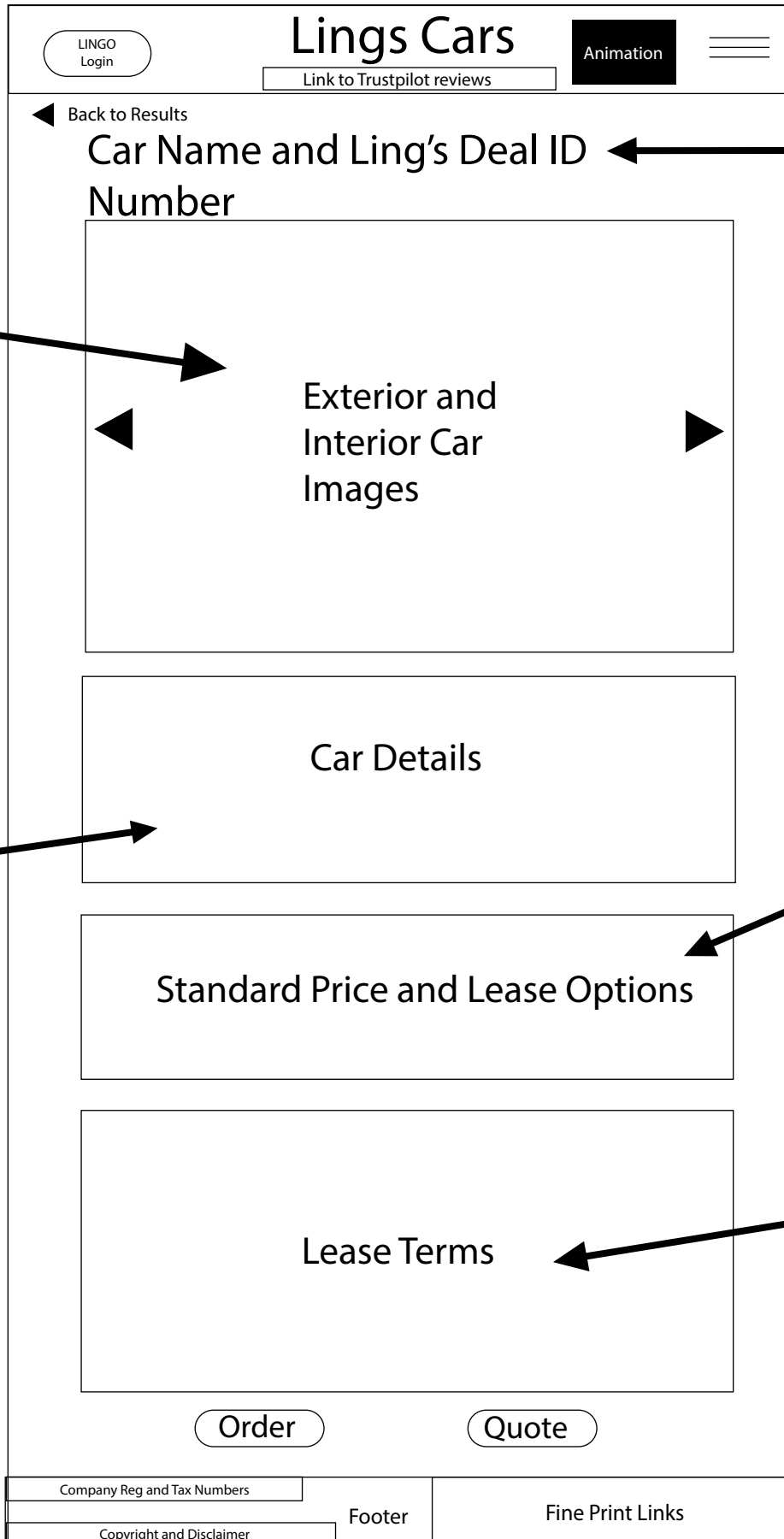


Image slideshow with interior car images added.

Deal ID Number listed in large font.

Details written instead of images and animations for readability.

Options available, such as lease length, terms, and down payment.

Lease terms listed in one place.

Tips

LINGO Login

Lings Cars

Animation

Link to Trustpilot reviews

Ling's Top Tips

AVOID SCAMS!	IF YOU SEE THE CAR YOU WANT, JUMP!
Tip Copy	Tip Copy
MAINTENANCE CHARGE IS OFTEN A RIP OFF!	CHECK DELIVERY MILEAGE!
Tip Copy	Tip Copy
FIT YOUR OWN EXTRAS!	DONT GET TOO EXCITED ABOUT YOUR CAR!
Tip Copy	Tip Copy
BEWARE CHEAP RENTALS HIDING LARGE DEPOSITS!	SEND ME LOADS OF DOCUMENTS!
Tip Copy	Tip Copy

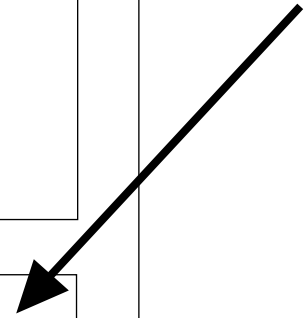
Company Reg and Tax Numbers

Copyright and Disclaimer

Footer

Fine Print Links

Tips organized by title and organized to fit on tablet screen.




Testamonials

Reviews cut down to 3 most relevant. Images added to bring interest to the design. Layout rearranged to fit tablet.

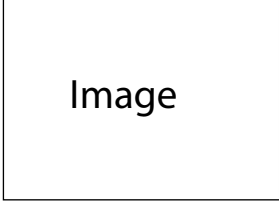
LINGO Login

Lings Cars

Animation 

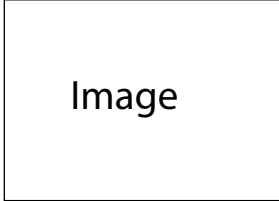
[Link to Trustpilot reviews](#)

See What Our Customers Say about Ling's!




Review

Ling's Reply



Review

Ling's Reply



Review

Ling's Reply

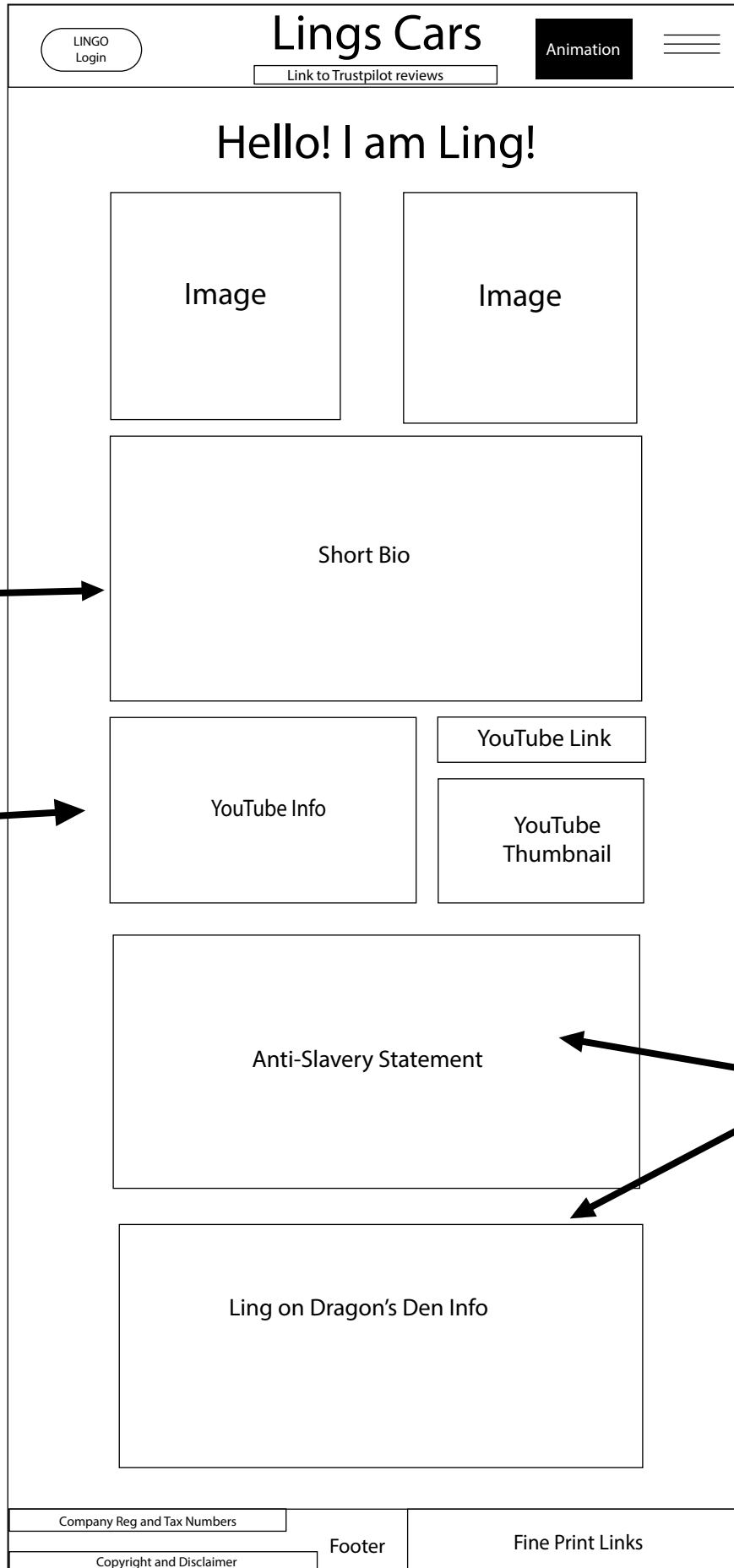
Company Reg and Tax Numbers

Copyright and Disclaimer

Footer

Fine Print Links

Meet Ling



About info condensed to one page. Layout rearranged to fit tablet screen.

Bio shortened and in one area.

YouTube info and link moved to same page as the other about info.

Interesting information about Ling cut down to the most important for the brand.

FAQs

LINGO Login

Lings Cars

Link to Trustpilot reviews

Animation

The Best Frequently Asked Questions...
In the World!

Ling's Website ▼

Car Quotes ▼

Car Delivery ▼

Car Price and Payments ▼

After Delivery ▼

Car Proposal ▼

Car Return ▼

Orders ▼

Other Car Info ▼

Company Reg and Tax Numbers

Copyright and Disclaimer

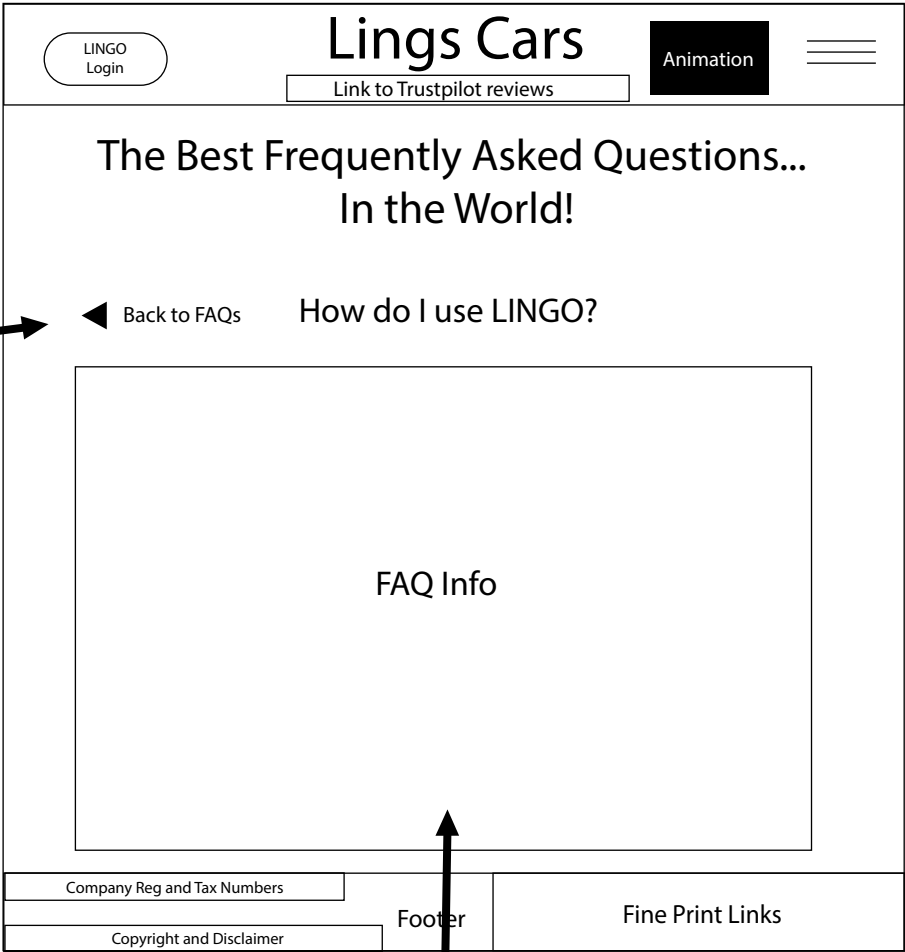
Footer

Fine Print Links

FAQs listed in dropdown menus to declutter the page. Layout can be retained.

Individual FAQ

Layout rearranged to fit tablet screen.



Easy back to the
FAQs button.

FAQs transcribed to written form
and on seperate pages.

Quote

Layout reorganized to fit tablet screen.

LINGO Login

Lings Cars

Animation

Link to Trustpilot reviews

Get a Quote

Image

Quote Response Time Ticker

* First and Last Name

* Email

* Phone

Car Make

Car Model

* Ling's Deal ID Number

* Mileage Per Year

* Lease Term

Submit

Clear Form

* Required

Company Reg and Tax Numbers

Copyright and Disclaimer

Footer

Fine Print Links

Retain quote response time ticker.

Form condensed to only required info. Car make and model to check against ID number.

Success message pops up after submitting. Error message pops up if required information is absent.

Add deal ID number to form. This makes sure the correct car is quoted.

Clear Form button added for easy out from filling out the form.

Information will autopopulate from car detail page so user doesn't have to remember or write down info.

Order/Lingo Sign Up

All needed information visible before filling out the form. Layout rearranged to fit tablet screen.

LINGO Login **Lings Cars** Animation

[Link to Trustpilot reviews](#)

To Order Set up LINGO Account

Already Have an Account? Sign In Here

Personal Info

* First and Last Name

* Email * Password

* Confirm Email * Confirm Password

Password Requirements

* Street Address * City/Town

Street Address 2 * Postcode

Job Info

* Employer Name

* Employer Phone

* Employer Street Address * City/Town

Employer Street Address 2 * Postcode

* Job Title * Salary

Car Info

* Car Make * Car Model

* Ling's Deal ID Number * Mileage Per Year

* Lease Term * Down Payment

Bank Info

* Bank Name * Bank Phone

* Finance Terms

* Required

Disclaimer Information

Company Reg and Tax Numbers Footer Fine Print Links

Copyright and Disclaimer

Password Requirements listed.

Information will autopopulate from car detail page so user doesn't have to remember or write down info.

Clear Form button added for easy out from filling out the form.

Success message pops up after submitting. Error message pops up if required information is absent.

Home

Header rearranged to fit on a small screen and fixed to the top.

Minimal animations to not distract the user.

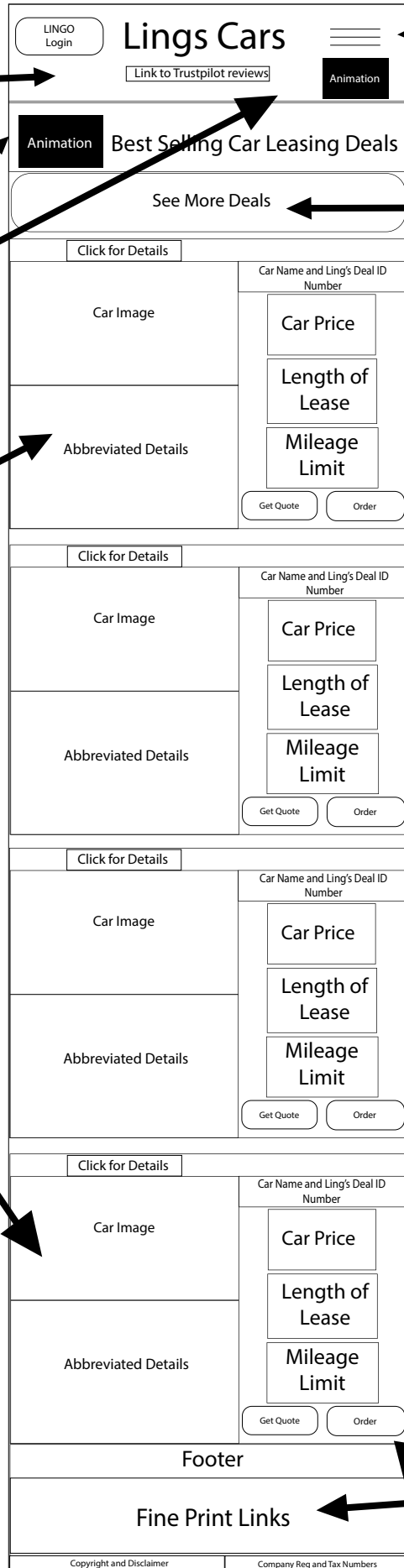
Deals uses the same layout as the tablet version and stacked vertically so the user can see them and tap the buttons on a small screen.

Hamburger menu contains links, logo, and animation from desktop navigation bar.

Deals button size increased so user can tap it.

Same header and footer on all pages

Footer contains the same information as the tablet version of the site.



Contact

Header rearranged to fit on a small screen and fixed to the top.

LINGO Login

Lings Cars

[Link to Trustpilot reviews](#)

Animation

To Order or Get a Quote Click Here

Contact Ling

*Name

*Email

Phone

*Subject

*Message

*Required

Business Info,
Address,
Phone

Footer

Fine Print Links

Copyright and Disclaimer Company Reg and Tax Numbers

Hamburger menu contains links, logo, and animation from desktop navigation. bar.

Same header and footer on all pages



Enlarged contact form for readability and for users to tap the fields.

Contact page is scrollable to offer the same information as the desktop version.

Success message pops up after submitting. Error message pops up if required information is absent.

Footer contains the same information as the tablet version of the site.

How It Works

LINGO Login Lings Cars 
[Link to Trustpilot reviews](#) 

How It Works

Image

Info on why you should use Ling's

Image

Image

Step-by-Step Guide

Footer

Fine Print Links

Copyright and Disclaimer Company Reg and Tax Numbers



Information and images in an organized layout for ease of reading. Layout rearranged to fit phone screen.

Cars & Vans

Header rearranged to fit on a small screen and fixed to the top.

Same header and footer on all pages

LINGO Login Lings Cars [Link to Trustpilot reviews](#) Animation

Find a Car

Make ▼ Model ▼

Manual Fuel ▼

Automatic Paint ▼

All New Used

Price ▼ All

Deposit ▼

Lease Period ▼

Miles Per Year ▼

Search

Search Results

Sort By ▼

Car Image

Car Name
Price
Length of Lease
Mileage Limit

Car Image

Car Name
Price

Footer

Fine Print Links

Copyright and Disclaimer Company Reg and Tax Numbers

Hamburger menu contains links, logo, and animation from desktop navigation bar.

Search criteria enlarged so the user can tap the dropdown menu and radial buttons.

Image is clickable and goes to car details page.

Search results rearranged so that the user can see the car image and information on the small screen. Results are scrollable.

Footer contains the same information as the tablet version of the site.

Car Details

Layout rearranged to fit phone screen.

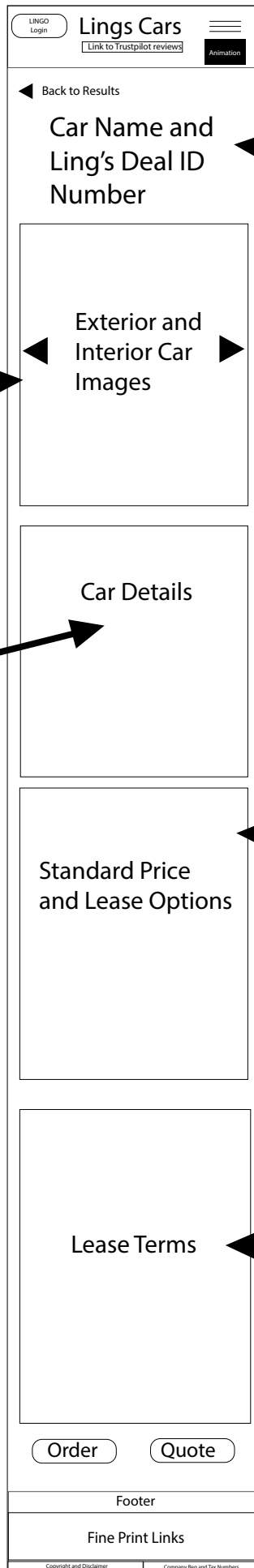
Deal ID Number listed in large font.

Image slideshow with interior car images added.

Details written instead of images and animations for readability.

Options available, such as lease length, terms, and down payment.

Lease terms listed in one place.



Tips

LINGO Login **Lings Cars** [Link to reviews](#) Animation

Ling's Top Tips

AVOID SCAMS!

Tip Copy

IF YOU SEE THE CAR YOU WANT, JUMP!

Tip Copy

MAINTENANCE CHARGE IS OFTEN A RIP OFF!

Tip Copy

CHECK DELIVERY MILEAGE!

Tip Copy

FIT YOUR OWN EXTRAS!

Tip Copy

DONT GET TOO EXCITED ABOUT YOUR CAR!

Tip Copy

BEWARE CHEAP RENTALS HIDING LARGE DEPOSITS!

Tip Copy

SEND ME LOADS OF DOCUMENTS!

Tip Copy

Footer

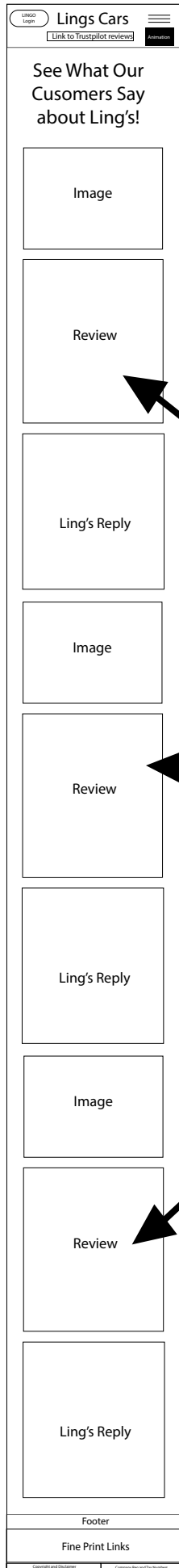
Fine Print Links

Copyright and Disclaimer Company Reg and Tax Numbers



Tips organized by title and organized to fit on phone screen.

Testimonials



Reviews cut down to 3 most relevant. Images added to bring interest to the design. Layout rearranged to fit phone screen.

Meet Ling

About info condensed to one page. Layout rearranged to fit phone screen.

LINGO Login Lings Cars [Link to Trustpilot reviews](#) [Animation](#)

Hello! I am Ling!

Image

Image

Short Bio

YouTube Info

YouTube Link

YouTube Thumbnail

Anti-Slavery Statement

Ling on Dragon's Den Info

Footer

Fine Print Links

Copyright and Disclaimer Company Reg and Tax Numbers

Bio shortened and in one area.



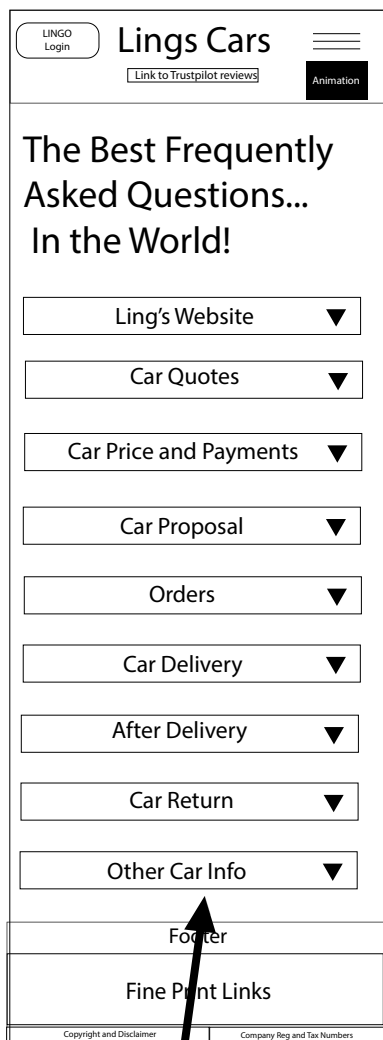
YouTube info and link moved to same page as the other about info.



Interesting information about Ling cut down to the most important for the brand.



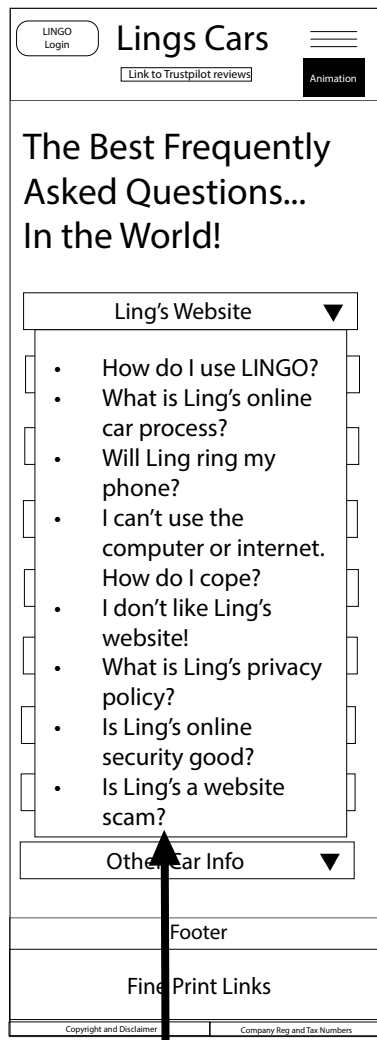
FAQs



FAQs listed in dropdown menus to declutter the page. Layout can be retained.

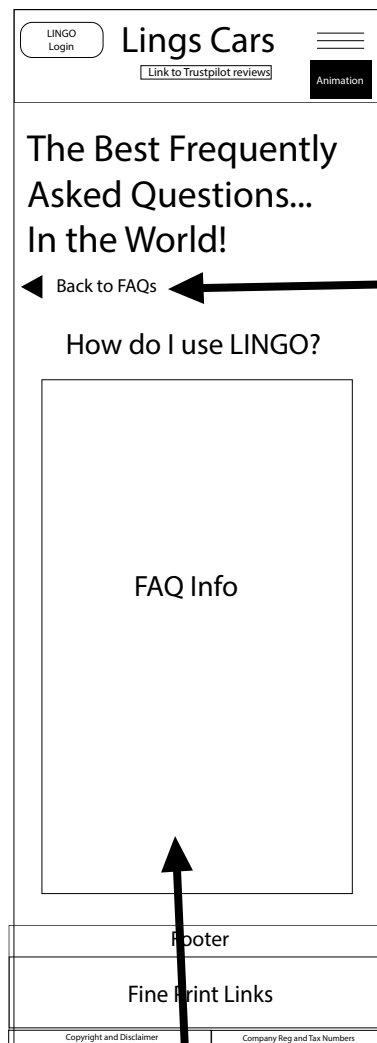
FAQs Dropdown Menu

Layouts rearranged to fit phone screen.



Dropdown menu allows links to be organized.

Individual FAQ



Easy back to the FAQs button.

FAQs transcribed to written form and on separate pages.

Quote

Layout rearranged to fit phone screen.

The form is titled "Get a Quote" and is part of the "Lings Cars" website. It includes a "LINGO Login" button, a "Link to Trustpilot reviews" link, and an "Animation" button. The form fields are: "Image", "Quote Response Time Ticker", "* First and Last Name", "* Email", "* Phone", "Car Make", "Car Model", "* Ling's Deal ID Number", "* Mileage Per Year", and "* Lease Term". At the bottom are "Submit" and "Clear Form" buttons. The footer contains "Footer" and "Fine Print Links" with "Copyright and Disclaimer" and "Company Reg and Tax Numbers" links.

Retain quote response time ticker.

Form condensed to only required info. Car make and model to check against ID number.

Information will autopopulate from car detail page so user doesn't have to remember or write down info.

Add deal ID number to form. This makes sure the correct car is quoted.

Clear Form button added for easy out from filling out the form.

Success message pops up after submitting. Error message pops up if required information is absent.

Order/Lingo Sign Up

All needed information visible before filling out the form. Layout rearranged to fit phone screen.

LINGO Lings Cars [Link to Trustpilot review](#)

To Order Set up LINGO Account

Already Have an Account? Sign In Here

Personal Info

* First and Last Name

* Email

* Confirm Email

* Password

Password Requirements

* Confirm Password

* Street Address

Street Address 2

* City/Town

* Postcode

Job Info

* Employer Name

* Employer Phone

* Employer Street Address

Employer Street Address 2

* City/Town

* Postcode

* Job Title

* Salary

Car Info

* Car Make

* Car Model

* Ling's Deal ID Number

* Lease Term

* Mileage Per Year

* Down Payment

Bank Info

* Bank Name

* Bank Phone

* Finance Terms

* Required

Disclaimer Information

Footer

Fine Print Links

Password Requirements listed.

Information will autopopulate from car detail page so user doesn't have to remember or write down info.

Clear Form button added for easy out from filling out the form.

Success message pops up after submitting. Error message pops up if required information is absent.