IBM UX Design Challenge

When I applied to the IBM UX Designer Internship, they sent me a Design Challenge to demonstrate my potential for the program since I had a non-traditional design background. I was given three days to complete it, and then had to present it to an IBM team member. This was the first time I had ever tried anything design related, so it was the first prototype and design solution I had ever attempted.

The challenge

YOUR TASK

Imagine that your team lead has asked you to spend no more than 4 hours to respond to a problem statement. At the end of the task, you're expected to share your work with teammates and stakeholders. Your lead will look for how you demonstrate your creative ability to learn about your user and solve their problem.

PROBLEM STATEMENT

Design a better way for a mid-career professional who occasionally travels for work to find just the right vehicle when using the [Hertz mobile app].

– *Stay focused on this specific task. We don't expect to see a full-fledged app design.*

HELPFUL RESEARCH INSIGHTS

– This particular user type values having lots of information and control over the kind of car they ultimately choose to reserve.
– There is frequent and pervasive evidence of sentiment from all user types around the theme of, "I just want to browse and understand my options."

The basics

This design challenge is intended as an opportunity for you to demonstrate your problem solving skills. We want to get a sense for how you gain understanding around a problem, make decisions, and prototype a solution. We're also interested in how you articulate, share, and advocate for your ideas.

Given the constraints below, do not seek perfection. Instead, work quickly to make deliberate choices that will demonstrate the best of your insights, methods, and skills.

CONSTRAINTS

– **Deadline and context:** We are purposely giving you this challenge with short notice and scarce supplemental detail and research.
– **Timeframe:** We expect you to spend no more than 4 hours on this design challenge.
– **Presentation:** You'll present your work during a 60-minute session with your interviewer. You'll have about 30 minutes to present and discuss the design challenge. Be prepared to share your screen via video chat.

Presentation I gave to IBM

Focus:
Design a better way for a mid-career professional who occasionally travels for work to find just the right vehicle when using the Hertz mobile app.

First Impressions of Hertz App

Possible App Improvements

▶ Better filters when searching for cars: MPG, features, seats

▶ Collection filter: Business, leisure, long-distance, luxury

▶ Provide Bluetooth/hands free calling

Possible Research Implementation

▶ Incentive to take survey: points or discounts

▶ User surveys: ask what users are traveling for

▶ Focused on business traveling

▶ Rate: details, accessories, experience, accessibility, pick up

▶ How would you describe your app experience: checkboxes

▶ Open Ended: What did you like best about your Hertz experience? , Was there anything we can improve on?

Filters

When searching for a car on the Hertz app, users have a "Filter" option to refine their search. However, there are very few options to filter what the user may be looking for. For a detailed business person who would like control over their options, a search filter with more specific options would be a convenient way to specify what they do or do not want for their rental.

Hertz Collections

Hertz displays their collections under "Our Fleet" in the page that prompts to make or modify a reservation. They also refer to it as "Our Fleet". Since a customer may not know exactly what they are looking for until they are browsing rental options, the collection descriptions or "Our Fleet" could have a better placement within the app. I suggest a small description option within the filter so it is easier to view and find while making a reservation.
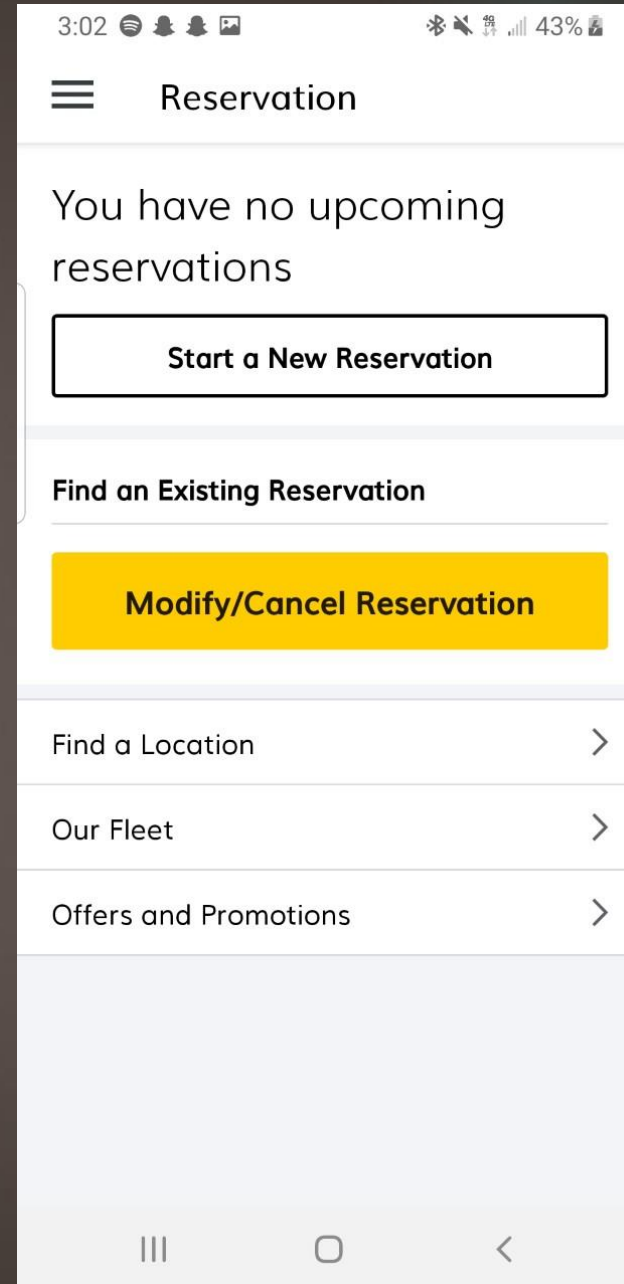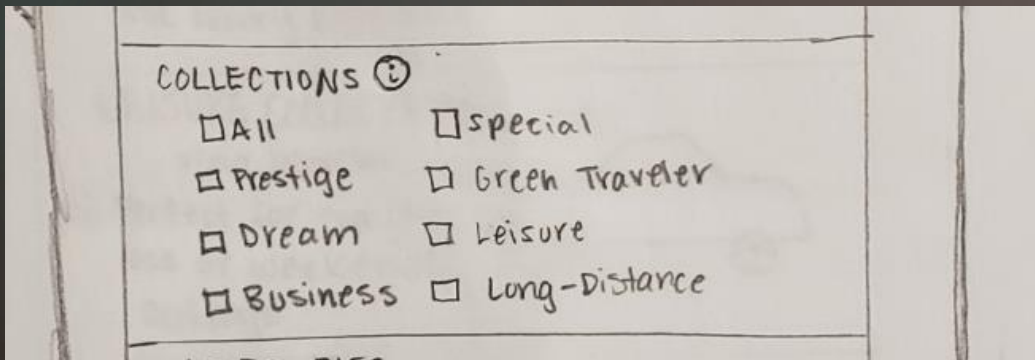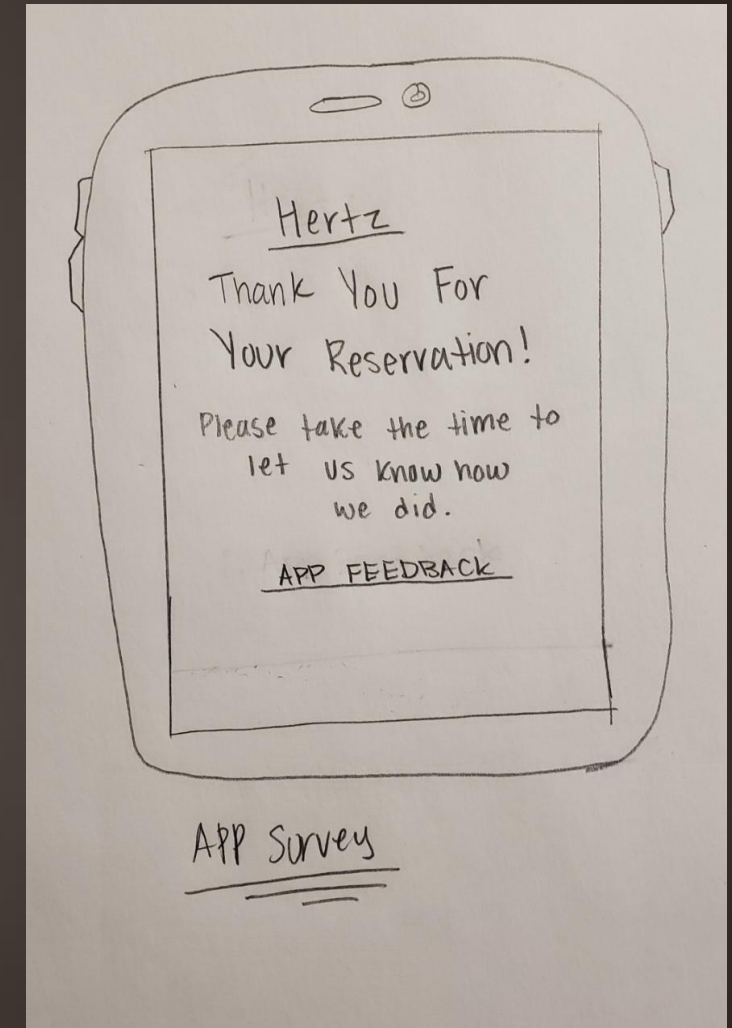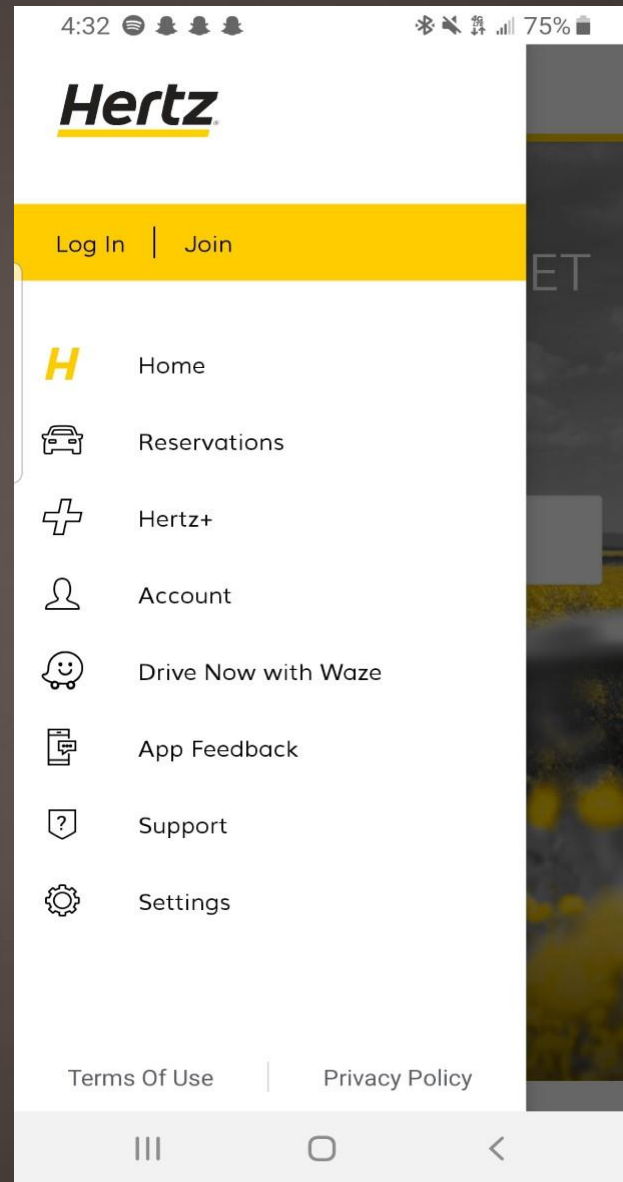
Collections

The Hertz mobile app offers "Collections" which is a way to sort the types of cars they offer. However, the collections do not have a description detailing why they are within that category. I also found that the categories highlight more luxury cars. I think adding collections such as Leisure, Business or Long-Distance will provide a more diverse set of collections based on a customers needs.
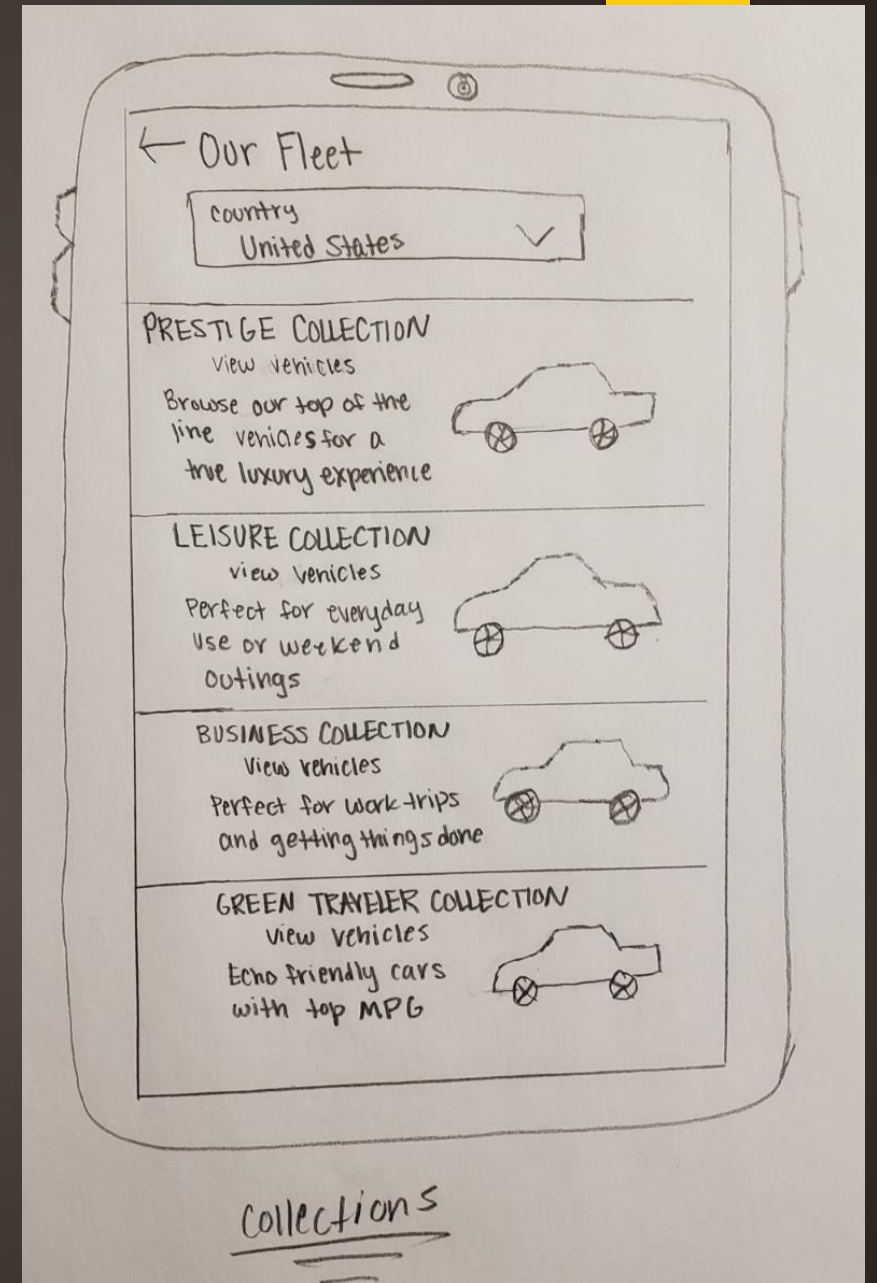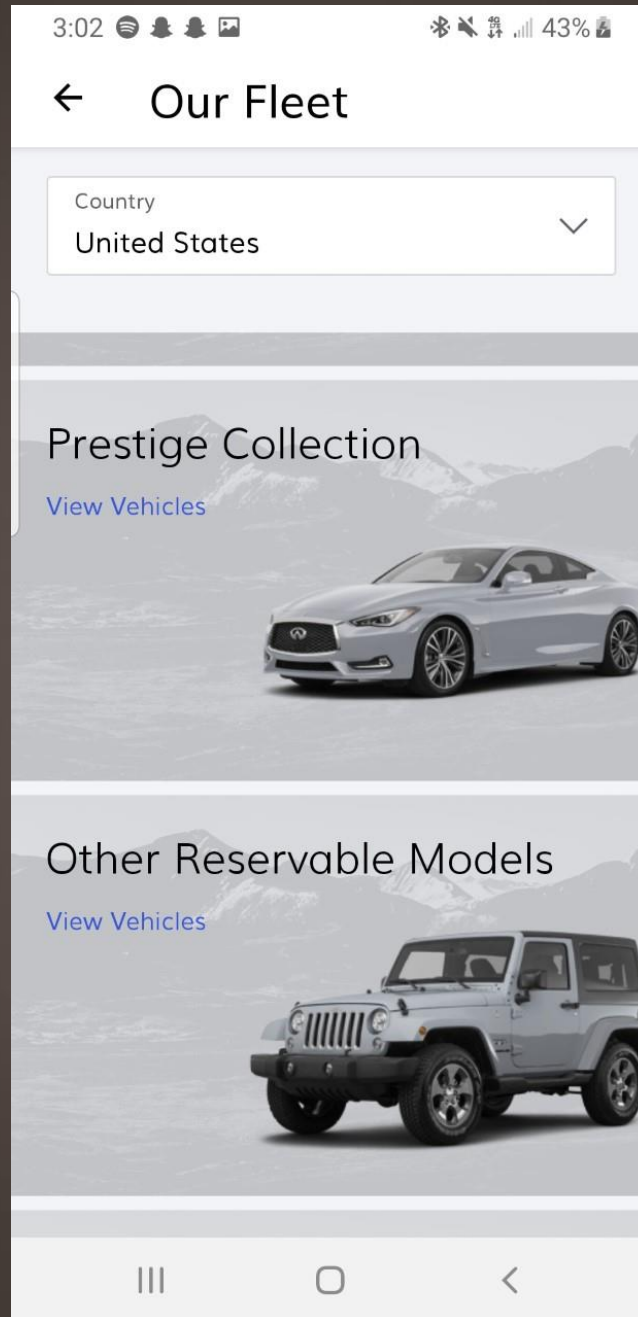
Surveys

- The best way to gain feedback for the app is through user/customer surveys.
- The app does have an option for App Feedback in its menu, but it may also be beneficial to give the app feedback option when the reservation is made.

Surveys

Providing an app survey after a customers rental experience would also be beneficial for collecting feedback. By offering an incentive such as member points or discounts, the survey can ask specifically about their mobile app experience and why they needed a rental. If customers say they needed a rental for work or business we can then focus on those specific results to improve the design for a business person using the Hertz app.