NORTHERN Xscape

CASE STUDY

Isis Santiago

OVERVIEW

The **North Xscape Rentals** company is situated in **Haliburton, Ontario** and provides **jet skis** and **snowmobiles** for rent. To simplify the customer's rental process, the company needs a new system. It is the goal to make an **app** that makes the reservation, filtering, and payment process easy for users. In addition, the user should be able to access booking information and important information about safety protocols. It will also allow Northern to track the **process**.

PROBLEM

Currently, the booking system is glitchy and often overwhelming. Company losses are caused by this, while users who want an amazing experience are frustrated. While **Northern Xscape** consistently exceeds **customer's expectations** with every rental, the reservation system does not.

SOLUTION

In order to make the searching and booking easier for consumers, **Northern Xscape Rentals** is creating an **app.** A simple **app** that provides enough details for the user about the bookings and allows the company to apply their current filters to the rental **process** is the approach. In addition, a post-sale client experience through this **app** should include keeping clients informed and creating **marketing** campaigns.

COMPETITIVE ANALYSIS

FEATURE	FOXi	EXPEDIA	BOATSETTER
Sign up/ Log	No registration option	Multiple registration	Three options
Categories	Vehicles categories	Activity categories	Activity categories
Location option	Location with map	Location with map	Location with map
Filters	Filters per capacity	Various filters	Various filters
Messages	No message option	No message option	Provider message
Booking	No booking process	Complete process	Complete process
Payment	No payment option	Different options	Different options
Reviews	No reviews	No reviews	Available reviews
Policy	No policy information	All policy information	All policy information
Upcoming	No upcoming availability	Upcoming availability	No upcoming availability

Learnings

This can help identify the main players on the market, determine what features they use to be successful and identify resources that the company would employ to develop the product.

USER PERSONA

“Devoted to outdoor sports and recreational activities.”

Bio

Jeff is a financial advisor who enjoys his free time. Outdoor activities are his favourite, but he doesn’t have much time to plan them. He and his wife usually try to go out every weekend they are free. His frustration is also caused by the fact that he cannot come up with new ideas on where to go or what to do. He would like an app that allows him to easily book, offers him options, and could also send invitations to other firiends so they can join him.

Jeff Bidwell

33 • Toronto, ON • Financial Advisor • Married • MBA

Motivations

CONVENIENCE	* * * *
PERSONALIZATION	* * * * *
SOCIAL	* * *

Interests

- Hiking with his wife
- Golf with coworkers
- Traveling. Specially to new places
- He enjoys fine restaurants

Personality

- Planner, worker, and outdoor enthusiast

Brands

Jeep ARC’TERYX amazon

Goals:

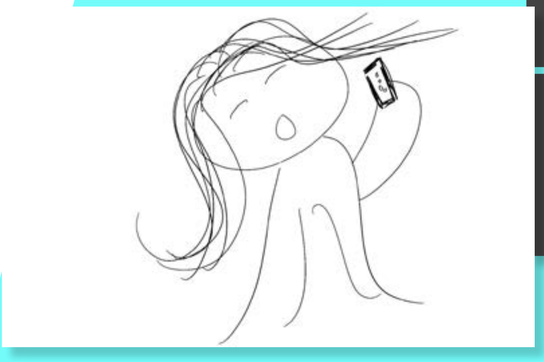
- Self-development
- Professional sucess
- Family life
- Increase savings
- Travel more
- Start a side hustle
- Be active regularly
- Connect with friends

Frustrations:

- Life stress
- Inadequate organization
- Concentration problems
- Despite the need, he could not find time to seek promotions
- He is difficult to persuade
- Having trouble finding practical purchase options

*** The user personas guide product strategy and accompany usability testing sessions. The user-centred design begins with an in-depth understanding of the user’s behaviour and needs. From a user-centred perspective, you learn what is necessary and what is not.

STORY BOARD



1

Jeff's girlfriend told him she wants to do something fun in the snow for this winter season.

2

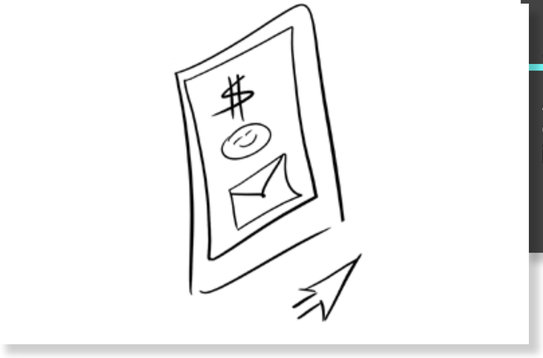
Jeff freaks out because he doesn't have time to look and he doesn't want to spend a lot of money.

3

Jeff thinks of an app his friend recommended for looking up summer and winter activities.

4

Jeff realized it's so easy to use, and it has great deals, so he booked it.



5

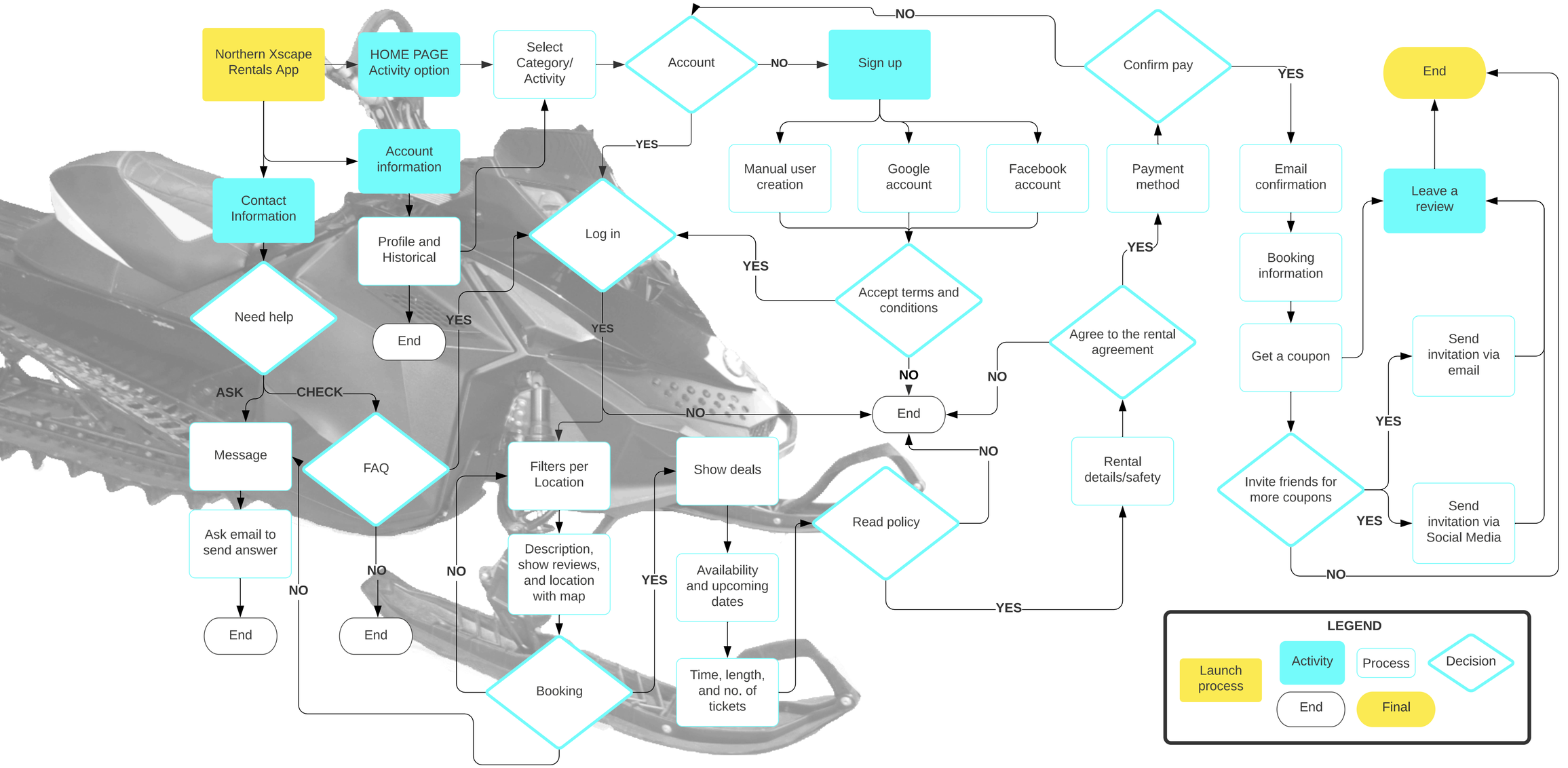
Additionally, the app offers coupons to invite his friends.

6

Jeff's friends received the email, downloaded the app, and booked. All good to go!

Visually presenting information with storyboards is a powerful way to tell a story, explain a process, and highlight the benefits the product offers.

User Flow Diagram



The flow chart below explains the app idea. The diagrams helped me out to that map out the app process so that I can easily incorporate the features needed. Additionally, it was useful to define and analyze the idea of the process, to build a step-by-step picture of it, and then to standardize and improve it.

Brand Guide

Enter Sansman

BOLD ITALIC

Neue Hass

75 BOLD ITALIC

75 BOLD

55 ROMAN ITALIC

55 ROMAN

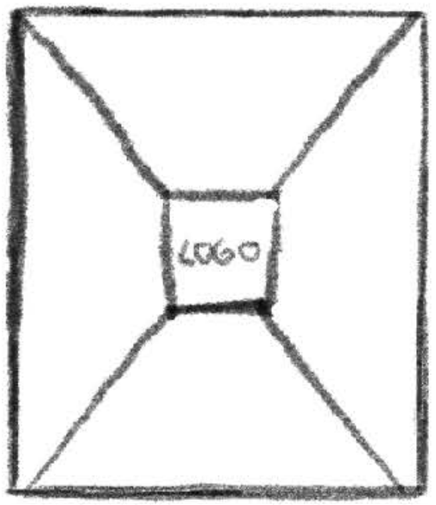
Design concept

Using this brand guideline, future collaborations and projects will be guided by the essence of the brand. The company Northern Xscape Rentals is devoted to outdoor enthusiasts, especially those who like adrenaline. Provides clients with the best jet ski and snowmobile adventures while feeling safe. The design symbolizes adventure, exploration, and transparency.

The crosslines in the logo represent Northern Xscape as being the perfect middle ground between movement and security.

The company's core values are responsibility, trustworthiness, and adaptability, represented by the colour blue. In the same way like water in the summer or snow in the winter, the blue transforms into extreme yet safe. Yellow stands for friendship, a hallmark of the brand.

Wireframe Sketches 1.0



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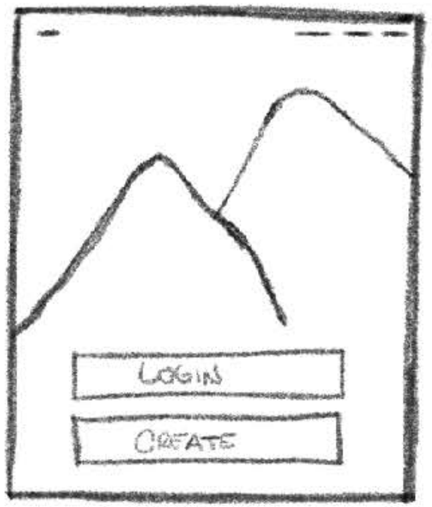

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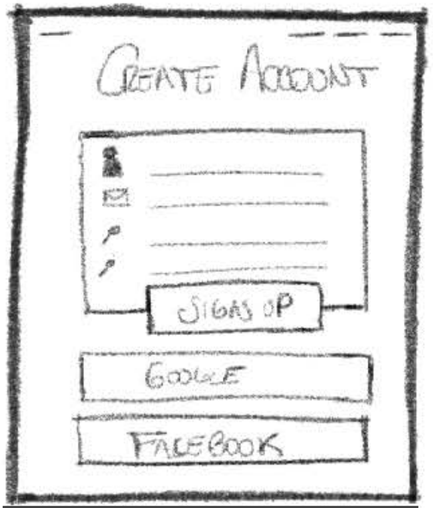

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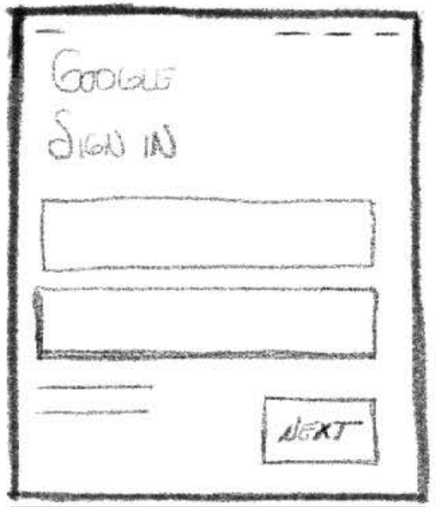

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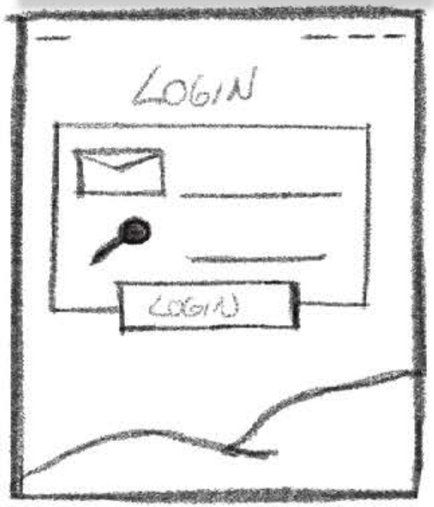
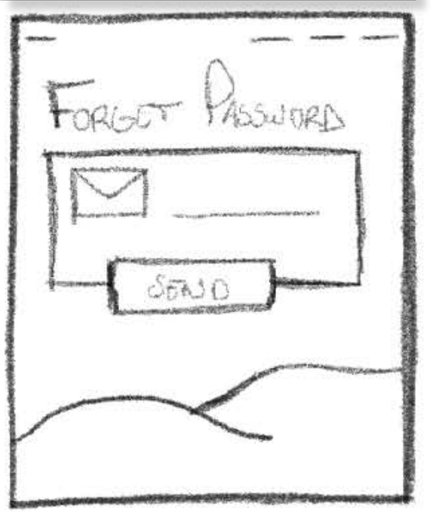


5. LOGIN



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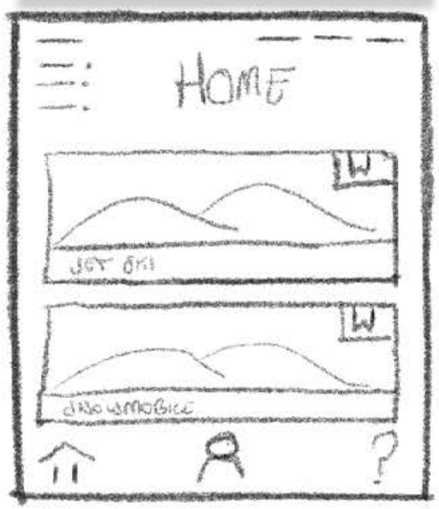
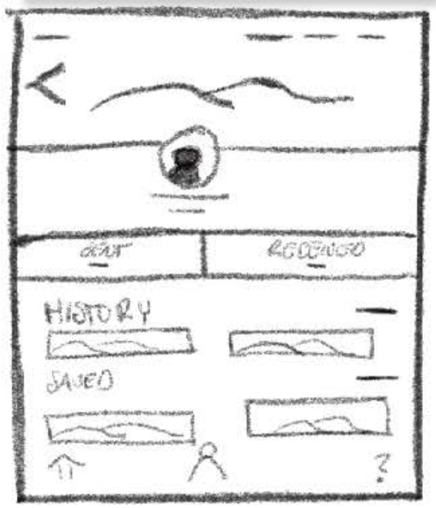
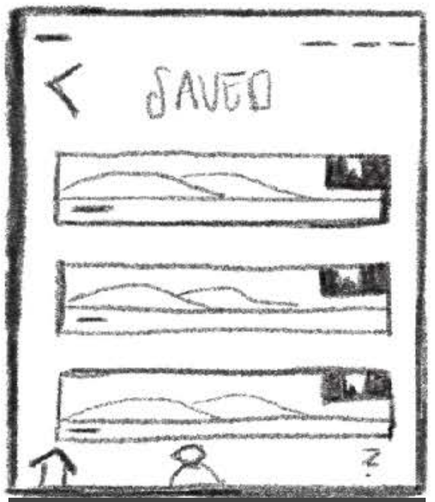


7. HOME



8. PROFILE

1.2



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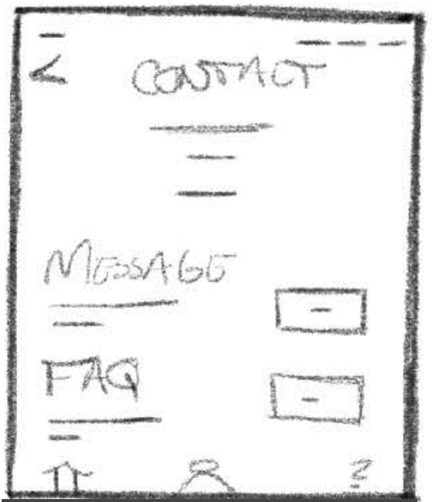
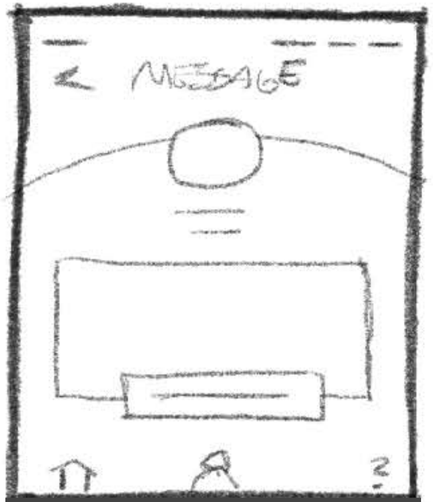


10. CONTACT



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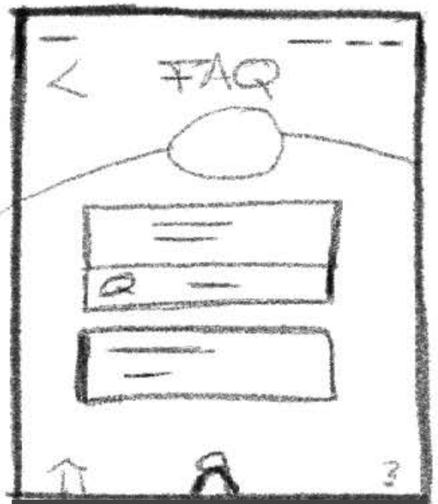
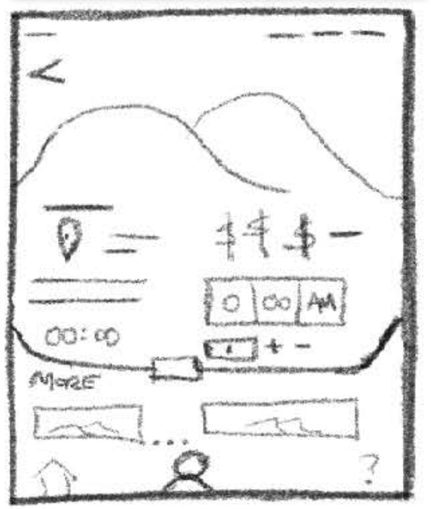


12. FAQ

13. DESCRIPTION



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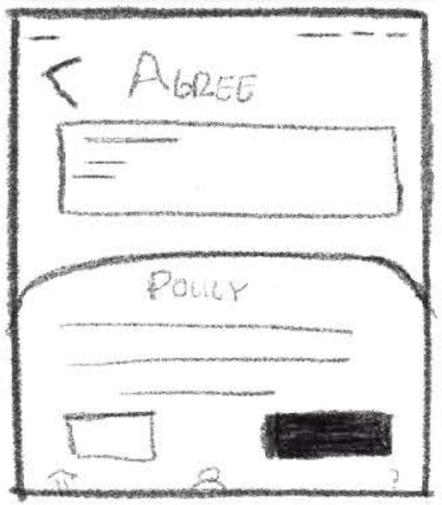

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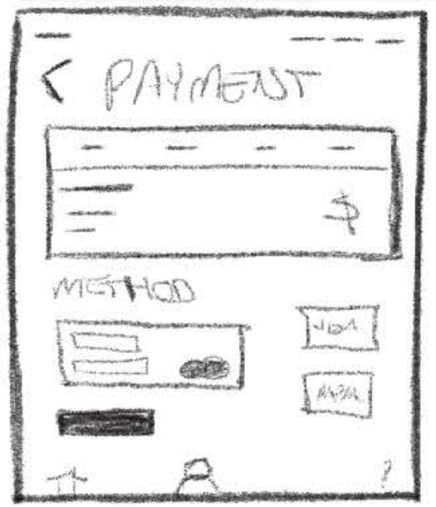

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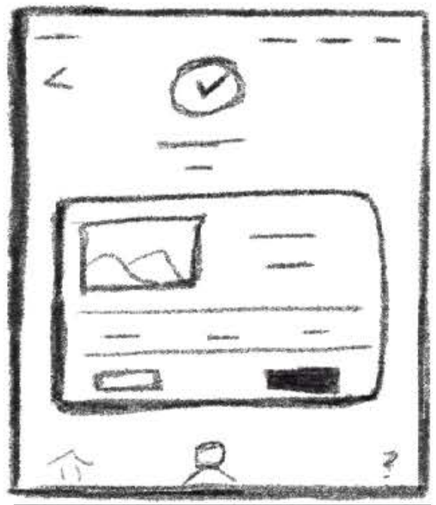
1.3



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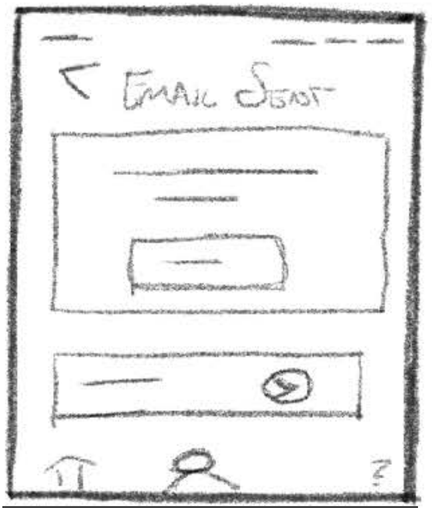

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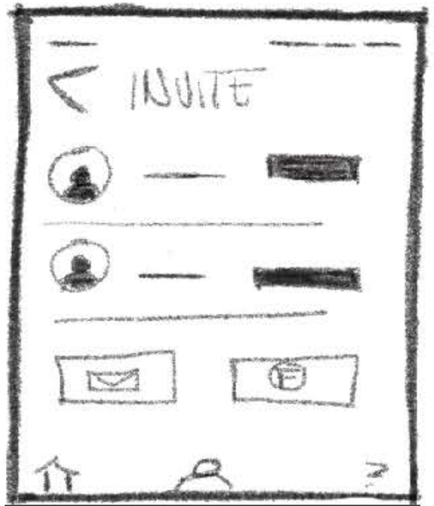
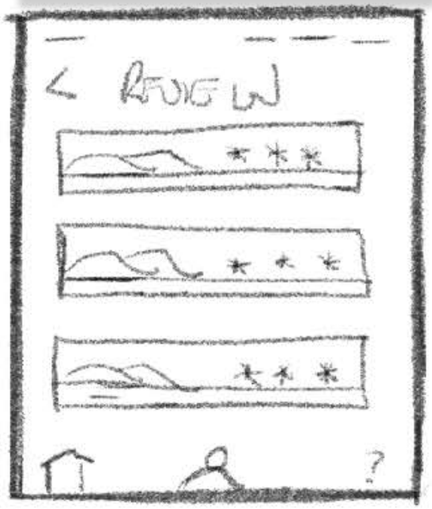
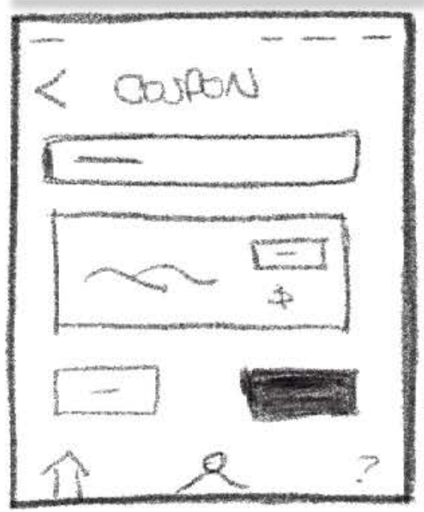


19. FRIENDS

20. INVITATIONS



21. REVIEW



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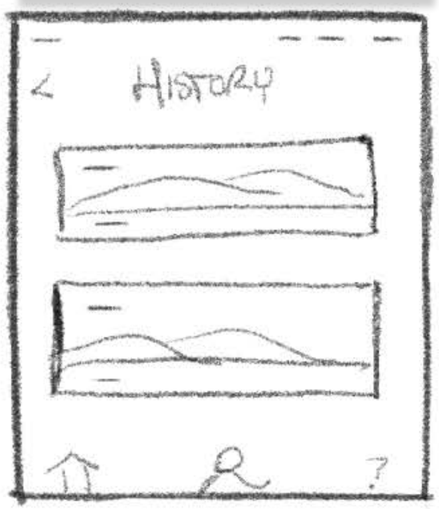
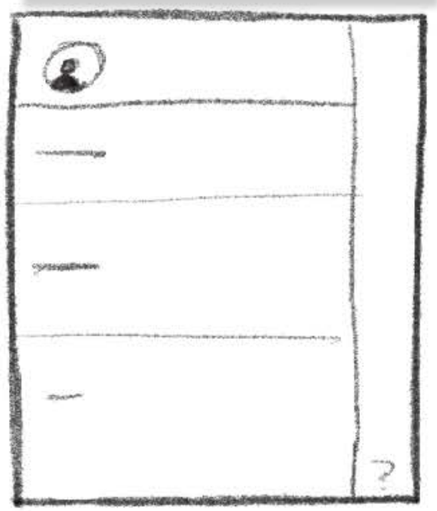
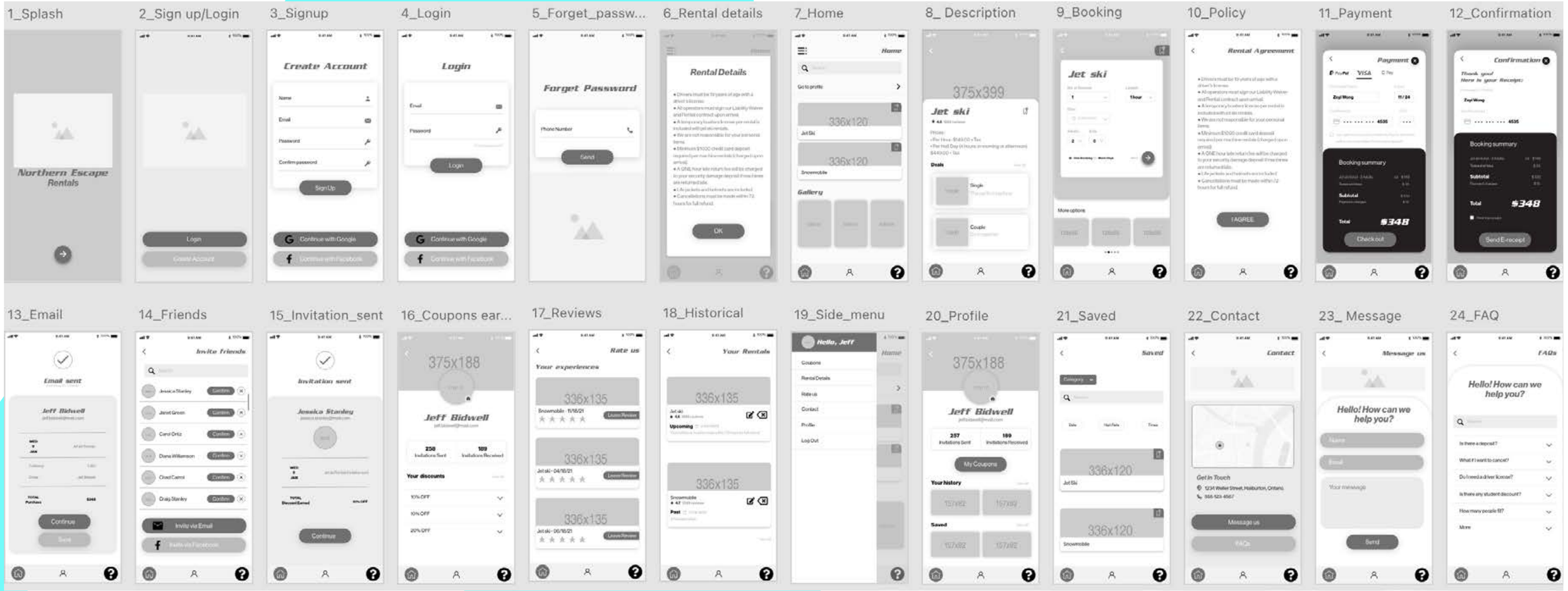


23. HISTORICAL



24. SIDE MENU

Adobe XD Low-Fidelity Wireframes



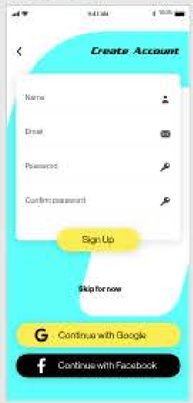
For full experience, see wireframes here: https://xd.adobe.com/view/07e9a58e-642a-432d-9aad-aaa3868d3597-52ba/

High-Fidelity Prototype

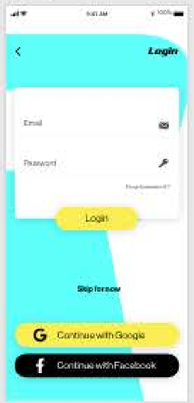
1_Splash

2_Sign up/Login

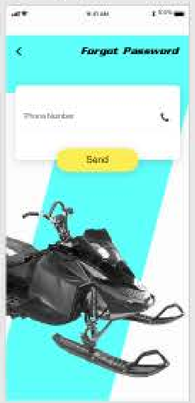
3_Signup



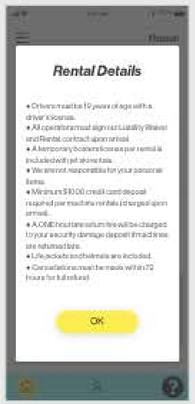
4_Login



5_Forget_password



6_Rental details

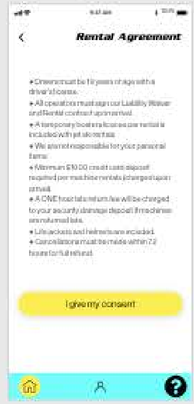


7_Home

8_ Description

9_Booking

10_Policy

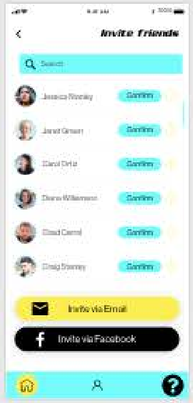


11_Payment

12_Confirmation

13_Email

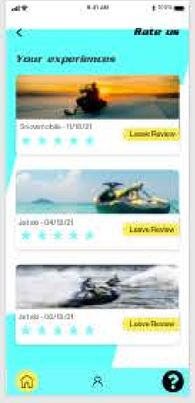
14_Friends



15_Invitation_sent

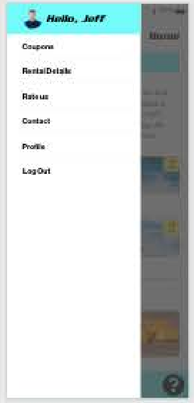
16_Coupons earned

17_Reviews



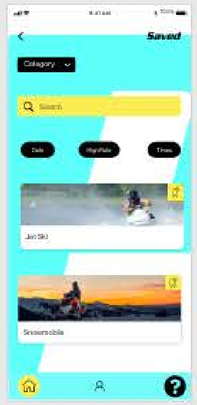
18_Historical

19_Side_menu

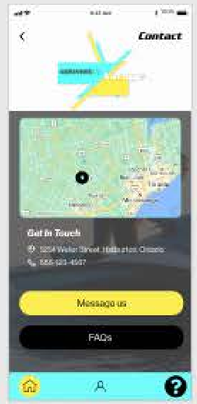


20_Profile

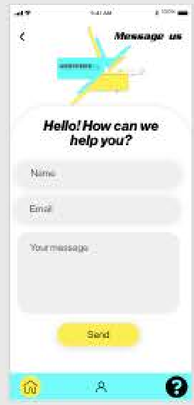
21_Saved



22_Contact



23_ Message



24_FAQ

For full experience, see High-Fidelity Prototype v here: https://xd.adobe.com/view/07e9a58e-642a-432d-9aad-aaa3868d3597-52ba/

NORTHERN
Xscape