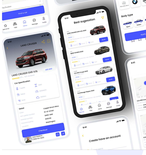


# Rental Car
# Ux Case Study

This Application Helps People To Make A Economical Choice To Rent A Car From A Nearest Location.

## Typography & Colors

#FFD933 #B8C4D7 #4454FF #0B0B0B

## Poppins

The Poppins font is legible and geometric. We used it to make the typography easy to read for all users. It is the perfect font to be used in mobile app.

Aa Poppins Regular

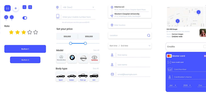
Aa Poppins Medium

**Aa Poppins Bold**

## Project Timeline

Rental car project is a case study that took about 2 months. We spent most of the time to plan on UX design and think about business law's and situation. In the hope that we do it well.

## Element Of Design Typography



## Challenge & Solution

### Challenges

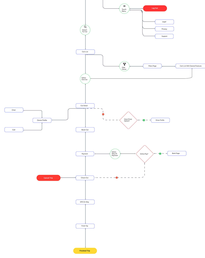
- There is no such platform in Iran
- Those who do not have a car are looking for such a platform
- Renting a car from a trading company is costly and difficult
- In similar foreign examples the visual appeal is low
- In similar foreign examples the visual appeal is low

### Solution

- Establish direct communication between the customer and the car owner through calls and chats
- From the offered options, the customer can choose the most economical offer
- From the options offered, the customer can choose the nearest car through the map
- The customer does not have to go to the company to get the car, he can choose the nearest address
- The car does not need to be returned at the place of receipt

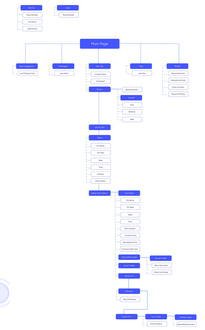
## User Flow Digram

USER FLOW is a visualization of users' steps which take to complete a specific task on an application. We tried to imagine all aspects of this project and show all steps that should be taken by users.



## Information Architecture

We define every path of users can take through the app in this diagram.



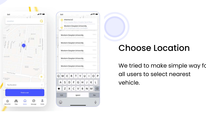
## Wireframe

Wireframing is one of the important step in human-computer interaction to turn main ideas into basic design.

## Visual Design

Users can register, by giving a phone number and verifying it by OPT SMS, and log in to this application easily.

### Sign Up

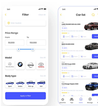


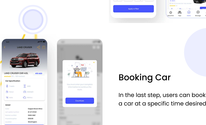
### Choose Location

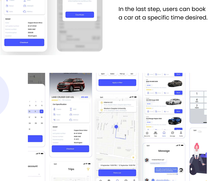
We tried to make simple way for all users to select nearest vehicle.

### Select Car

This project is designed for people who need a car. They can choose an appropriate car by considering type, model, price...





### Booking Car

In the last step, users can book a car at a specific time desired.