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illustration design

Final Case Study



Client: Outdoorsy, Inc.

Overview:

Outdoorsy, Inc is a peer-to-peer RV rental marketplace founded in 2014. Their revenue comes solely from a 20% total cost retention of every listing, not counting cleaning and generator fees, which are retained by the owner. While they are not the first company to offer a peer-to-peer marketplace for RVs, they offer the most one-stop-shop experience when booking a vehicle. Users can book National Park passes and stays directly alongside their reservation. They also offer 24/7 roadside support within the app.

Value Proposition:

Outdoorsy is a platform where customers can rent RVs from real people, not corporations, which can come with unique benefits and memorable experiences. There is a wide range of vehicles so customers can find a perfect RV for their specific needs. A customer can also book NP passes and campsites within the app.



Outdoorsy



HMW



Pulling from the insights of the user research portion of this project, the HMW that drove this project is as follows:

How Might We provide a fast solution for users that want to find what they are looking for without having to dig for the information they need?

This included:

- Participants with issues finding locations
- Participants with budgeting concerns
- Participants who felt important information was buried

User Persona:



Meet Chloe

28 | Web Developer | Phoenix, AZ



Chloe is an avid camper and road tripper. She started using Outdoorsy to enhance her experience with a home on wheels. She recently went on a cross-country road trip with some college friends through many National Parks. She has a demanding career, so she wants to be able to book her limited vacations quickly and smoothly. She is highly discerning of her priorities and enjoys a modern RV with all the comfort amenities. She is also budget-savvy, and likes to be able to plan her spending in advance.

Goals:

- A comfortable RV with typical comfort amenities
- A smooth and easy booking experience
- a “perfect” vacation with whatever she needs wherever she is going

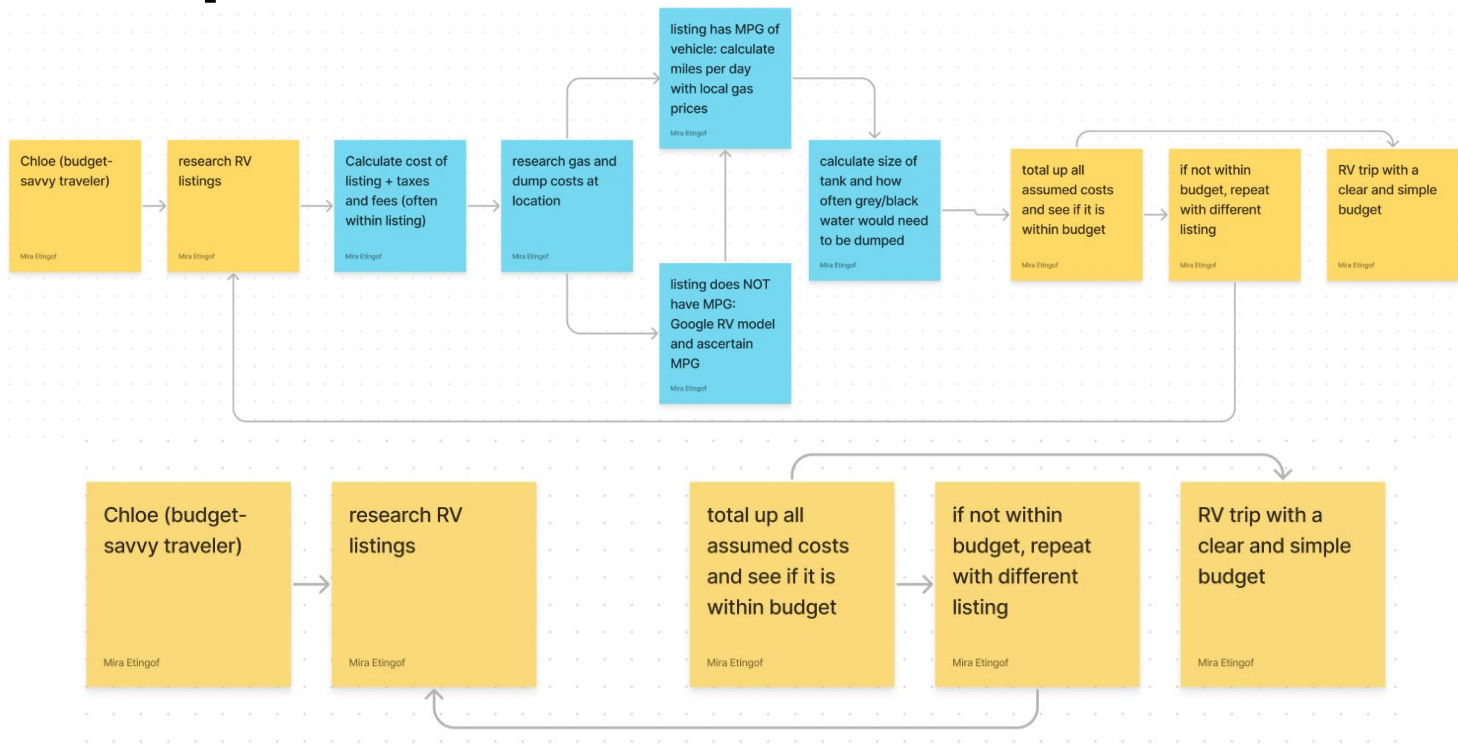
Pain Points:

- Distance from airport was difficult to discern
- Found herself searching in circles, frequently clicking on listings she’s already seen
- Estimating gas/dump costs is impossible

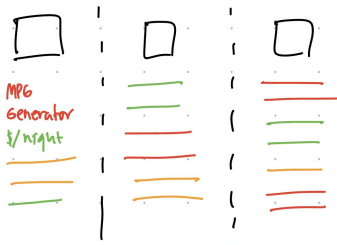
Motivations:

- Wants the best “bang for her buck”
- Being able to travel and camp in comfort and style while maintaining a budget
- Plans trips to a T, so she wants her efforts to result in a fun and memorable trip

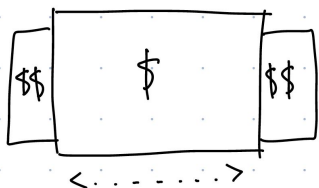
Sprint map



Sketches and inspiration

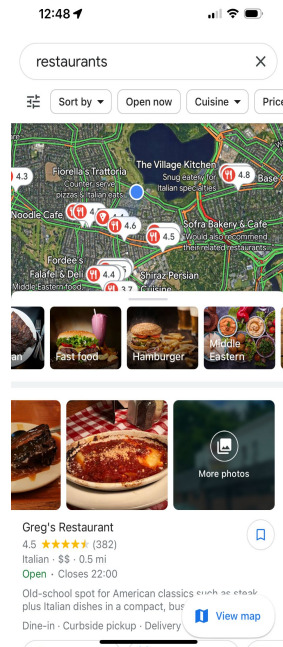
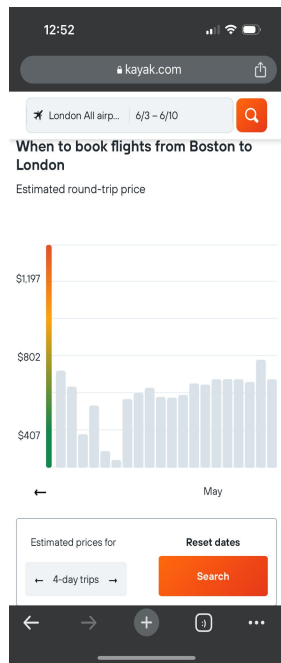


Listing
MPG ↑ high
Generator ↓ low
\$/night — medium
add ons ↑ high
mileage ↓ low



At this stage, the lightning sketches were focused mainly on issues with budgeting. The color coding eventually went into the gas price tracking feature.

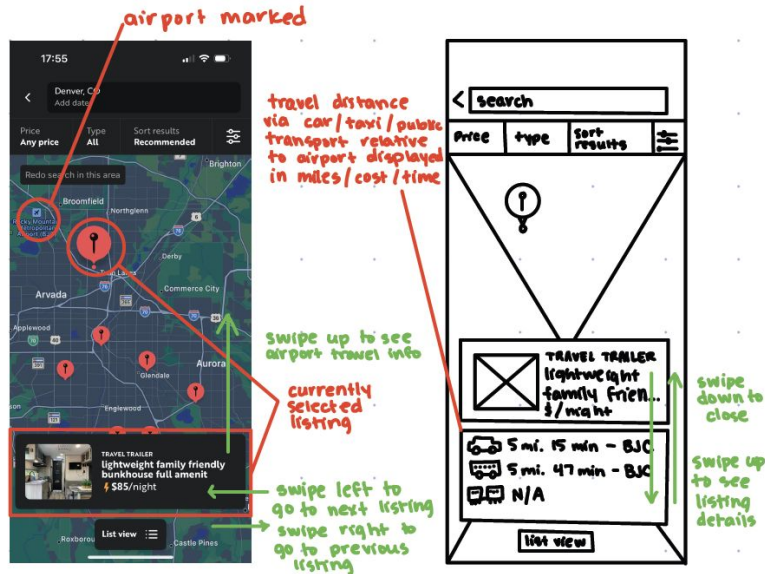
- Google Maps swiping/quick viewing features
- Color coding for airline price trackers





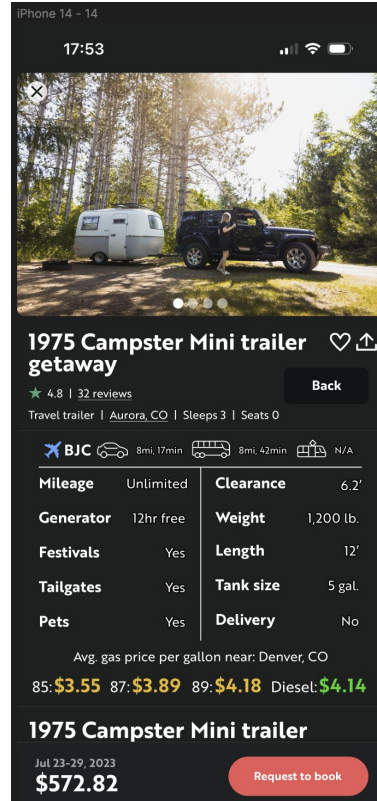
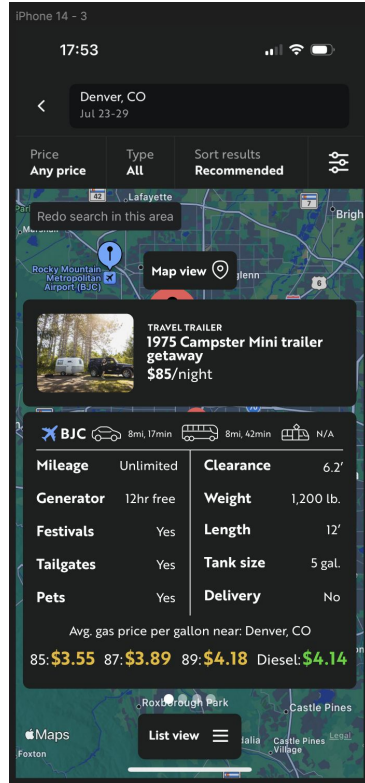
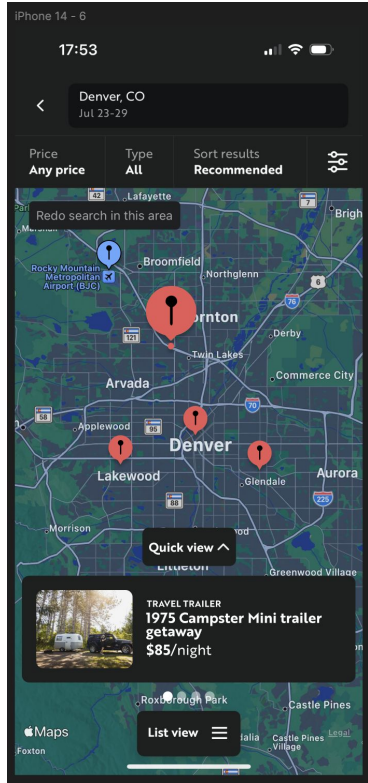
Enter the “Quick View” feature

Raw idea: to make a function within the Outdoorsy map that shows all relevant information with one click.



- Low-fidelity wireframes were still focused on a different HMW - later combined with other solutions
- Overall branding of the original app was unchanged

Prototyping



- Quick and elegant way to display important information
- Minimal scrolling
- Side-to-side interactive map swiping

Test Participants



Name	Age	Occupation	Other Demographics	Test User Scenario
“Joan”	28	Consultant	New York City, unmarried with a long-term partner and no children, enjoys outdoor activities	Renter with size and driveability as primary concern
“Stephen”	29	Software Engineer	Seattle, single, lives with 3 roommates, enjoys group travel	Renter with airport travel distance as primary concern
“Amy”	27	Analyst	Phoenix, recently married, no children, has two dogs that travel and camp with her	Renter with pet and festival allowance as primary concern
“Diane”	42	IT Manager	Milwaukee, married with a teenage daughter, enjoys family RV travel on a responsible budget	Renter with gas costs and mileage as primary concern

Usability Testing Outcomes



THE GOOD

For the most part, reactions to this feature were positive. Participants feel that their needs were met quickly and efficiently and they didn't feel like they were forced to read through an entire listing to find one that would work for them. In cases where a participant saw what they liked on the quick view window, they were successfully able to open the entire listing and then read the description before booking. Participants also felt the addition of a gas price tracker was generally helpful even if they weren't looking at it specifically.

"In general, everything was very intuitive. Clicking Quick View did what I expected by bringing up more information and swiping left/right from there went to other listings."

"The layout is similar enough to other similar apps that I was able to figure out what to click on and where to go."

"I'm glad it shows the gas costs in the listing. I feel like whenever I travel I never know how much gas is going to be and it always bites me in the end."

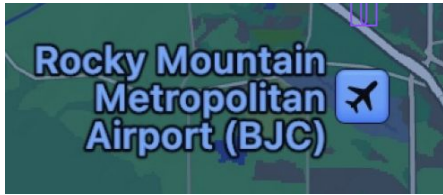
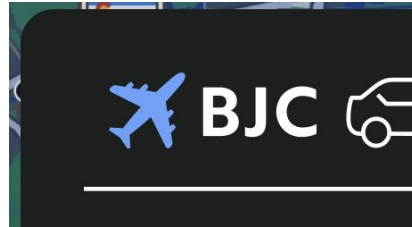
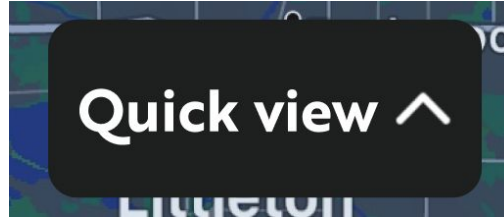
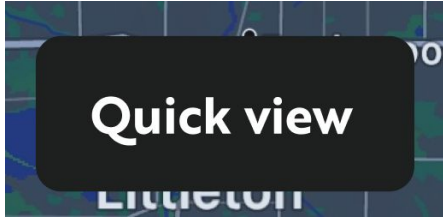
THE BAD

Several participants noted the marking of the airport was difficult to notice. One participant didn't notice it at all and as such was unable to succeed in using an important aspect of the prototype. Others mentioned that had they not known what the three letter call sign of the airport was they would have not understood the top line of the quick view window.

"It would be great for me if the distance to the airport was emphasized in some way. I overlooked it the first time I clicked through the prototype because it was followed by the information more important to my choice of vehicle, which was clear and drew my attention right away."

"I know that BJC means the Denver airport, but I'm sure that's not the case for everyone. Maybe I'd suggest marking it in some other way to make it more obvious."

Changes



- “Quick View” button movement was unclear: added arrow
- BJC airport call sign was unclear: added icon
- Airport location was unclear: added blue bubble



Key Takeaways

UX Design is a very iterative process. Things change as you work and inspiration can come in many forms - you have to be ready to incorporate learnings and new information into the work you are doing as you go. It's hard not to feel “married” to an idea at first. You have to remain open to new experiences, peer input, and daily inspiration that could change the outcome of the project.



Resources:

- [Figma Prototype](#)
- [WhatTheFont](#) - font-identifying AI
- [Usability Test Learning Plan](#)



Thank you!