

The Jeep logo is positioned in the top right corner of the slide. It consists of the word "Jeep" in a bold, white, sans-serif font, with a small registered trademark symbol (®) to its upper right. The background of the slide is a dramatic, low-angle photograph of a Jeep Wrangler driving through a rocky, mountainous landscape under a cloudy, golden-hued sky. The vehicle is covered in mud and has a "4x4" decal on its side. The overall aesthetic is rugged and adventurous.

Jeep®

JEEP SALES & SERVICE PLATFORM:

UX Research Findings & Recommendations

IDENTIFYING

Research Objectives

Understand how users **research and purchase** vehicles online.

Identify pain points in **model comparison, financing tools, and booking flows.**

Provide **actionable insights** to improve engagement and conversion.

Test customization features and vehicle comparisons

Evaluate overall **usability and engagement**



DEFINING

Methodology

User Interviews (12 participants) →
Families, young professionals, Jeep enthusiasts.

Surveys (50 respondents) →
Preferences & trust factors.

Usability Testing (8 sessions) →
Jeep current site prototype tasks (comparison, financing, booking).

Sorting (Online via Maze/FigJam) →
Navigation clarity.

Benchmarking Analysis →
Compared Jeep vs competitors (Ford, Toyota, Land Rover).

The background of the slide is a photograph of two women driving in a Jeep. The woman in the foreground is a Black woman with dark hair, wearing a white t-shirt and an orange seatbelt. The woman in the background is a white woman with long brown hair, wearing sunglasses, a green t-shirt, and an orange seatbelt. They are both smiling and looking out the side of the vehicle. The Jeep has orange seats with "JEEP" written on them. The background shows a forested area with mountains in the distance.

SHAPING Personas

Ana – Young Professional
(tech-savvy, expects smooth
mobile flow).

Identify pain points in
model comparison,
financing tools, and
booking flows.

SHAPING

Personas

USER 1. AGE: 42

The Family Buyer

Goals:

- Safety first for family travel.
- Transparent pricing and financing options.
- Simple, time-efficient browsing and purchase process.

Pain Points:

- Gets frustrated with hidden fees and complicated processes.
- Limited time to research and visit dealerships.

Needs from Jeep Platform:

- Clear cost breakdown.
- Easy comparison between models.
- Mobile-first scheduling for test drives and financing.

USER 2. AGE: 29

Young Professional

Goals:

- Wants a sleek, stylish Jeep that reflects her lifestyle.
- Expects digital-first purchase flow (from exploration to financing).
- Seeks personalization and a modern, engaging experience.

Pain Points:

- Slow or outdated platforms discourage her.
- Gets annoyed by poor mobile responsiveness or clunky navigation.

Needs from Jeep Platform:

- Intuitive, seamless mobile journey.
- Customization tools (color, wheels, accessories).
- Transparent financing options, available instantly online.

USER 3. AGE: 36

The Jeep Enthusiast

Goals:

- Wants to dive deep into technical details and custom options.
- Values credibility of dealerships and authentic Jeep heritage.
- Wants to stay updated on Jeep community and new launches.

Pain Points:

- Gets frustrated if specs are oversimplified.
- Dislikes when information feels "marketing-heavy" without substance.

Needs from Jeep Platform:

- Access to detailed specifications and comparison tools.
- Dealer reviews, credibility, and trust signals.
- Engaging content for enthusiasts (events, clubs, off-road tips).

FINDING

Affinity Mapping

Financing & Transparency

"I couldn't find monthly payment info upfront."
"The financing calculator was hidden too deep in the flow."
"I want to compare purchase vs. leasing costs side by side."

Booking & Scheduling

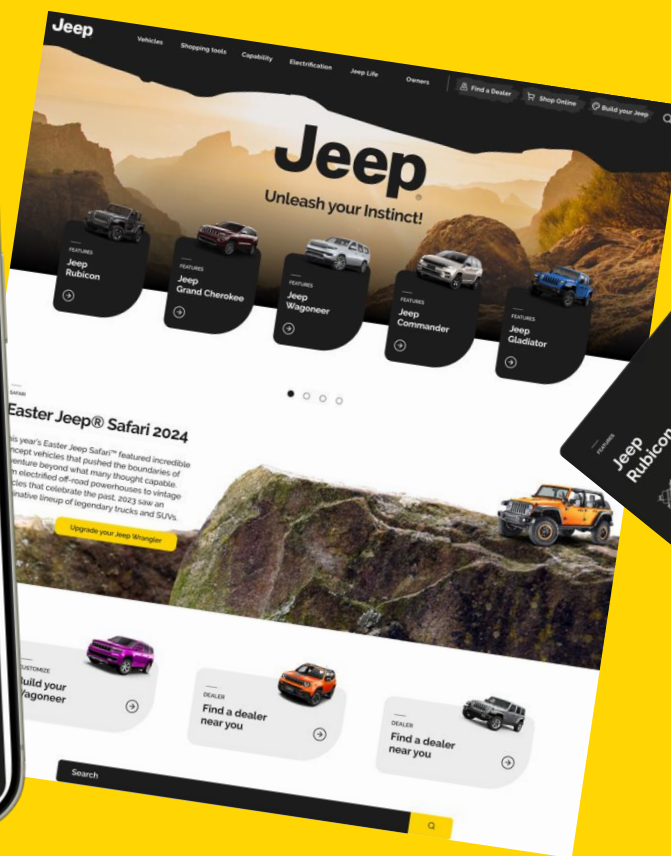
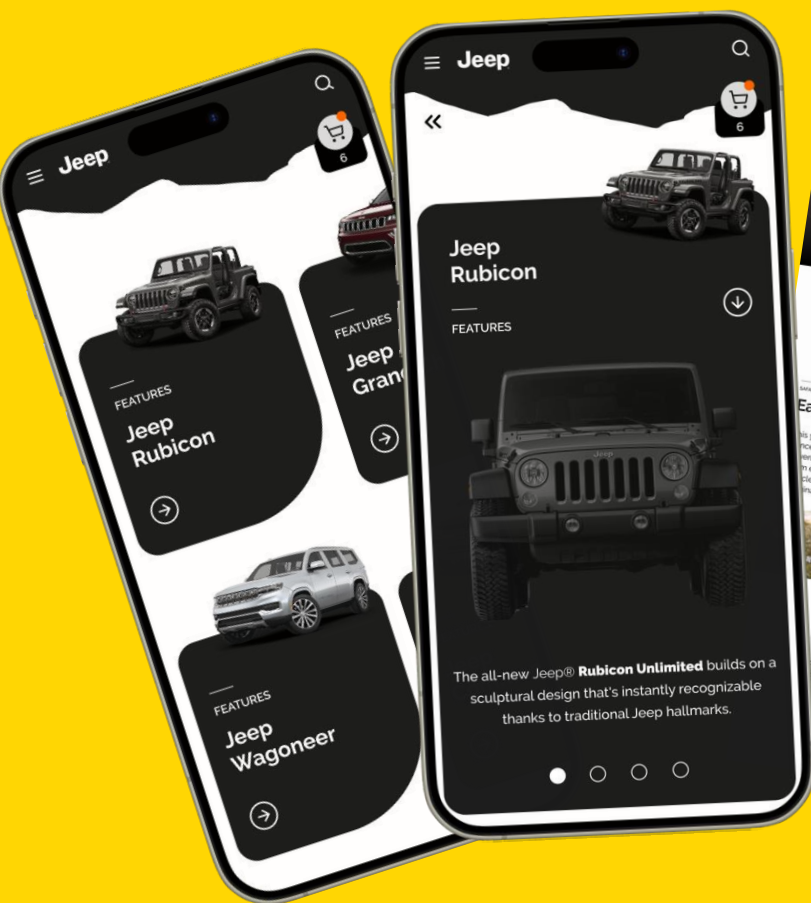
"Too many forms before choosing a date."
"I didn't know which dealer had my model available."
"The test drive booking confirmation was unclear."

Trust & Availability

"Unclear if vehicles were available in my city."
"Some models appeared online but not at the dealership."
"I wasn't sure if prices included taxes or hidden fees."

Navigation & Specs

"Specs were buried 3 clicks away."
"I want to quickly compare models without opening multiple tabs."
"Technical details (fuel, acceleration, safety features) should be upfront, not scattered."



VISUALIZING

Design Opportunities



Financing Transparency

Solution:

Integrated **real-time financing calculator** directly into vehicle detail pages.

UI Component:

Monthly cost widget (auto-updated with Jeep Design System).

Impact:

Reduced uncertainty, improved trust, accelerated purchase decisions.



Customization Experience

Solution:

Added a **real-time customization tool** to select colors, rims, and accessories with 360° preview.

UI Component:

Configurator module connected to Jeep Design System.

Impact:

Increased engagement and emotional connection with products—users spent longer exploring cars.



Streamlined Booking Flow

Solution:

Redesigned **test drive booking** into a **3-step process** (Car → Time/Location → Contact).

UI Component:

Form components with autofill + progress tracker.

Impact:

Increased booking completion rates during usability tests.



Week 12

Card Sorting & Sitemap

Card sorting sessions in Maze/Miro → new IA & navigation flow.

Outcome: Clearer grouping of specs, customization, and booking.

Week 13–15

Wireframes & Usability Testing

Low → mid-fidelity wireframes in Figma.

Usability testing (n=15) → friction in booking flow uncovered.

Iterated based on insights (simplified booking).

Week 13–15

High-Fidelity UI & Prototypes

Jeep Design System applied (typography, grid, brand palette).

Created **interactive prototypes** for financing widget + booking + customization.

Week 16–23

MVP Mockup & Design System

Delivered **clickable MVP** with end-to-end flow (explore → customize → book → dealer connect).

Expanded Jeep Design System with **configurator components** (360° preview, accessory selectors).

Week 16- 24

Iterating

Analyzing features, KPI's and heat maps

IMPACTING

Business

Outcomes





JEEP FACED A GAP IN ITS DIGITAL SALES EXPERIENCE

The Problem

- Customers struggled to find **transparent financing details**.
- **Booking a test drive** required too many steps, causing drop-offs.
- **Dealer credibility** was unclear, leading to reduced trust.
- Vehicle **customization options** (colors, rims, accessories) felt hidden or incomplete.

Findings



Finding #1 – Navigation to vehicle models

Observation: 70% of users
hesitated before selecting a model.



Finding #2 – Vehicle characteristics clarity

Most participants wanted more context
about acceleration and fuel data.



Finding #3 – Customization process

80% of participants easily changed color
but struggled to notice rim options.



Finding #4 – Specifications navigation

Observation: Specs section was found,
but participants said scrolling felt
overwhelming.



Finding #5 – Accessories usefulness

Observation: Mixed engagement with
accessories; some participants skipped.

TO UNCOVER AND VALIDATE THESE CHALLENGES, WE APPLIED A MIXED-METHOD RESEARCH PROCESS

Methods Used



User Interviews

(Conducted **12 in-depth interviews** with potential Jeep buyers.→ Captured expectations, frustrations, and real-world journeys.



Usability Testing

Observed task completion on flows like financing calculator, booking, and customization.



Card Sorting

Defined a more intuitive navigation for vehicle specs and dealer info

EXAMPLES

Research Insights

Financing Transparency



75% of participants struggled to locate the financing calculator.

Booking Overload



60% abandoned the test drive booking mid-process due to excessive form fields.

Trust & Dealer Confidence



40% reported unclear dealer info (availability, location, credibility) lowered their confidence in the platform.

Conclusion



The research revealed that **Jeep's digital sales experience must prioritize trust, transparency, and simplicity** to meet user expectations. By combining qualitative insights from interviews with families, young professionals, and enthusiasts, alongside usability testing and accessibility reviews, we identified key barriers such as hidden financing tools, unclear dealer information, and overwhelming booking flows.

Through a redesigned UX architecture, streamlined navigation, and a scalable design system, the solution delivers a **more transparent, engaging, and customizable experience**. These improvements not only increase user confidence but also align directly with Jeep's business goals of **boosting customer engagement, reducing drop-offs, and supporting dealer credibility**.

Ultimately, this case study demonstrates how a **user-centered and research-driven design approach** can transform complex automotive sales journeys into **clear, trustworthy, and conversion-oriented experiences**.

Thank you

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