UX Playbook for Auto
Collection of best practices to delight your users
Creating Frictionless Experiences Across the Funnel

The automotive mobile landscape continues to lag behind user expectations for frictionless, fast experiences. In order to better align with the role that mobile plays in the auto shopper path to purchase, in many cases, auto sites require a fresh approach altogether. Rather than striving to facilitate all business initiatives on the mobile site, it is critical that auto companies make user intent the highest priority to help guide decisions.

After looking at dozens of auto sites, we learned that there are certain universal UX elements that help create a frictionless auto shopping experience. The following list of principles aims to provide a checklist for improving your mobile site experience across 4 key site areas:
Creating Frictionless Experiences Across the Funnel

**Homepage & Navigation**
- ✓ Ensure key calls to action appear above the fold
- ✓ Highlight value proposition & drive to relevant landing pages
- ✓ Encourage users to view & filter offers
- ✓ Include support & post sales activity in menu

**Build & Price**
- ✓ Provide transparent pricing
- ✓ Display pricing options
- ✓ Offer easy ways to compare models
- ✓ Use high quality, fast images & helpful videos
- ✓ Allow users to save & share built vehicles

**Form Optimization & Drive to Dealership**
- ✓ Optimize form fill
  - Reduce # of fields
  - Use correct keypads
  - Provide real-time validation
  - Leverage auto-fill
- ✓ Streamline the process to 'locate a dealer'
- ✓ Make it easy to book a test drive

**Speed**
- ✓ Focus on key performance targets (Start Render, Speed Index, Time to Interactive)
- ✓ Limit page weight & number of requests
- ✓ Test Accelerated Mobile Pages (AMP)
- ✓ Consider integrating Progressive Web App (PWA) technology
All recommendations should be A/B tested!
Homepage & navigation
Playbook at a glance

Creating frictionless experiences across the auto shopping funnel

<table>
<thead>
<tr>
<th>Key Suggestion</th>
<th>Ease of implementation</th>
<th>Impact</th>
<th>Key Metric</th>
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</thead>
<tbody>
<tr>
<td>Ensure key calls to action appear above the fold</td>
<td>Easy</td>
<td>High</td>
<td>Clicks on CTA, Bounce rate</td>
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<tr>
<td>Highlight value proposition &amp; drive to relevant landing pages</td>
<td>Easy</td>
<td>Medium</td>
<td>Clicks on CTA, Bounce rate</td>
</tr>
<tr>
<td>Encourage users to view &amp; filter offers</td>
<td>Medium</td>
<td>Low</td>
<td>Bounce Rate, Cvr</td>
</tr>
<tr>
<td>Include support &amp; post sales activity in menu</td>
<td>Easy</td>
<td>Low</td>
<td>Bounce Rate, Engagement rate, Repeat Visitor Rate</td>
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</table>
Ensure key calls to action appear above the fold
Highlight value proposition & drive to relevant landing page

lexus.com

mbusa.com
Encourage users to view & filter offers

Shop.ford.com (Incentives & Offers)

All Vehicles
Cars

2018 FIESTA
Starting At $14,205
EPA-Est. MPG 27 City/ 35 Hwy

Model Year
Current  Previous

Market
Personal Vehicles
Commercial Vehicles

Power Source
Select one or more power source.
Gas  EcoBoost
Hybrid  Plug-In Hybrid
Electric
Encourage users to view & filter offers

mitsubishicars.com (Special Offers)
Include support & post sales activity in menu

Ford.com (Menu)

Mobile Search Text
- Vehicles
- Shop
- Finance
- Owner
- Locate a Dealer

English
Español

Ford.com (Menu)

Owner
- Your Vehicle
- Service & Maintenance
- SYNC & How-Tos
- FordPass

Service & Maintenance
- Schedule Service
- Your Warranty
- Service Coupons & Offers
- Redeem & Rebate
- Roadside Assistance

Ford.com (Menu)
Build & price
## Playbook at a glance

Creating frictionless experiences across the auto shopping funnel

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<td>Provide transparent pricing</td>
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<td>CvR, exit rate</td>
</tr>
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<td>Display pricing options</td>
<td>Medium</td>
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<td>CvR, exit rate</td>
</tr>
<tr>
<td>Offer easy ways to compare models</td>
<td>Difficult</td>
<td>Medium</td>
<td>Bounce Rate, CVR</td>
</tr>
<tr>
<td>Use high-quality, fast images &amp; helpful images</td>
<td>Medium</td>
<td>Medium</td>
<td>Bounce Rate, Engagement Rate (# of photos viewed)</td>
</tr>
<tr>
<td>Allow users to save &amp; share built vehicles</td>
<td>Low</td>
<td>Medium</td>
<td>Cross-device conversions, share rate</td>
</tr>
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</table>
Provide transparent pricing

ford.com (Menu)

buick.com (Vehicles Listing Page)

gmc.com (Vehicles Details Page)
Display pricing options

tesla.com

MODEL S

CASH
LEASE
LOAN

$90,550
Cash Price

$76,250
Cost after estimated savings

August Delivery

LEARN MORE

SAVE DESIGN

Model S 75D $74,500
Dual Motor All-Wheel Drive Included
Deep Blue Metallic Paint $1,000
Sunroof $1,000
20" Sonc Carbon Twin Turbine Wheels $4,900
Wheels $3,300
Carbon Fiber Décor $250
Dark Headlamps Included
Premium Upgrades Package $3,000
Destination & Doc Fee $1,200

August Delivery

NEXT >

SAVE DESIGN

$1,318 /mo
Estimated Loan Payment

$5,000 Down Payment
Offset by $10,000 in Incentives

72 month loan, 2.99% APR
Loan terms up to 6 years available

August Delivery

NEXT >

SAVE DESIGN

MODEL X

CASH
LEASE
LOAN

$1,186 /mo
Estimated Lease Payment

12,000 miles / year
State incentives available in CO, DE, MA, and NY
36 month lease, $6,881 due at signing

More leasing options are available

August Delivery

NEXT >

SAVE DESIGN
Offer easy ways to compare models

<table>
<thead>
<tr>
<th>Model</th>
<th>Year</th>
<th>Color</th>
<th>Doors</th>
<th>MSRP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mazda3 4-Door</td>
<td>2018</td>
<td>Red</td>
<td>4</td>
<td>$18,095</td>
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<td>Mazda3 4-Door</td>
<td>2017</td>
<td>White</td>
<td>4</td>
<td>$17,845</td>
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**Compare Vehicles**

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<td>Mazda3 4-Door</td>
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<td>$21,140</td>
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<tr>
<td>Civic Sedan LX</td>
<td>2017</td>
<td>Black</td>
<td>4</td>
<td>$19,540</td>
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**Price**

- Mazda3 4-Door Touring AT: $21,140
- Civic Sedan LX CVT: $19,540

**Comparably Equipped Price**

- Mazda3 4-Door Touring AT: $22,030
- Civic Sedan LX CVT: $20,430

**Destination Charge**

- Mazda3 4-Door Touring AT: $890
- Civic Sedan LX CVT: $890
Use high quality, fast images & helpful videos

tesla.com

Select Color

Deep Blue Metallic $1,000

Select Your Car

310 mi | 140 mph | 5.1 s
Range (EPA est.) Top Speed 0-60 mph
Standard Battery available in 6-9 months

Select Wheels

19” Sport Wheels $1,500

Full Self-Driving Capability

In the future, Model 3 will be capable of conducting trips with no action required by the person in the driver’s seat.

Requires Enhanced Autopilot $5,000 upgrade if added after delivery

This functionality is dependent upon extensive software validation and regulatory approval. It is not possible to know exactly when it will be available, as this is highly dependent on local regulatory approval, which may vary widely by jurisdiction.
Allow users to save & share built vehicles
Allow users to save & share built vehicles

vw.com

1.4TS $19,495*
View all MSRP and key info 📁

Pick an exterior:

SILK BLUE METALLIC

Would you like to save this build configuration?
If saved, you can access this build in your Favorites

DON'T SAVE
SAVE

Cancel

vw.com

Summary

Edit build Saved

TOTAL MSRP $19,495 Price excludes title, tax, options, installation costs and dealer fees.

View Price Details

Your Jetta 1.4TS
Be seen in all the right places with LED

vw.com

Proprietary + Confidential
Form optimization &
drive to dealership
Playbook at a glance

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<td>High</td>
<td>Map to Dealer, Call Dealer</td>
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<td>Make it easy to book a test drive</td>
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<td>High</td>
<td>CvR (“Book a test drive” completion rate)</td>
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Typing on mobile is hard
Optimize form fill: Reduce number of fields

**Tesla.com**
- (4 fields)

**Landrover.com**
- (5 fields)

**Toyota.com**
- (Full name single line)
Optimize form fill: Use correct keypoints

mazdausa.com

mazdausa.com
Optimize form fill: Provide real-time validation

bmwusa.com

lincoln.com
Optimize form fill: Leverage auto-fill
Optimize form fill: Spotlight on Toyota

- Reduce fields w/ full name on single line
- Real-time validation x 2
- Auto-fill available
- Correct Keypads x2
- Labelling inside field saves space (minimizes, remains visible)
- Pre-populates closest dealer using previously entered zipcode
Streamline the process to locate a dealer
Make it easy to book a test drive

vw.com

vw.com

Schedule a Test Drive

Beetle Convertible

Your local dealer:
Volkswagen Santa Monica, L.L.C.

When are you free to take a test drive? Select up to two dates.

<table>
<thead>
<tr>
<th>SAT</th>
<th>SUN</th>
<th>MON</th>
<th>TUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/30</td>
<td>7/1</td>
<td>7/2</td>
<td>7/3</td>
</tr>
<tr>
<td>MORNING</td>
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<td>MORNING</td>
</tr>
<tr>
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Speed
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Starting July 2018, page speed is now a ranking factor for organic mobile searches.
Key performance targets

- **Start Render**: The first point in time that something was displayed to the screen.
- **Speed Index**: The average time at which visible parts of the page are displayed.
- **Time to Interactive**: The time until the page being loaded is considered usable and will respond to user input.
Optimize weight & requests for optimal performance

**Total Requests**

Limit the total number of requests to <75 per page to avoid unnecessary round trips

**Page Weight (total # of bytes)**

Limit the total number of bytes to <1.0MB to avoid heavy assets slowing the page load
Speed Tools

There are several speed monitoring tools available which serve a different purpose depending on the objective & audience using them.

Source: https://developers.google.com/web/fundamentals/performance/speed-tools/
Accelerated Mobile Pages

Leverage streamlined code and Google caching technology to create pages with lightning fast load times.

Source: https://www.ampproject.org

0.5 seconds average load time

10x less data Used compared to non-AMP page
Progressive Web Apps

Implement service worker technology to create a reliable, fast & engaging experience for your users.

Source: https://developers.google.com/web/progressive-web-apps/

Features:

- Loads Instantly & Works Offline
- App-like capabilities like Push Notifications & Add to Homescreen
BMW: AMP & PWA Case Study

3-4X Faster load times

30% Higher click-through to national websites

26% More mobile users

Source: https://www.ampproject.org/case-studies/bmw/
Thank You