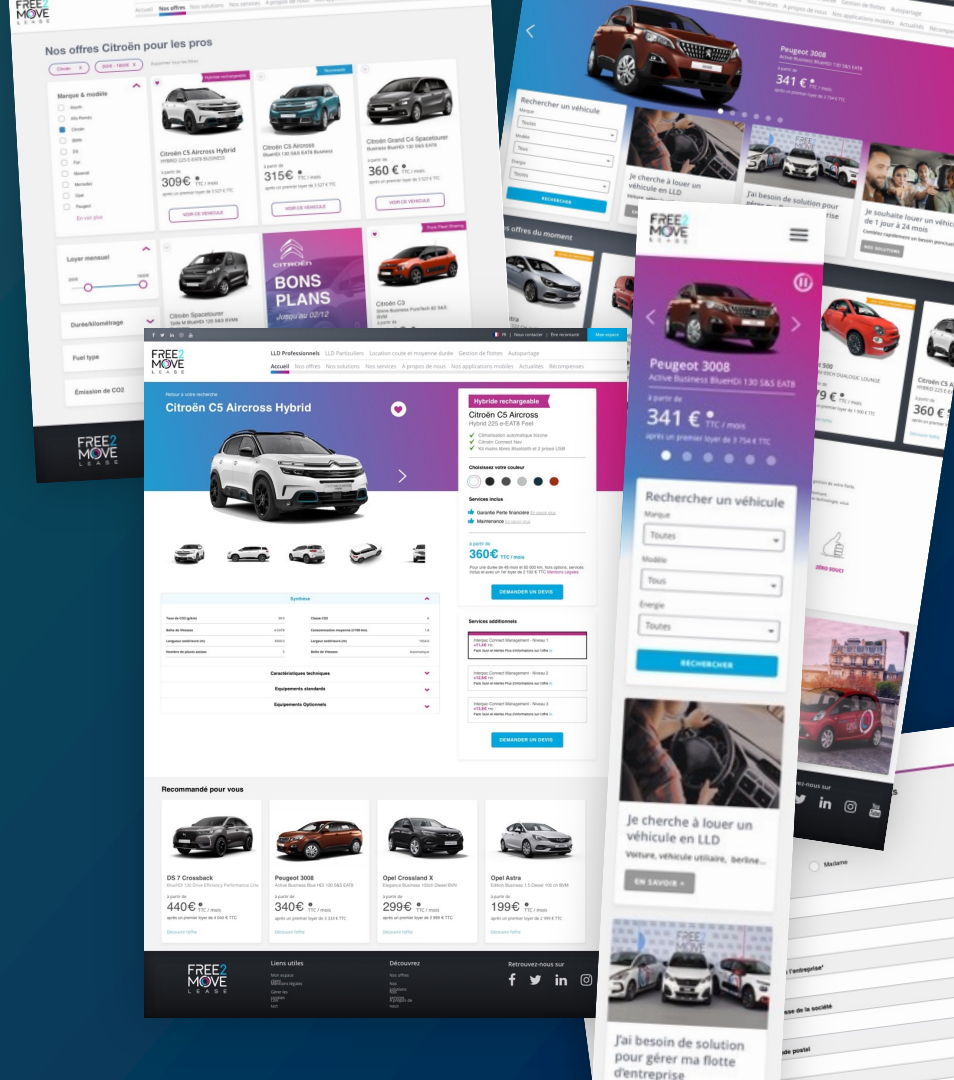


Free2Move Lease

Use case | 2020



Product
E-commerce
Automotive



Context & challenges

The context of Free2Move Lease

- FREE2MOOVE Lease, an extension of CREDIPAR's business (the 4th largest rental company in the market), is fully aligned with Groupe PSA's strategic plan, Push to Pass, by positioning the group as a mobility solution provider and leveraging digital technology.
- The development of the FREE2MOOVE Lease offering in 2020 involves the redesign of the current website, with France as the pilot country. The goal is to launch the new site (in MVP mode) by mid-July, then roll out the G5 before the end of the year.
- The current limitations of the site are primarily technical: the platform does not allow users to easily update content and the offering in a dynamic, interactive way, and the site's administration procedures are cumbersome and complex.

Business and technological challenges

- Expand the F2ML offering to Europe, enhance the existing fleet's vehicle range, and conquer new markets.
- Expand the scope and functionality of the customer area to offer new solutions for online sales and account management (including fleet management).
- Develop the customer experience through new features (configurator, responsive design, etc.), and consolidate existing features by updating and enhancing the back office.
- Identify and leverage software to meet business and IT needs.

Proposed approach



Frame the Product Vision and co-construct a prioritized Backlog

- In collaboration with the Business Owner and the Product Owner, evaluate the digital journeys of key competitors and define the best market standards.
- Define the business value of all functional requirements for both the web platform and the mobile application.
- Define an MVP, a budget, a roadmap, and constraints.



Adopt a “User Centric” approach

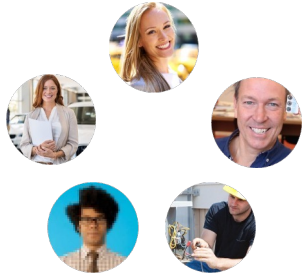
- Support the Business Owner and Product Owner in UX Research processes: identifying personas, observing usage patterns on digital channels, identifying end-user pain points, etc.
- Adopt a Mobile-First approach to design user journeys through interactive UX mock-ups, and iterate with end users.
- Design the final web and mobile interfaces (UI).



Technically develop the new responsive site

- Carry out technical developments (front, middle, back) using the agile Scrum method.
- Implement a scalable platform.
- Implement a flexible platform for content administration, users, marketing campaigns, etc.
- Implement platform performance monitoring tools.

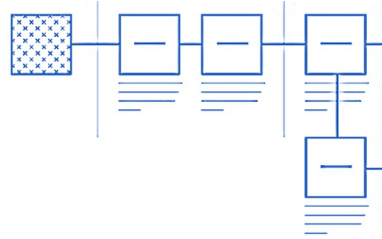
Methodology



1

Setting up personae

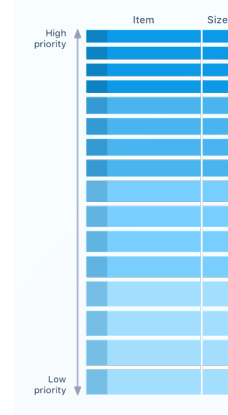
Professional Client - Commercial
Vehicle Driver - Driver Client (SME)
- Marketing - IT



2

Analysis of usage and user journeys

Fleet Manager - Access partner services
- Subscribe to a contract - Add a temporary offer - Add a new feature



3

Creating and prioritizing a backlog

Theme - Epic - Features -
User story



4

Choice of human and technical resources according to the objectives.

Dev from scratch - CMS E-commerce
(1 Scrum Team)

Persona #1



Anne-Laure
43 yo - Paris (75)

Fleet Manager, for 12 years

"Management must have a purpose, a dedication and that dedication must have an emotional commitment."
Harold Greeneen



Biography

Graduated with a BTS STT in accounting, with a work-study program (directly operational)

7 years of experience in cash management/accounting

3 years of experience in telephone fleet management, then moving to automotive



Needs

Monitor your fleet (several hundred vehicles + 4 car-sharing vehicles)

Manage relationships with stakeholders (dealerships, leasing companies, insurance companies, drivers, etc.)

Save time on administrative procedures

View your KPIs & capture your data



Pain points

Complexity of leasing interfaces and solutions + need to work with a leasing specialist sales representative

Doesn't see the added value of the "customer area" service



Personality

Strong ability to manage a large area of expertise

Excellent memory and ability to summarize

Able to manage multiple projects simultaneously

Negotiation skills

Good interpersonal skills



Technologies

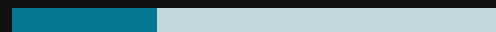
Desktop



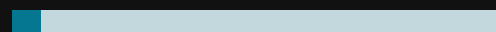
Mobile



Social Networks



CMS, back-office...



Example of a "theoretical" journey

As seen (and imagined) internally...



Anne-Laure
Fleet Manager

As a fleet manager, I would like to add a vehicle to my fleet.
To do this, I must:

Aim : Manage her fleet

Add vehicles, track her vehicles...



Connect to the F2ML site

Access the "Connect fleet" customer area

Open the "fleet management" category

Add a vehicle

Choosing a new vehicle

Choose a personalized rate

Subscribe

Confirmation by email

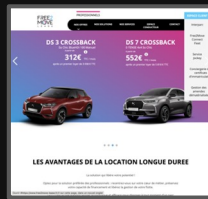
Wait to be contacted again

My new vehicle appears

Home Page



Menu
"Customer Area"



Login



Connect Fleet



Positive points :

Easy access to offers; Complete
"Connect Fleet" service...

Pain points :

Misunderstanding of the "customer
area" menu; Unable to select multiple
VLs to add to a basket...

User feedback :

Need a customer/billing area; Clarify or
merge areas

Recommendations :

Rethink the journey like an e-commerce
site (particularly to complete the
customer area)

The “real” customer journey

As discovered following interviews



Nadine
Fleet Manager

As a fleet manager, I would like to add a vehicle to my fleet.
To do this, I must:

Aim : Manage her fleet

Add vehicles, track her vehicles...

Connect to the F2ML site

Unable to log in

Leave the site and contact a salesperson

Create an Excel file

Manually enter my data

Benefit from a tailor-made dashboard

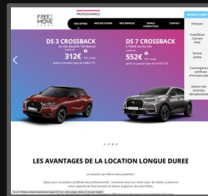


⚠ The user does not use the customer area, calls a salesperson and has a dashboard that leaves room for the competition.

Home Page



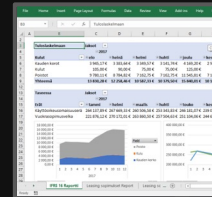
Menu "Customer Area"



Opens Excel



Personal dashboard



Positive points :

None, it has its own dashboard... in which it also manages ARVAL & ALD vehicles (!!).

Pain points :

Never managed to log in; Doesn't understand the added value of user space (limited need).

User feedback :

His table allows him to have an overview of his 30 vehicles; contracts are archived and invoices processed in accounting (auto prlvmt).

Recommendations :

Meet and interview clients/users to identify priority needs.

Persona #2



Philippe
34 yo – Le Perreux/M.
(94)

Electrotechnician, for 15
years

"Difficulty discourages me,
ease repels me."
Jean Rostand



Biography

Vocational Baccalaureate in Electrical Engineering

Travels to construction sites

Uses few technologies in his job

Wants to retrain as a salesperson for his company



Needs

A practical vehicle for your job

An on-board interface (GPS, tracking, etc.)

Facilitate the tracking and maintenance of your commercial vehicle

Wash your vehicle quickly



Pain points

Complexity of leasing company apps/websites (access to partner services)

Lack of interest in their VU



Personality

Hands-on, resourceful

Excellent sense of direction

Exasperated by traffic in the Paris region

His commercial vehicle is simply a tool

Technical/market expertise



Technologies

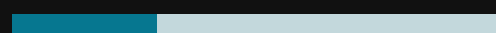
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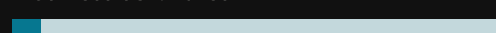
Mobile



Social Networks



Business softwares



Customer Journey (persona #2)



Philippe
Électrotechnicien

As a commercial vehicle driver, I would like to access partner services. To do this, I must:

Connect to the F2ML site

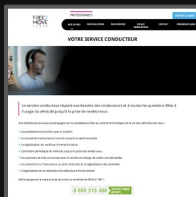
Access the "Driver area" section

Call a phone number

Home Page



Driver Services Page



Telephone waiting



Aim : Schedule the revision

Search for service partners



Positive points :

Driver space highlighted...

Pain points :

...but no real driver's area; "Customer Area" dropdown on the nav with only the lower elements leading to a page; Dead end offering to call customer service

User feedback :

Difficulty finding your way around the site; Disinterest in the driver's area

Recommendations :

Each navigation element should lead to a "one page" type page; Create a central space.

Persona #3



Ricardo
45 yo – Argenteuil (95)

Independent building
contractor for 27 years

"To build high, you have to dig deep."
Proverbe Mongol



Biography

Began working in the family SME, which he later took over

Uses vehicles owned by his company (rental replacement in case of breakdown)



Needs

Easily track your contract

Manage your maintenance/vehicle

Easily upgrade your contract or expand your fleet

Meet temporary needs (increase in activity)



Pain points

Lack of knowledge about leasing

Cost concerns (must see the savings)

Complex interfaces and daunting administrative management



Personality

Honest and straightforward in his management

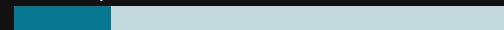
Excellent interpersonal skills and commercial acumen

Pragmatic

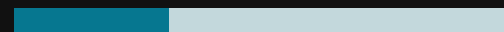


Technologies

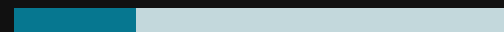
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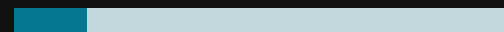
Mobile



Social Networks



Business softwares



Customer journey (persona #3)



Ricardo
Independent building contractor

As an independent building contractor (client & driver), I would like to sign up for my first contract at the best price. To do this, I must:

Connect to the F2ML site



Choose an exclusive offer



Access vehicle characteristics

Choose a color



Choose an additional service



Fill out a form

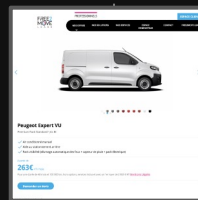


Wait to be called back

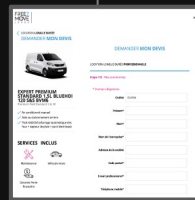
Home Page



Easy to find offer



Quote request form



Waiting to be contacted again



Aim : Choose a vehicle

Take out a contract at the best price



Positive points :

Simple offer; Price

Pain points :

Unable to configure a vehicle; Unable to compare two LCVs

User feedback :

Live chat and the ability to finalize a case online would be appreciated.

Recommendations :

Add contact options (call-back, chat, hotline, etc.); Allow you to finalize the file online to save time

Backlog Epics

The audit of the existing situation and user research make it possible to define a scope, including the following epics and themes:

Showcase site

Configurator – offers

Parcours d'inscription

Header – Navigation menu

GDPR / T&Cs

Internationals

Tagging Analytics / SEO

Back Office

Customer area

Conquest Widgets

Footer

Funding

Accessibility

PageSpeed Insight

Legacy / Technical study

Example of EPIC & backlog construction (1/2)

Showcase site

HP-F2ML

Carousel

Our solutions

Our services

Responsive Breakpoints

Contact page

Driver's area

MVP Prio 1

- ✓ As a prospect, I can access the F2ML website on mobile, tablet, and desktop (responsive).
- ✓ As a prospect, I can access the registration process to request a quote.
- ✓ As a prospect, I can discover temporary F2ML offers (good deals, new products, etc.).
- ✓ As a prospect, I can access the presentation of F2ML offers.
- ✓ As a prospect, I can access the features of an F2ML offer.
- ✓ As a prospect, I can choose the color of my car before requesting a quote.
- ✓ As a prospect, I can choose additional services (Interparc).
- ✓ As a prospect, I can contact the F2ML service by email and telephone.
- ✓ As a prospect, I can access the presentation of Free2Move Lease solutions.
- ✓ As a Free2Move subscriber, I can access my customer area.
- ✓ As a prospect, I can access the F2ML social networks.

Prio 2

- ✗ As a private customer, I can buy a vehicle online +1
- ✗ As a prospective customer, I can make an appointment at a POS +4
- ✗ As a prospective customer, I can access an FAQ +2
- ✗ As a prospective customer, I can book a Test Drive +1
- ✗ As a prospective customer, I would like to know the opinions of other customers and the press +3

Caption :

- ✓ Already existing
- ? Unknown
- ✗ Non-existent
- +X Valeur ajoutée

Example of EPIC & backlog construction (2/2)



MVP Prio 1

As a prospect, I must fill out a form to obtain a quote.

As a prospect, I must check the Free2Move Terms and Conditions to register.

As a prospect, I can call a phone number for assistance.

As a prospect, I should receive a confirmation email after registering.

Prio 2

As a prospect, I can share my offer on social media +4

As a prospect, I can make an appointment at a POS +4

As a prospect, I can communicate via chat (live or bot) +4

As a prospect, I can pre-fill my information with Google, Facebook, etc. +3

As a prospect, I can request a callback +2

Prio 3

As a prospect, I can view the store locator for all points of sale +4

As a prospect, I can see if new/used stock is available +2

As a customer, I would like to benefit from secure identification that meets banking standards +1

Caption :



Already existing



Unknown



Non-existent



Valeur ajoutée

Technical Benchmark

[illegible]

Technical choices

Drupal™



Magento™



BENEFITS

- Popular: A large community and therefore support.
- Powerful: A more powerful tool than its competitors to meet all your needs.
- Secure: Because it's open source and widely used in the professional world, its code is reviewed and constantly improved.
- Multi-platform: Drupal runs on all types of platforms: WMP, LAMP, MAMP, XAMP, etc.
- Out of the Box: Many mechanisms and configurations are available "out of the box."
- Modular: There are over 7,200 modules for Drupal 7.
- Framework: More than a CMS, we often forget that Drupal is also a complete development framework..



DISADVANTAGES

- Heaviness: Its flexibility and scalability sometimes make it a bit heavy and resource-intensive.
- Slowness: Due to its extreme modularity, installing poorly optimized modules can make Drupal slower than its competitors.
- Knowledge: A longer learning curve than its competitors, particularly due to the powerful concepts it uses.



BENEFITS

- Great flexibility.
- Allows you to create extensive product catalogs
- Manages high website traffic (high sales volumes)
- Magento also allows you to expand into the international market and allows you to create a multilingual site or develop multiple sites to adapt to each market. Everything is managed from the same back office.

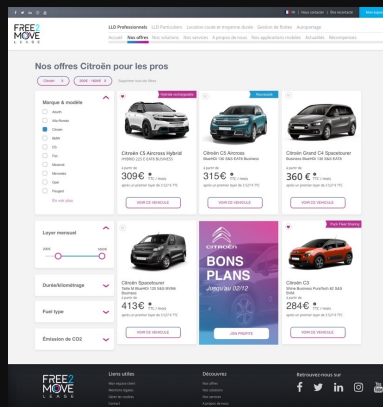
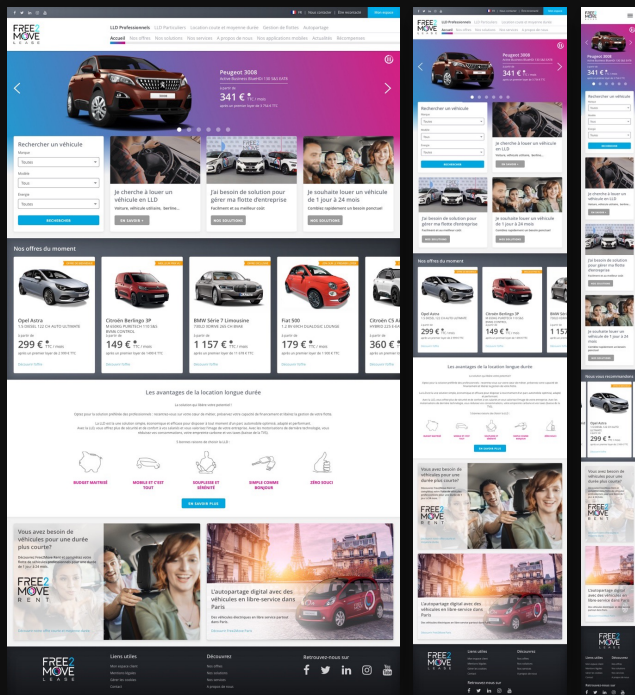


DISADVANTAGES

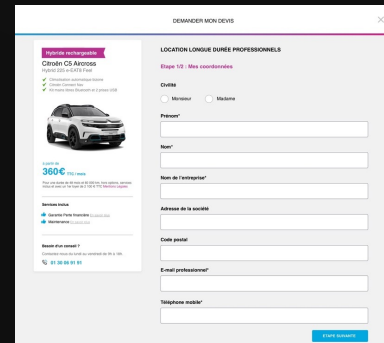
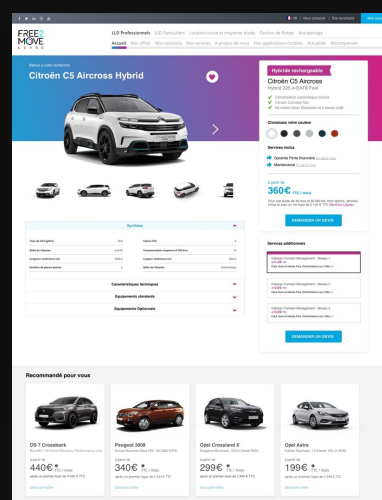
- Magento has one drawback: the ergonomics of its back office (difficult to learn).
- Magento requires computer skills to fully benefit from its capabilities.

Agile prototyping

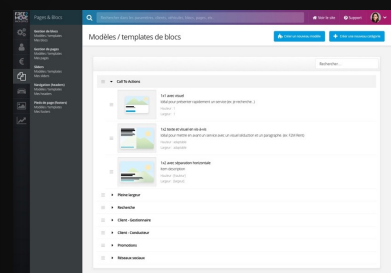
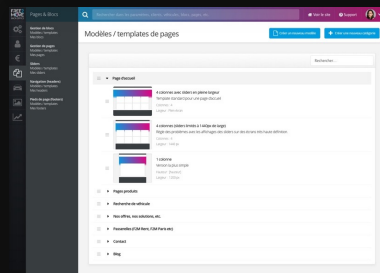
A fully responsive site (front and back), with a modular home page depending on each target, which allows for smooth journeys.



Clearly highlighted offers, modular pages.



A simplified funnel.



A back office that is easy to use and adapted to the needs of Free2move Lease teams.

Delivery

Organization and resources mobilized

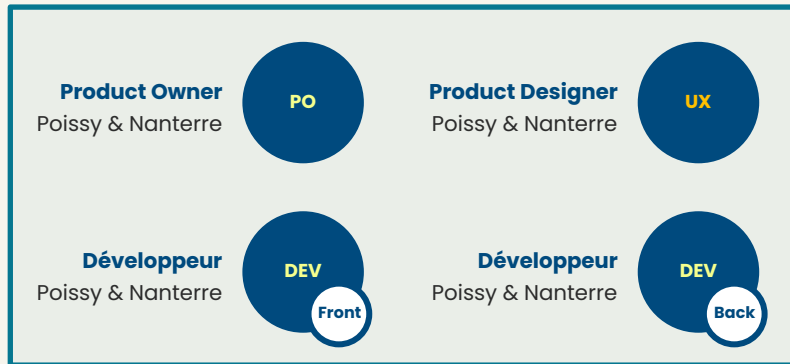
Support at the client's premises:

- **Project kickoff meeting**
- **Bi-monthly project review meeting alternately before the agile retrospective ritual**
 - For monitoring risks and action plans
 - For functional and technical coordination
 - For monitoring the progress of the various project phases
- **Bi-monthly steering committee**
 - Indicator monitoring
 - Risk monitoring and action plans
 - Gap monitoring
 - Quality monitoring
 - Contract monitoring and fluctuations
- **Scrum Rituals and Agile Coaching**
 - Development facilitation
 - Monitoring deadlines (6 months)

Client | Free2Move Lease



Feature team



Disclaimer



Thank you for your interest

This was a fictitious project, completed in just one week of intensive work by two people.

Consequently, the quality of the deliverables (personas, mock-ups) does not reflect what would have been achieved in a real-life situation.



What else?

Bio, key experiences, contact details...

Axel EGOLF | Lead Product Designer

12 years of experience

Key experiences



About me

With 12 years of rich and varied experience, I am capable of successfully conducting UX research, designing journeys and interfaces (low or high fidelity), leading a team of designers, and managing my team's backlog. I am also adept at promoting UX practices and representing users' interests to management committees, for example.

I am now looking to take on new challenges. Ideally, I would be able to work across the value chain, across projects, to leverage my experience on business applications, whether B2B or B2C. Finally, I would like to share my AI skills with you to accelerate projects and businesses while promoting best practices

Design Thinking

UX/UI design

SCRUM

Figma

AI

Key experiences



GOYARD

Lead UX e-commerce & personalization

Design of the e-commerce paths for the Goyard.com website, redesign of the application dedicated to Branding and creation of an application dedicated to the personalization of precious leather bags.

Customer Journey

Prototype

Lean UX

2023 - 25

22 months



EDF - DMEX

Service Designer & Methodology Coach

Creation of a Service Design methodology and a specific toolbox (29), adapted to the EDF context, with models and tool sheets, as well as training (2 days or 2 hours depending on needs and business profiles).

Evangelization

Coaching

Training

2022 - 23

12 months



GPSA - BCF

Senior UX/UI designer

Complete design of the BCF (green card insurance system) claims chain and all career paths, as well as change management support. Special feature: a multi-screen web app.

Transformation

Design Thinking

Workshop facilitation

2020 - 21

10 months

What if we worked together?

Axel Egolf | Lead Product Designer

06 43 06 11 26 | axel@egolf.me