

# Voler

UX, UI, Product and Business Strategy

## About

Voler is a self-driven car rental service with a USP of dropping off the car at one’s preferred location. Their brand motive was also to target the common man with their competitive price range and for this to take shape, booking a car had to be as effortless and natural as possible. Basically, ‘Driving Independence’ within reach for one and all.

## Target Audience - Personas

### Persona 1



Name : Suresh  
Tagline : Leisure Planner  
Age : 42  
Location : Bangalore (Karnataka)  
Occupation : Store Manager  
Gender : Male

#### Background

Suresh has been driving for more than 10 years. He lives in Bangalore. He is a store manager who hires cars for inter city journeys. He is someone who likes to plan journeys at his own pace and explore all travel options.

#### Goals

- To find cars with many features and explore all available support services.
- To rent cars that are convenient both by budget as well as quality.
- To improve his experience by upgrading his technology skills & usage to apps.

#### Pain Points

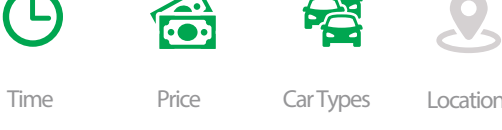
- Most rental services give minimal filter and sort list which does not include features of car which he would like to use.
- Sometimes is forced to use old cars or not preferred models due to unlisted options.
- Wants offline communication after booking online for assurance. Does it on his own.

## Behaviour Analysis

### Techonology Literacy



### Decision factors



### Driving Experience



### Car Preferences



### Drive Company



### Related Apps



### Web & App



### Enhancements



### Persona 2



Name : Akshay  
Tagline : Expert User  
Age : 30  
Location : Bangalore (Karnataka)  
Occupation : IT Manager  
Gender : Male

#### Background

Akshay is an inter city traveller who is on the road atleast once a month. Hes been driving for more than 12 years. He is an expert in hiring cars for long distance and knows the pros and cons of rental travel. He has tried and tested choices for vehicles and wants an efficient and all inclusive service to meet all his needs.

#### Goals

- To find an affordable and quality rental service for intercity travel.
- Looks for features and add ons that address most encountered real time problems.
- To find competitive options for self driven cars.

#### Pain Points

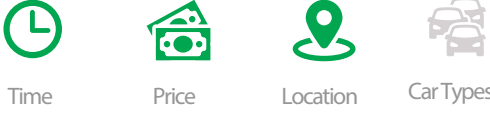
- Not many affordable yet quality options available for frequent inter state travellers.
- Support information about road, travel and state rules and taxes not available which springs surprise costs.
- Hidden charges & Imposed fines and charges by service provider for speed limit rules.

## Behaviour Analysis

### Techonology Literacy



### Decision factors



### Driving Experience



### Car Preferences



### Drive Company



### Related Apps



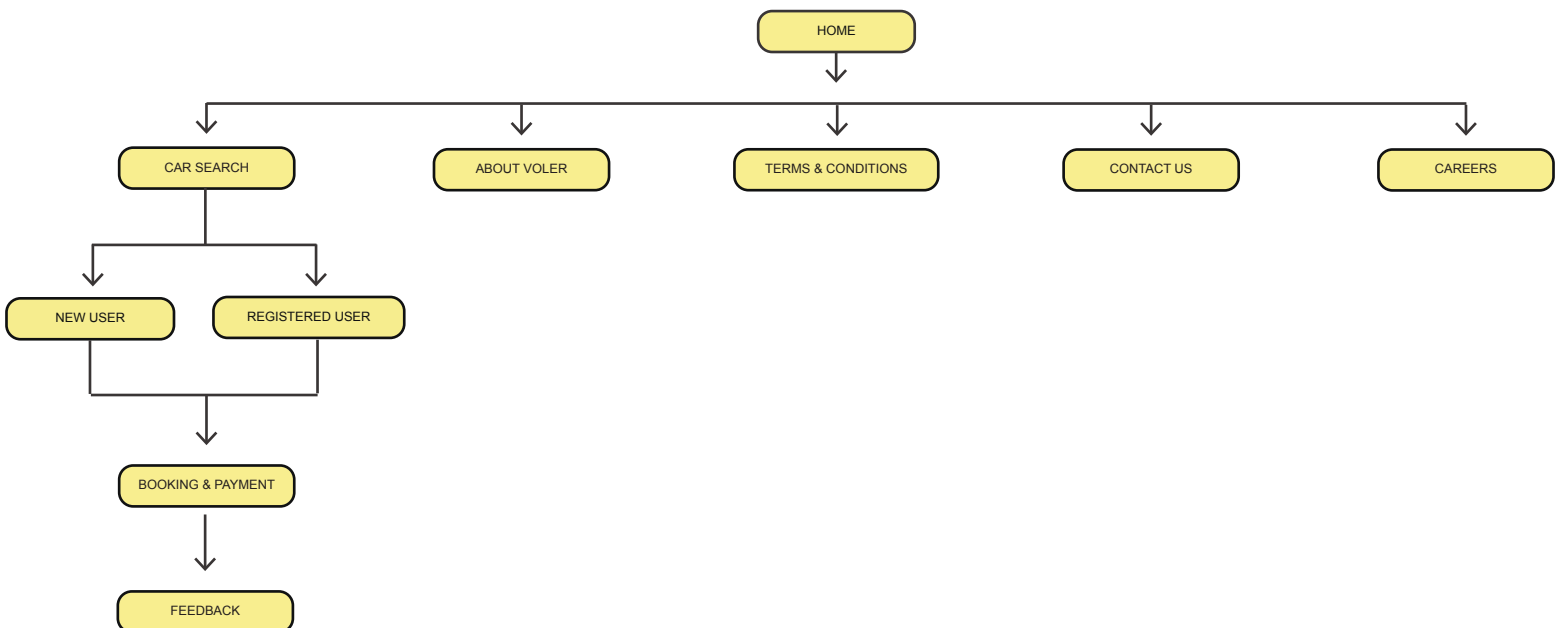
### Web & App



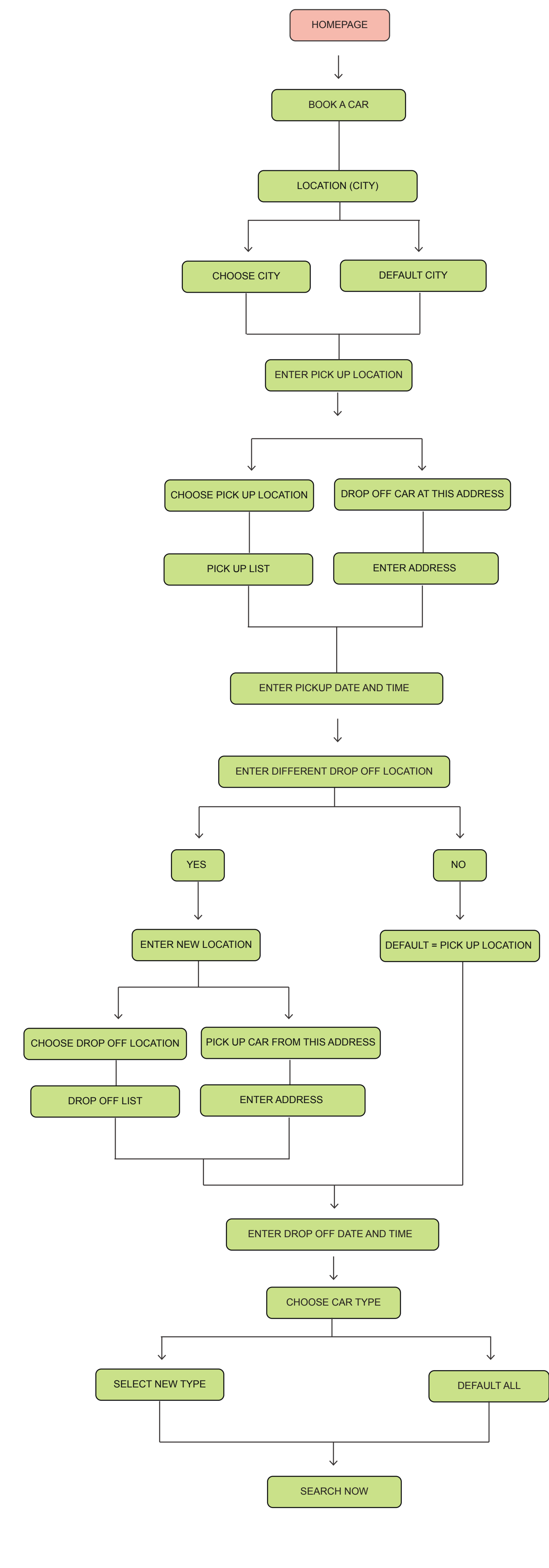
### Enhancements



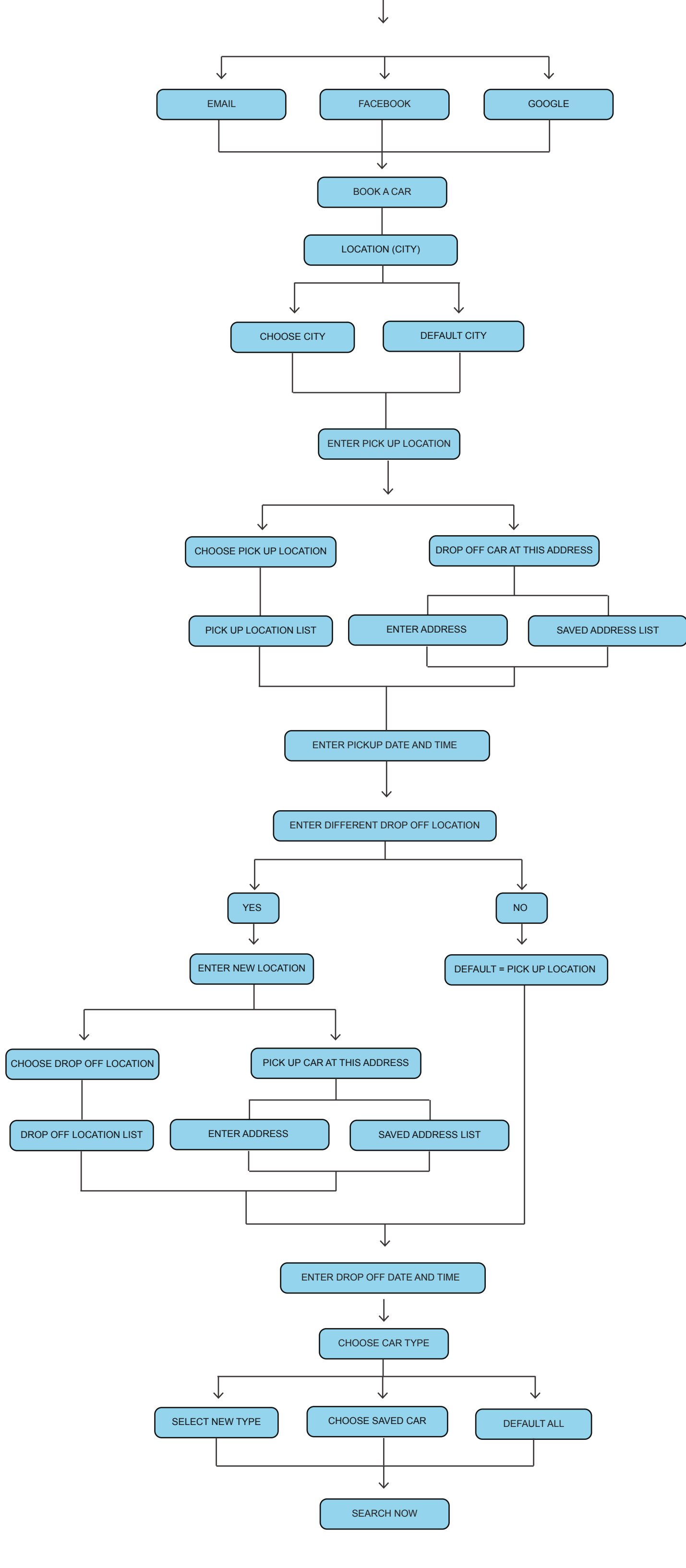
## Information of Architecture



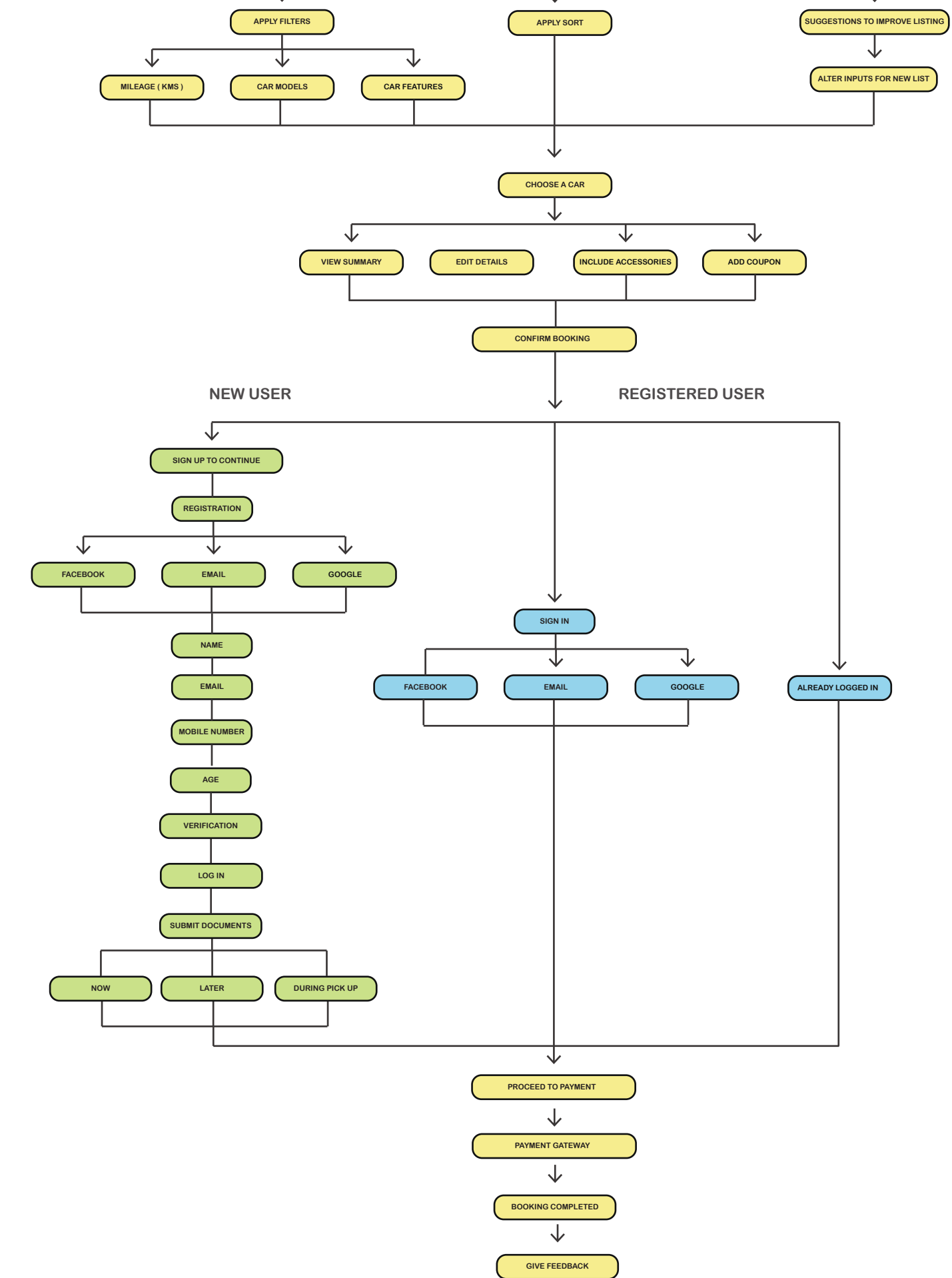
Car search - new user



Car search - Registered user



Car Booking and Payment



My Line of Thought

Five aspects that I focused on:

- Ease of choosing and booking a car.
- Clarity of information with respect to each car.
- Transparent transitions between booking phases.
- Hierarchical importance of content.

Wireframes

VOLER

+91-080-88888888

How it Works

Bangalore

LOGIN

Meet Voler. Self Driven Cars

At Your Doorstep.

Price starts from Rs.95 / hr\*

☐ Hourly

☒ Daily

☐ Weekly

☐ Monthly

Choose Pick up date and time

Choose Drop off date and time

SEARCH

05

Cities

250

Cars

150

Happy Customers

A Car For Your Every Occasion Starting at Just 95/Hr.

<div></div> <div>Maruti Swift</div> <div>Starts at Rs. 110/day</div> <div>★★★★★10 Reviews</div>	<div></div> <div>Tata Nano</div> <div>Starts at Rs. 99/day</div> <div>★★★★★10 Reviews</div>	<div></div> <div>Honda Amaze</div> <div>Starts at Rs. 120/day</div> <div>★★★★★10 Reviews</div>
<div></div> <div>Honda City</div> <div>Starts at Rs. 110/day</div> <div>★★★★★10 Reviews</div>	<div></div> <div>Ford Figo</div> <div>Starts at Rs. 99/day</div> <div>★★★★★10 Reviews</div>	<div></div> <div>Ford Ecosport</div> <div>Starts at Rs. 120/day</div> <div>★★★★★10 Reviews</div>
<div></div> <div>Mahindra Scorpio</div> <div>Starts at Rs. 110/day</div> <div>★★★★★10 Reviews</div>	<div></div> <div>BMW 320d</div> <div>Starts at Rs. 99/day</div> <div>★★★★★10 Reviews</div>	<div></div> <div>Mercedes Benz CLA</div> <div>Starts at Rs. 120/day</div> <div>★★★★★10 Reviews</div>
<div></div> <div>Fortuner</div> <div>Starts at Rs. 110/day</div> <div>★★★★★10 Reviews</div>	<div></div> <div>Mahindra XUV 500</div> <div>Starts at Rs. 99/day</div> <div>★★★★★10 Reviews</div>	<div></div> <div>Hyundai i10 Grand</div> <div>Coming Soon</div>

BOOK YOUR RIDE

How Voler Works

- 1

Book your Car

Choose from our wide list of cars and make a booking as per your trip.
- 2

Get picked up

Whether at home or office or at a pub, get picked up at your doorstep.
- 3

Drive out

Drive safe with out GPS tracker and drop off at any of our 15 locations.
- And a Few Other Features
- Accessories

Choose from our wide list of accessories as per your trip.
- Book multiple cars in one-go

For that family weddings, business conferences and other multiple occasions.
- Cleaner, hygenic cars.

All cars are cleaned after every trip and before you take them out.

BOOK YOUR RIDE

What our Customers are saying about us

- " Best service so far"

Sunny Singh, Bangalore
- " Love their doorstep service, its very convenient."

Ramesh, Kolkata
- "Good cars, for unbelieveable prices"

Jai Rathod, Jaipur

Read more

TariffAbout UsCareersPoliciesBlog



VOLER +91-080-88888888

How it WorksBangaloreLOGIN

- 1Select a Car
- 2Sign in
- 3Confirm your booking

05 Cars Found

MODIFY SEARCH

Filter By

Check Car Delivery option via Pincode

Pincode

GO

By Frequency of duration

☐ Hourly

☒ Daily

☐ Weekly

☐ Monthly

By Car Models

Car Models

Choose a Pick up location

Choose Drop off location

☐

Honda Amaze

★★★★★10 Reviews

Rs. 120

Number of Car

01

Locate On Map

Car Features

BOOK NOW

☐

Ford Figo

★★★★★10 Reviews

Rs. 120

Number of Car

01

Locate On Map

Car Features

BOOK NOW

☐

Honda City

★★★★★10 Reviews

Rs. 120

Number of Car

01

Locate On Map

Car Features

BOOK NOW

☐

Maruti Swift

★★★★★10 Reviews

Rs. 120

Number of Car

01

Locate On Map

Car Features

BOOK NOW

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VOLER +91-080-88888888

How it WorksBangaloreLOGIN

✓

Select a Car

2

Sign in

3

Confirm your booking

Account Details

Sign in

Register

Facebook

Google

Or Sign in via

Email

Password

Forgot Password ?

SIGN IN

BOOKING SUMMARY

EDIT

Maruti Swift

From :  
April 23rd, 19.30 Hrs

To :  
April 23rd, 23.00 Hrs

Duration :  
3 Hrs 30 Mins

Pick up :  
Koramangala 4th Block

Tariff :  
Rs. 450

Refundable Deposit :  
Rs. 4,500

Total :  
Rs. 4,950

Service Tax @ 12% :  
Rs. 594

Grand Total :  
Rs. 5,544

Fuel and Insurance Included in the price.

Fee Kms :  
250 kms

Excess Kms charges :  
Rs. 15 / kms

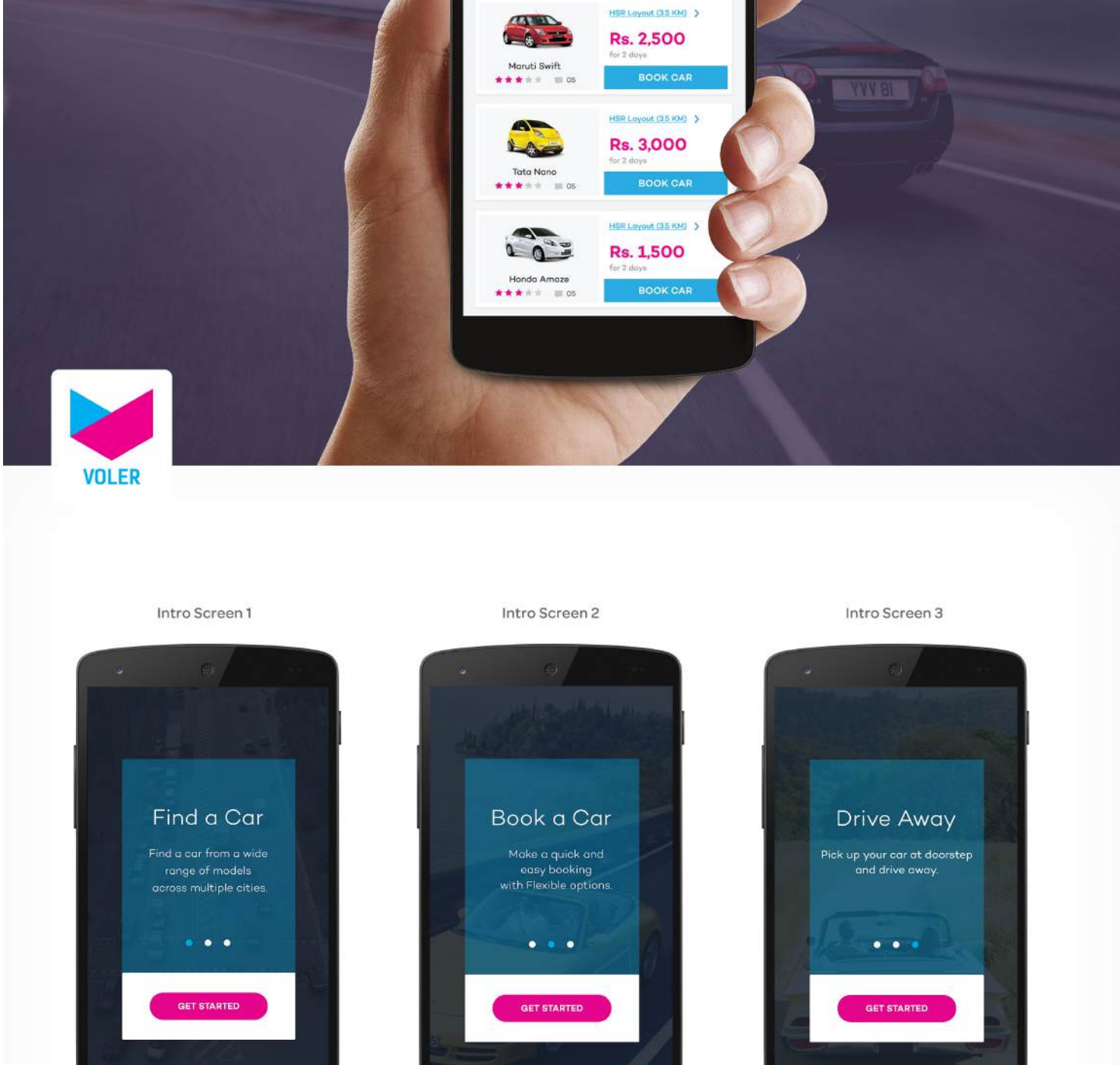
TariffAbout UsCareersPoliciesBlog



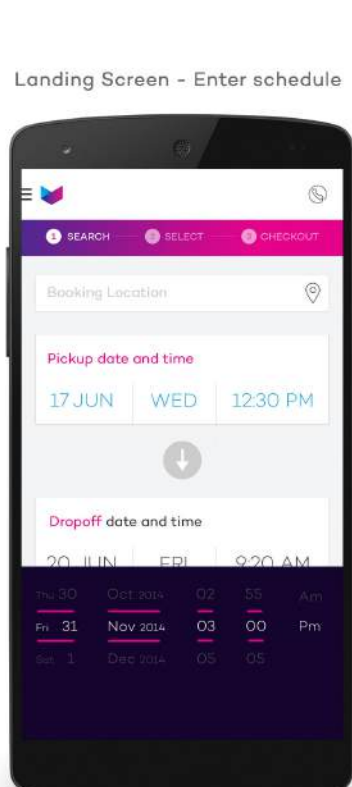
## Design

Because they are a new brand that plans to scale up, the initial brand impression has to be strongly associated with the type of service it offers along with ample identity clarity so it can mark its presence when launched. The colors chosen for the app and site are bold and in harmony. The font used possesses those subtle curves and edges that give it a perfect balance of legibility and readability that makes it apt for usage on small cards bursting with info.

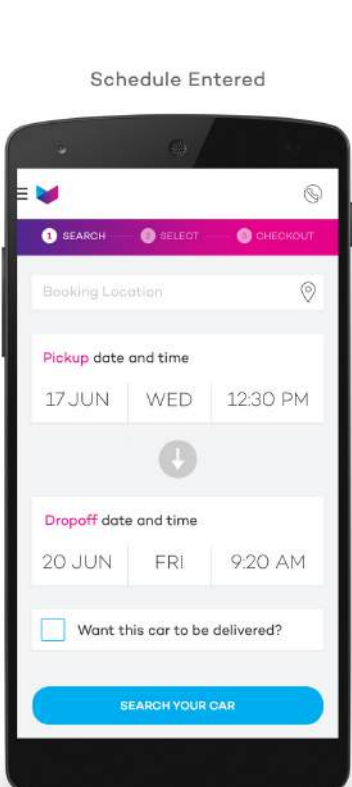
The 'Booking Flow' had to be iterated over and over again in order to simplify every single detail all the while keeping the user in charge of the whole process. Elements such as fare breakup and choice of car were strategically placed to avoid to and fro navigation. Voler is a self-driven car rental service with a USP of dropping off the car at one's preferred location. Their brand motive was also to target the common man with their competitive price range and for this to take shape, booking a car had to be as effortless and natural as possible. Basically, 'Driving Independence' within reach for one and all.



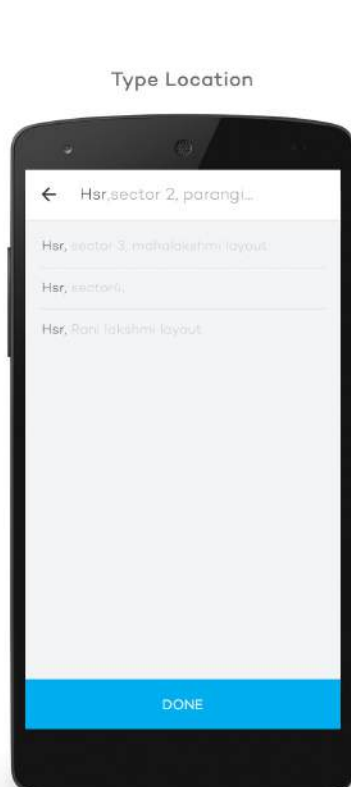
Intro Screen 1



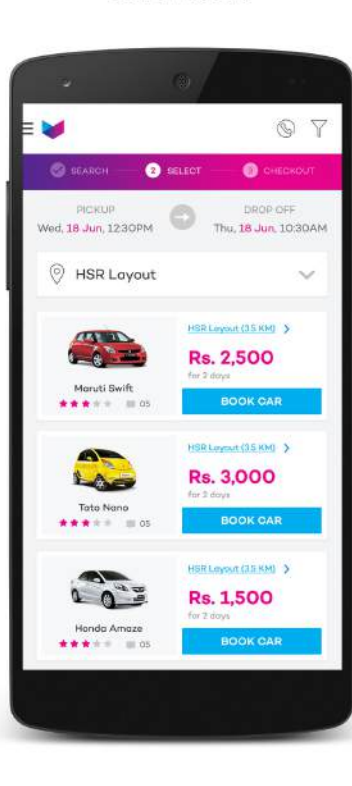
Intro Screen 2



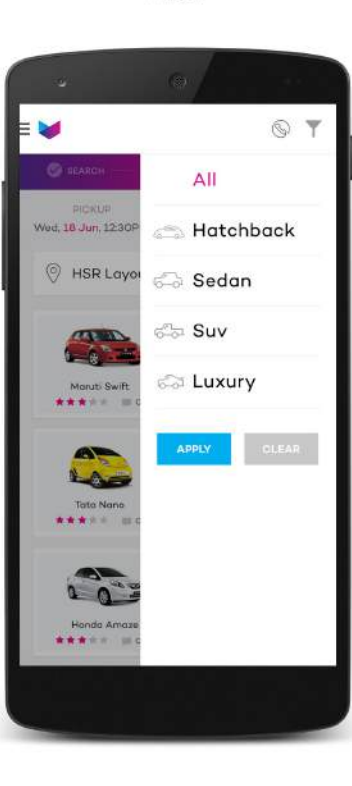
Intro Screen 3



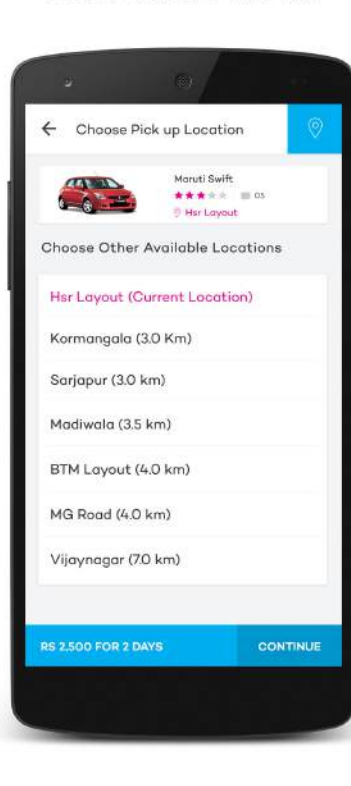
Landing Screen - Enter schedule



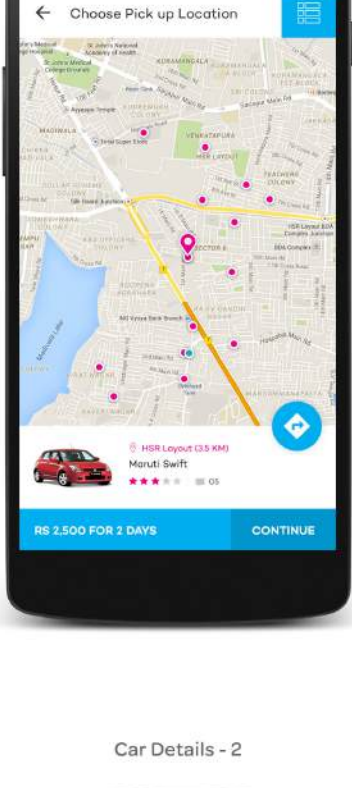
Schedule Entered



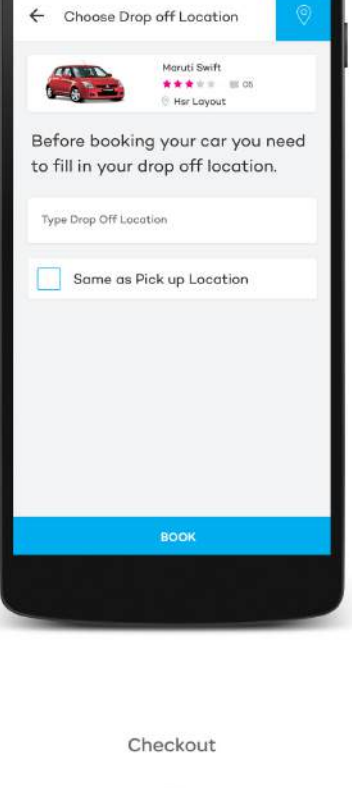
Type Location



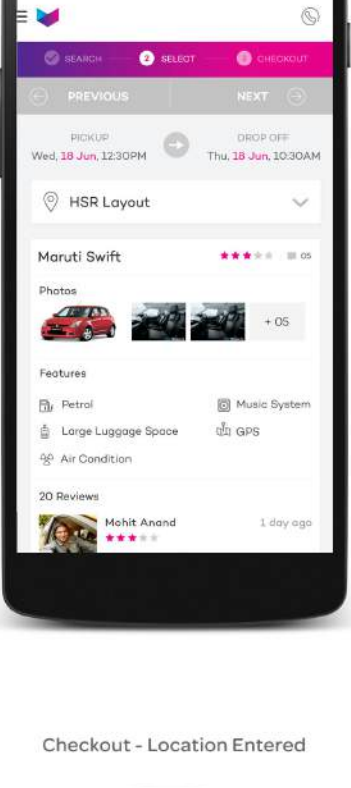
Search Result



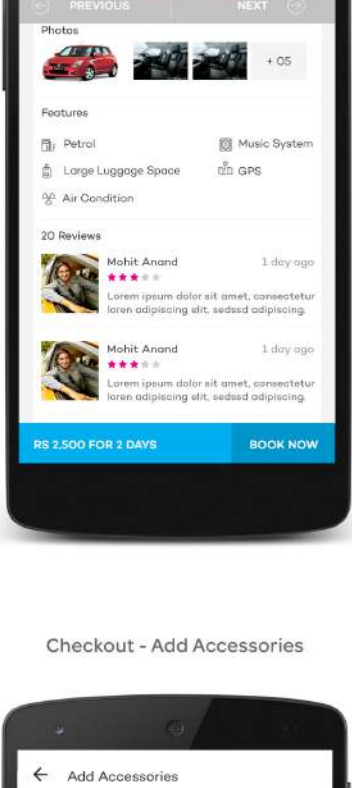
Filter



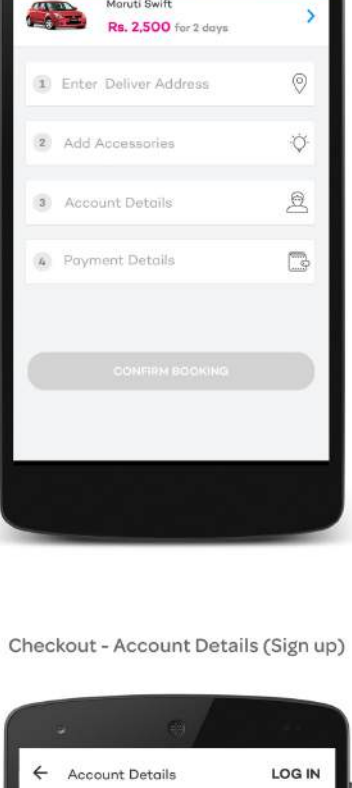
Choose Location - List View



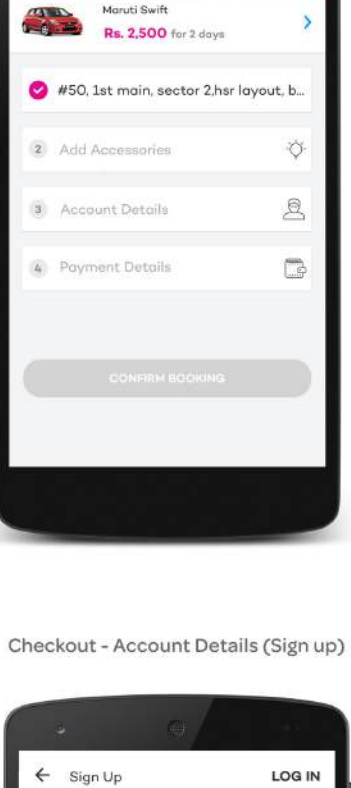
Choose Location - Map View



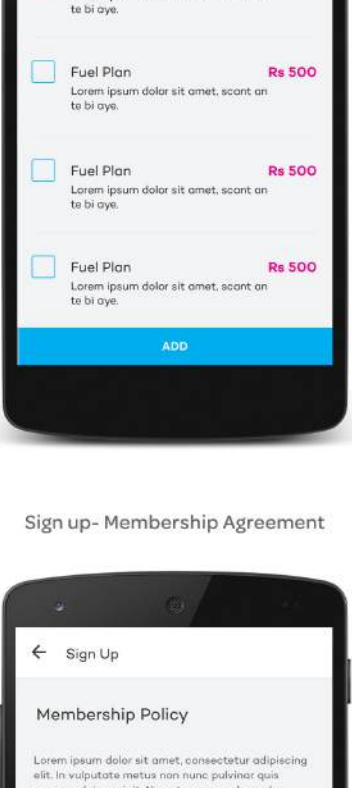
Choose Drop off Location



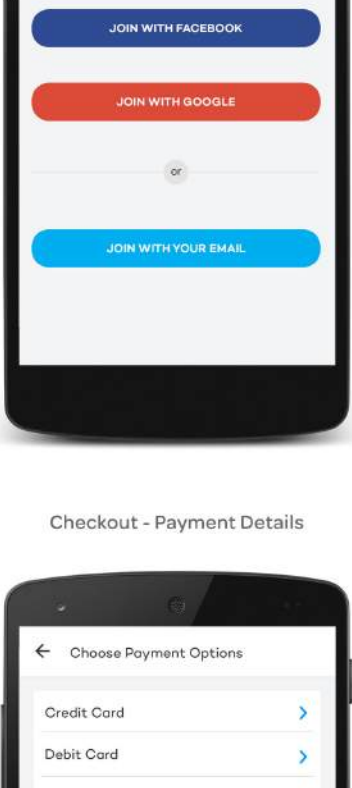
Car Detail



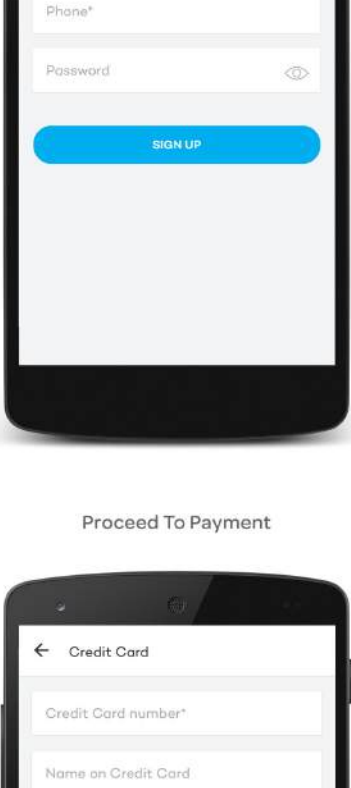
Car Details - 2



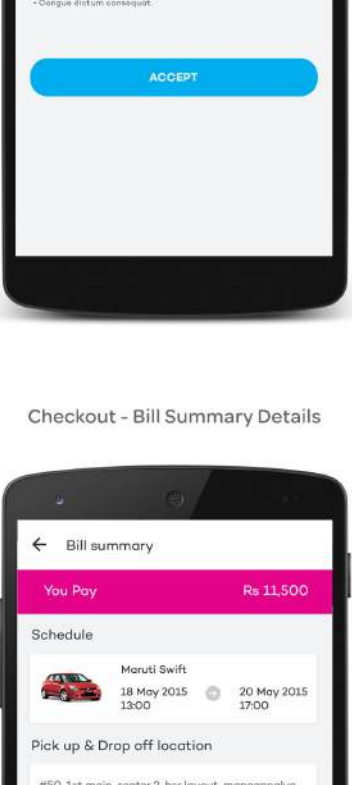
Checkout



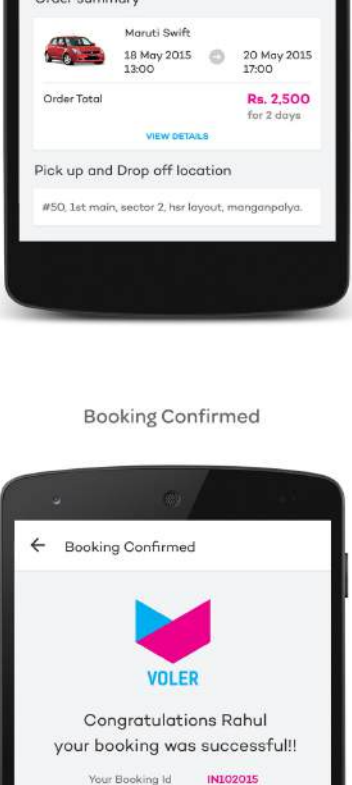
Checkout - Location Entered



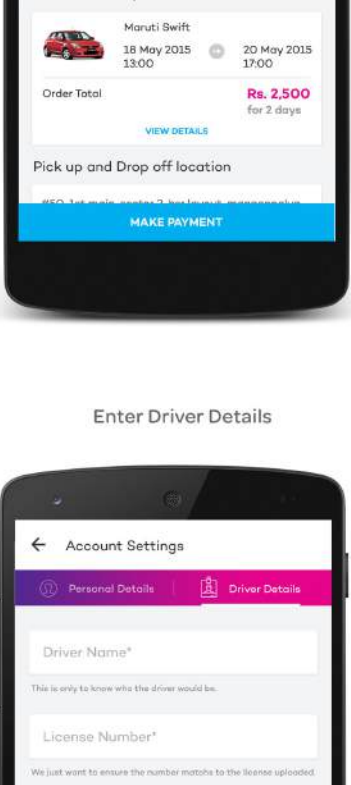
Checkout - Add Accessories



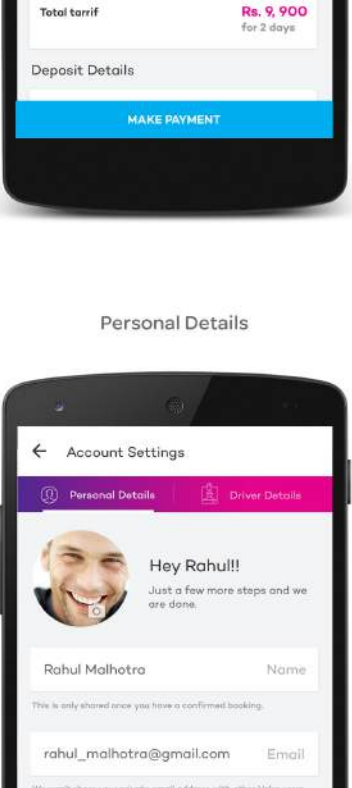
Checkout - Account Details (Sign up)



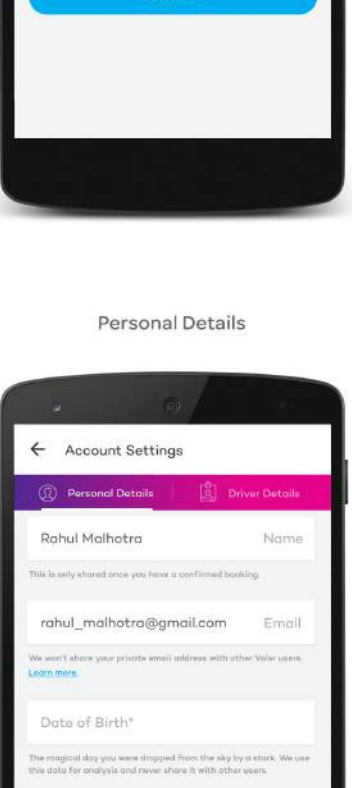
Checkout - Account Details (Sign up)



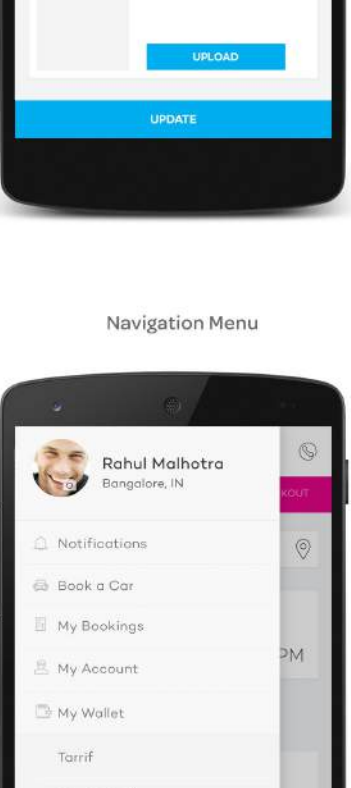
Sign up- Membership Agreement



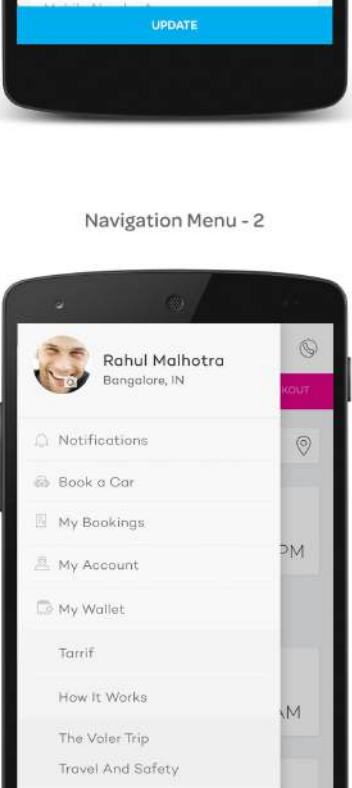
Checkout - Payment Details



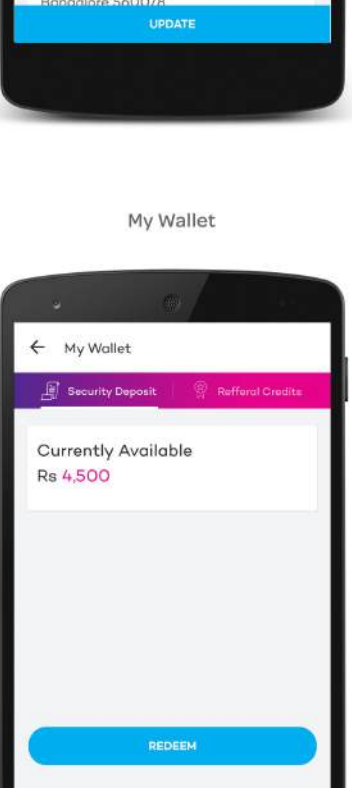
Proceed To Payment



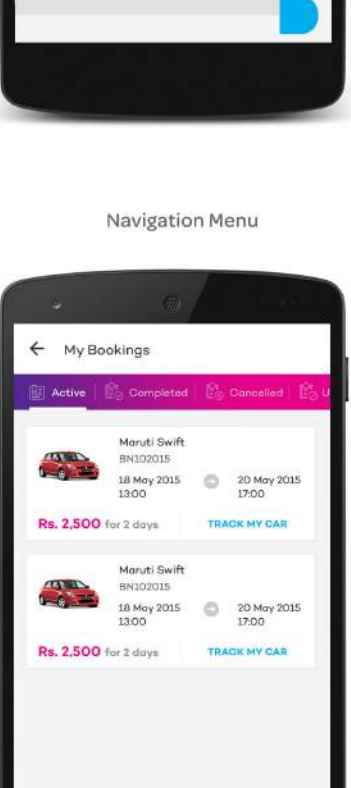
Checkout - Bill Summary Details



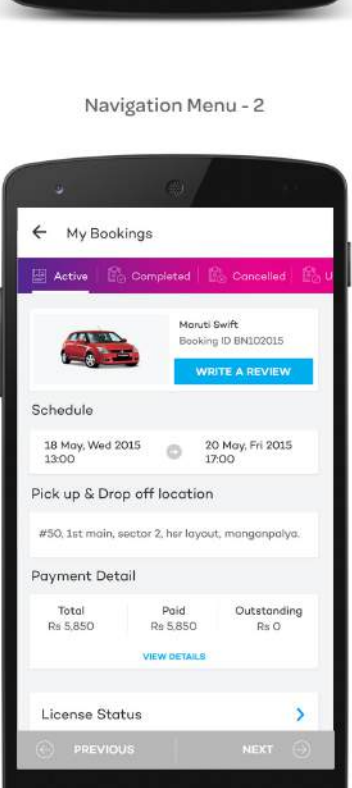
Booking Confirmed



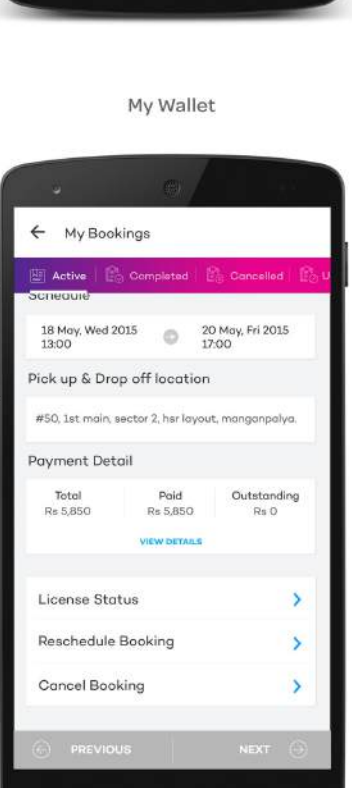
Enter Driver Details



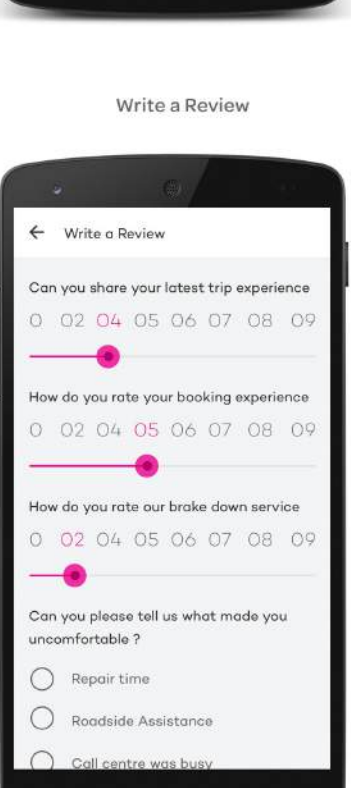
Personal Details



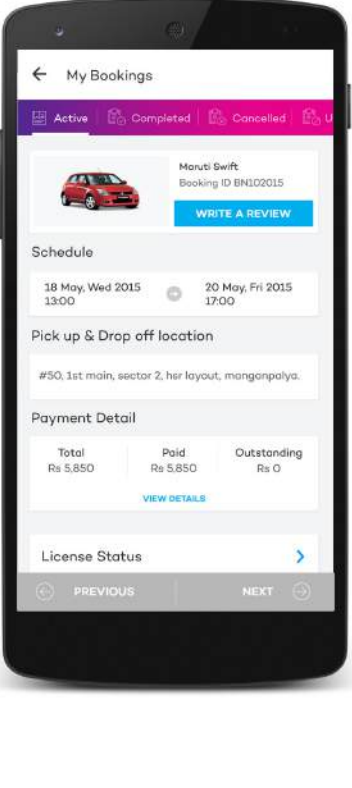
Personal Details



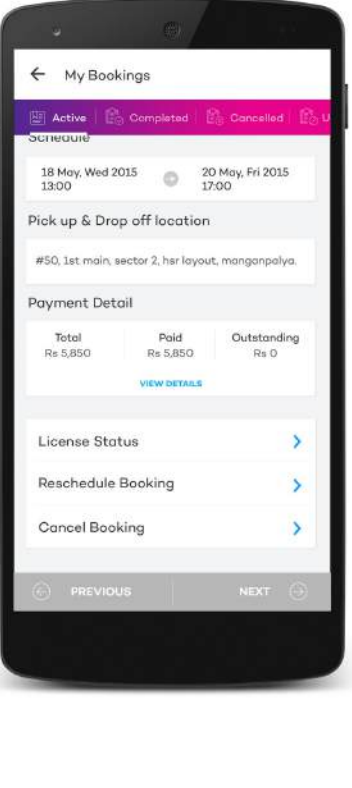
Navigation Menu



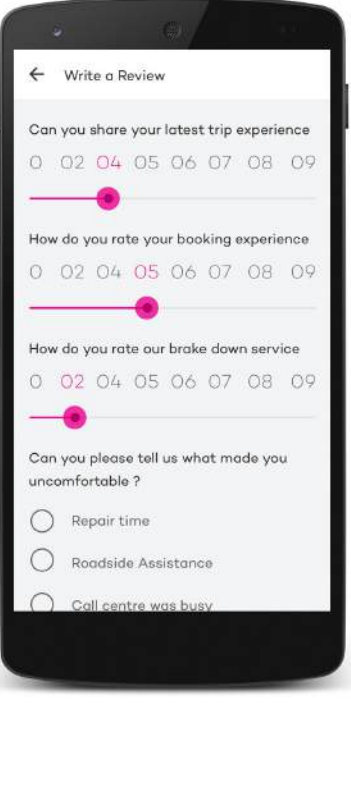
Navigation Menu - 2



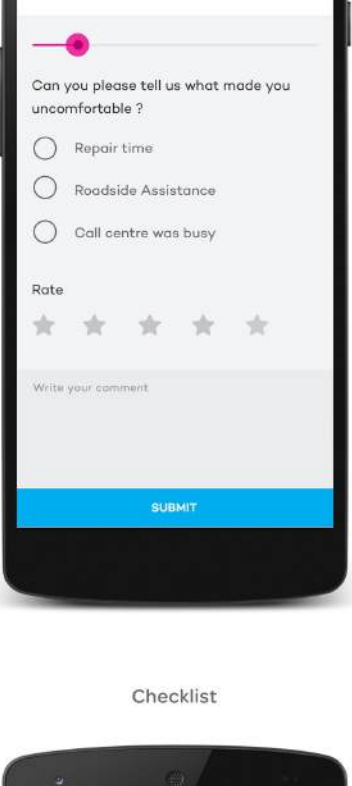
My Wallet



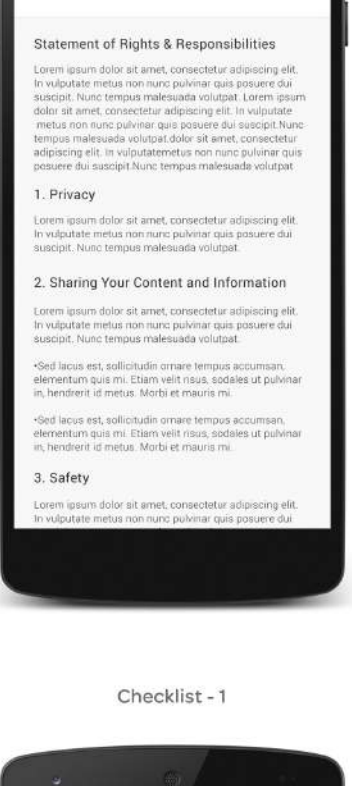
Navigation Menu



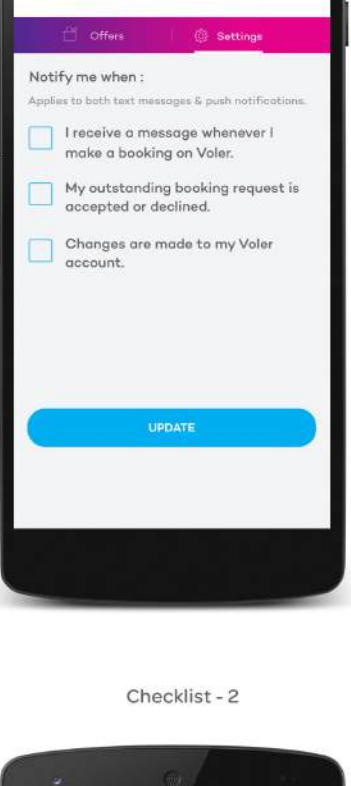
Navigation Menu - 2



My Wallet



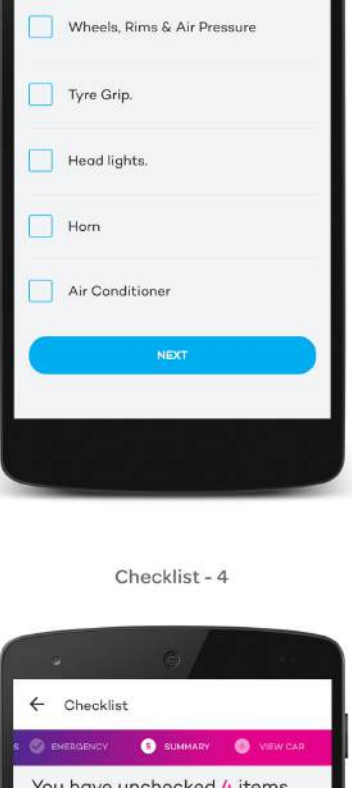
Write a Review



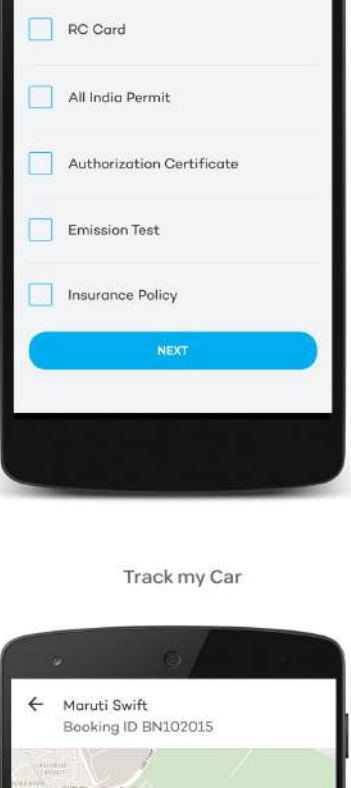
Write a Review



About



Notifications



Checklist



Checklist - 1



Checklist - 2



Checklist - 3



Checklist - 4



Track My Car



Car Deliver



Log in



Forgot Password



Mail Sent Pop up

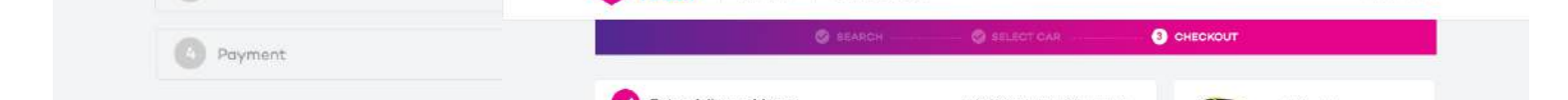
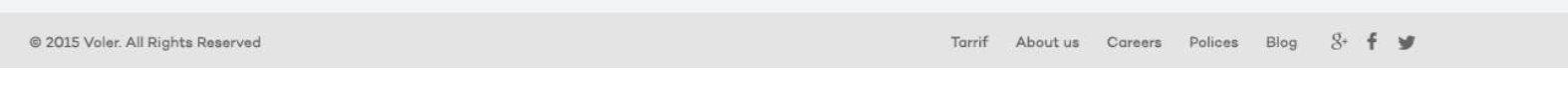
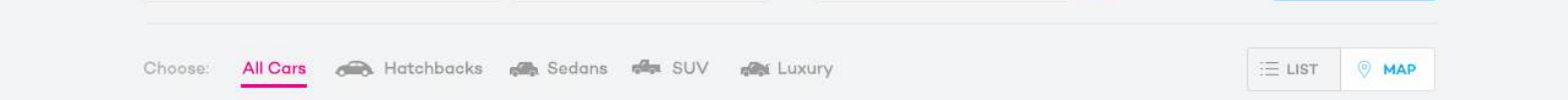
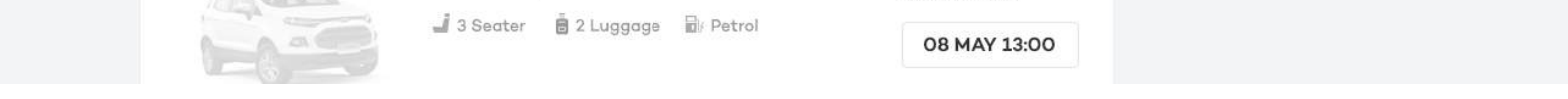


Reset Password





booking in easy language along with other info that added to the credibility of the brand. A simple layout that resonated with the mindset of an independent common man was composed. Customization on the banner for every state in the country was also thought of.









## We are a young, energetic company capturing car rental space

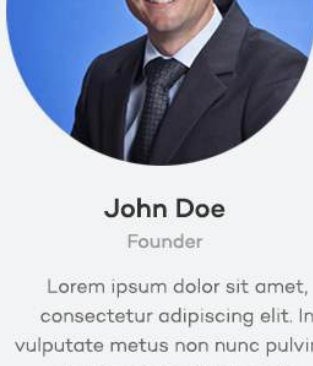
"Lorem ipsum dolor sit amet"



### Our Aspiration

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In vulputate metus non nunc pulvinar quis posuere dui suscipit. Nunc tempus malesuada volutpat. Morbi dignissim sagittis tortor sit amet vulputate. Duis non nunc eu metus faucibus aliquam vel vel odio. Nullam sit amet quam ac arcu lacinia varius. Praesent ut neque diam, eu porttitor sem. Duis ultric arcu at massa aliquam feugiat blandit.

### Our Board of Directors



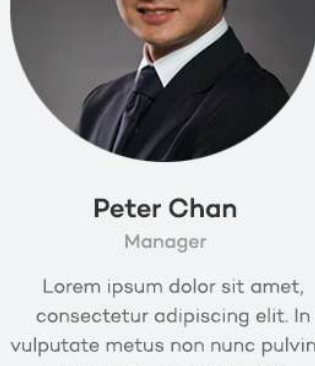
**John Doe**  
Founder

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In vulputate metus non nunc pulvinar quis posuere dui suscipit.



**Manish Singh**  
CEO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In vulputate metus non nunc pulvinar quis posuere dui suscipit.



**Peter Chan**  
Manager

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In vulputate metus non nunc pulvinar quis posuere dui suscipit.

### Our Investors

Google



BANANA REPUBLIC



amazon

FUJITSU



SEPHORA

WILLIAMS-SONOMA



(mt)



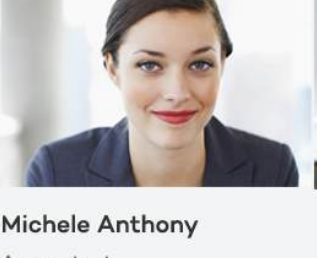
### Our Management Team



**Mark John**  
Tech Engineer



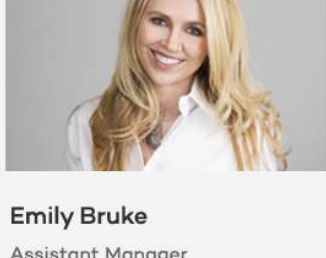
**Duke Mann**  
Product Manager



**Michele Anthony**  
Accountant



**Jake Rob**  
Strategist



**Emily Bruke**  
Assistant Manager



**Mahesh Babu**  
Business Development



**Nikhil Sharma**  
Marketing Executive



**Azim Pasha**  
Sales Executive

### Our USP



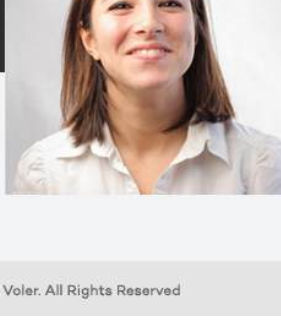
Home Delivery



Accessories



Verified Quality Cars



"Lorem ipsum dolor sit amet, consectetur adipiscing elit. In vulputate metus non nunc"

JOIN OUR TEAM

## We are a growing start up for aspiring leaders.

"Lorem ipsum dolor sit amet"



### Open Positions

**Financial Assistance**

Chennai

[VIEW JOB](#)

**Logistics Manager**

Bengaluru

[VIEW JOB](#)

**Marketing Lead**

Chennai

[VIEW JOB](#)

**Marketing Lead**

Chennai

[VIEW JOB](#)

**Financial Assistance**

Chennai

[VIEW JOB](#)

**Logistics Manager**

Bengaluru

[VIEW JOB](#)

**Marketing Lead**

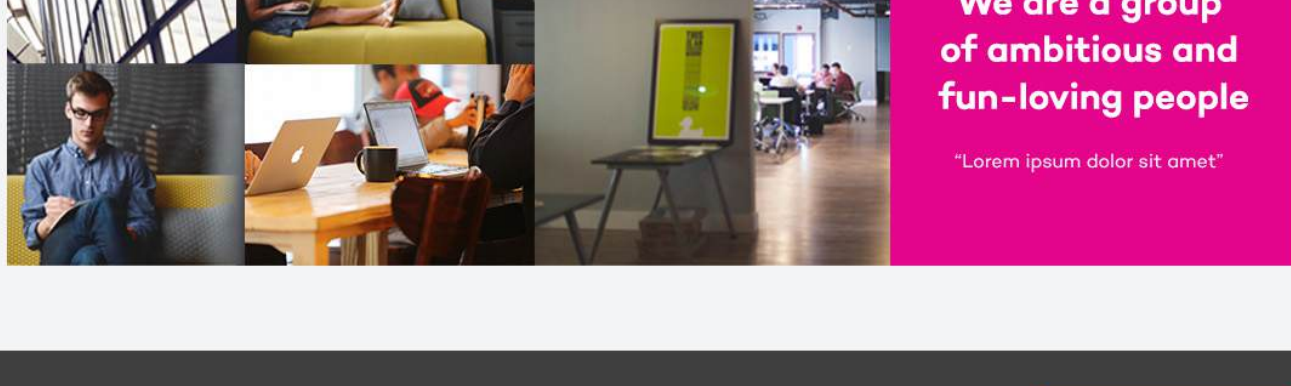
Chennai

[VIEW JOB](#)

**Marketing Lead**

Chennai

[VIEW JOB](#)



## We are a group of ambitious and fun-loving people

"Lorem ipsum dolor sit amet"

Wanna know more about our job openings?

GET IN TOUCH

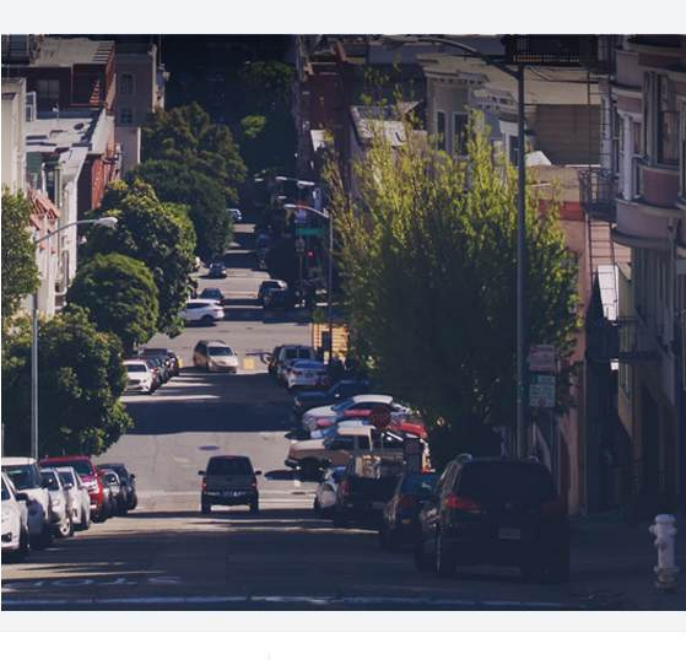
SEARCH BLOG

24 April 2015

## We have arrived. Distrupting the market. And this is how it all started.

16 Comments13 Likes09 Shares

[READ MORE](#)



24 April 2015

## We have arrived. Distrupting the market...

Lorem ipsum dolor sit amet, nuncan solarit aet jshnk...

[READ MORE](#)

16 Comments13 Likes09 Shares

24 April 2015

## Things to know before planning that vacation.

Lorem ipsum dolor sit amet, nuncan solarit aet jshnk...

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16 Comments13 Likes09 Shares

24 April 2015

## 7 times Cars in Indian movies had identity...

Lorem ipsum dolor sit amet, nuncan solarit aet jshnk...

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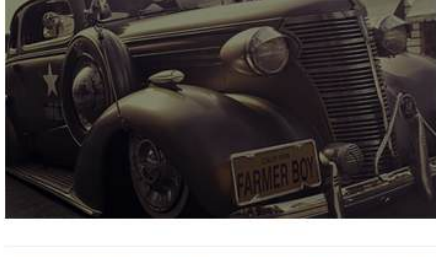
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