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UX Playbook for Auto

Collection of best practices to delight your users

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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 to 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:

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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

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All recommendations should be A/B tested!

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Homepage & navigation

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Playbook at a glance

Creating frictionless experiences across the auto shopping funnel

Key Suggestion	Ease of implementation	Impact	Key Metric
Ensure key calls to action appear above the fold	Easy	High	Clicks on CTA, Bounce rate
Highlight value proposition & drive to relevant landing pages	Easy	Medium	Clicks on CTA, Bounce rate
Encourage users to view & filter offers	Medium	Low	Bounce Rate, CvR
Include support & post sales activity in menu	Easy	Low	Bounce Rate, Engagement rate, Repeat Visitor Rate

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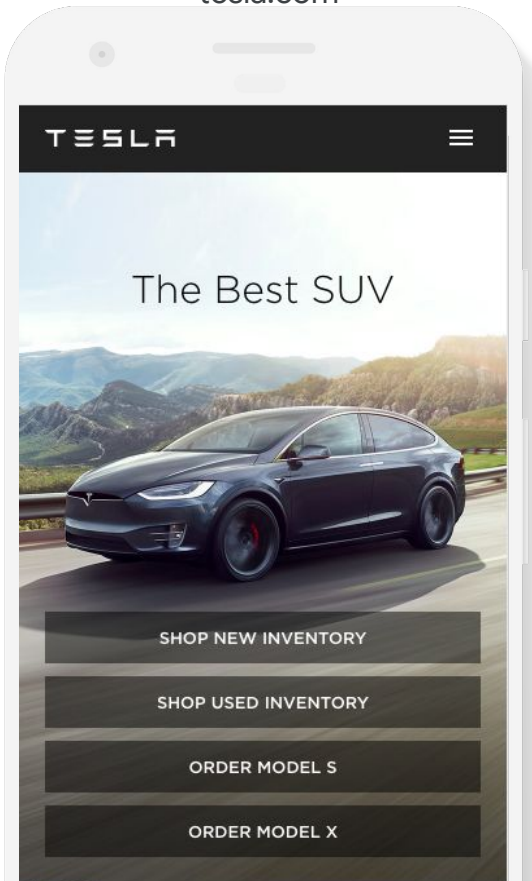
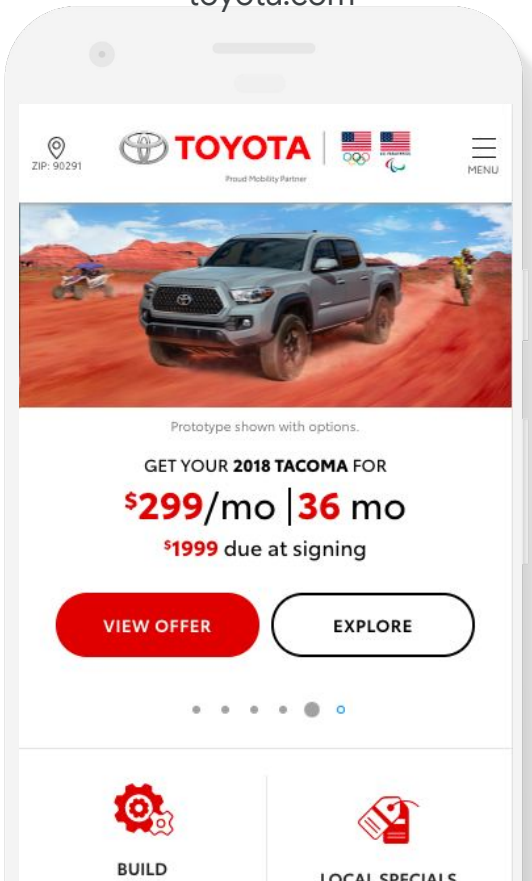
Ensure key calls to action appear above the fold

tesla.com



toyota.com



Google

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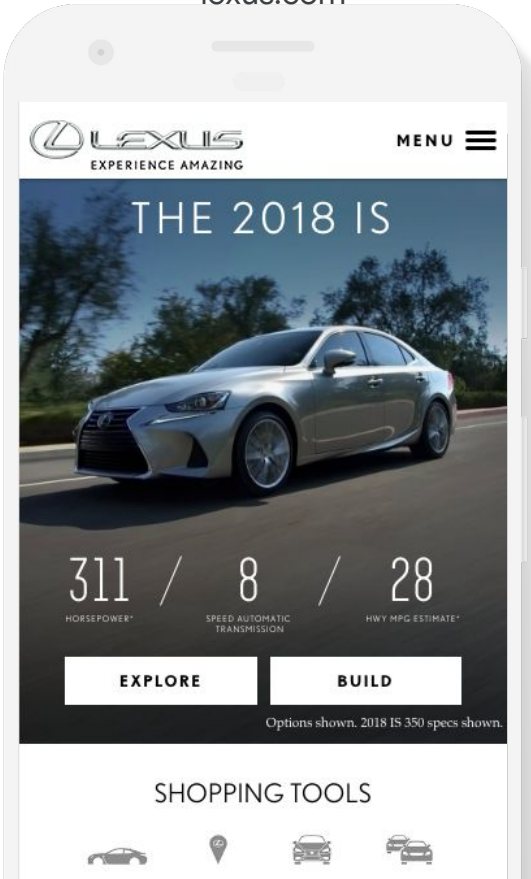
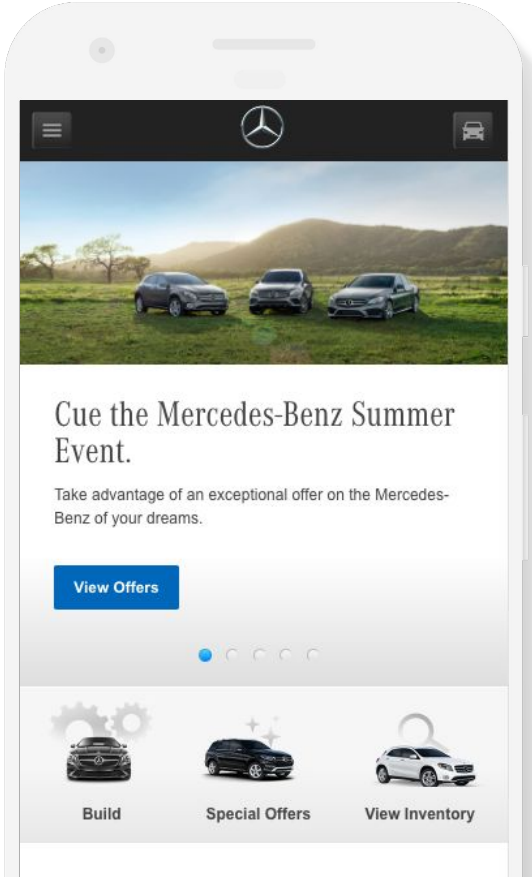
Highlight value proposition & drive to relevant landing page

lexus.com



mbusa.com



Google

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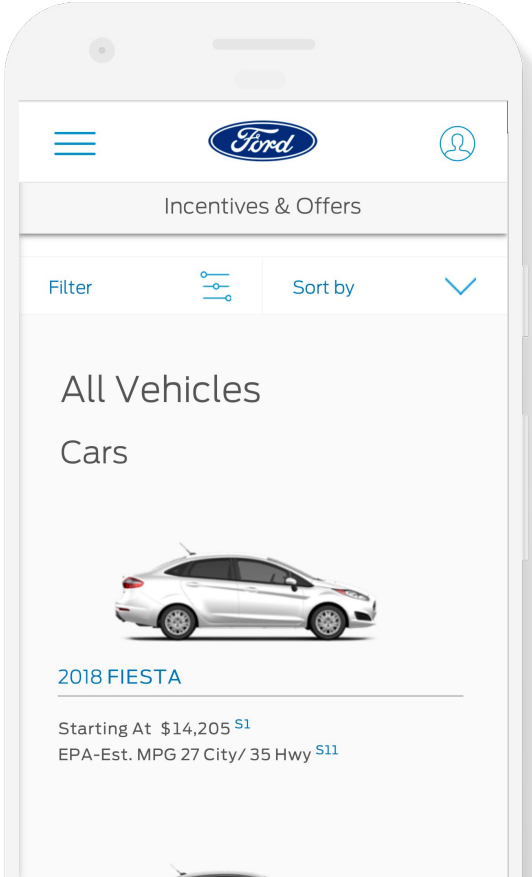
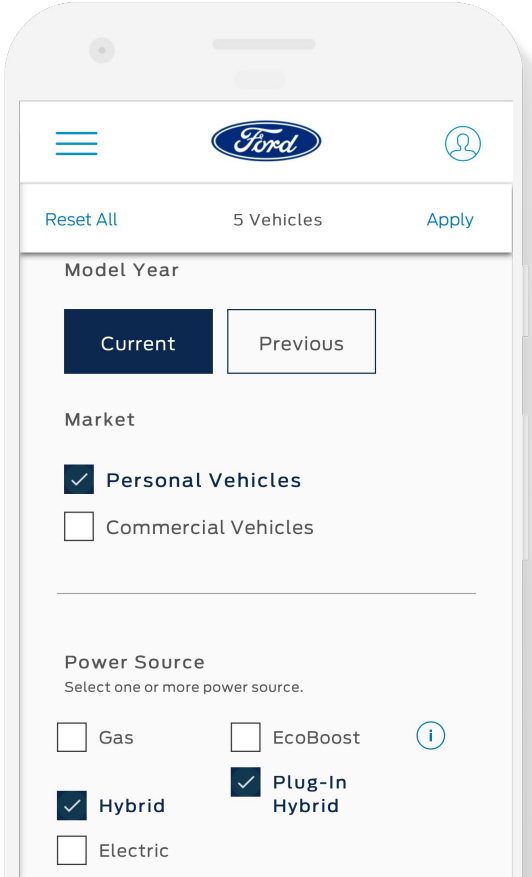
Encourage users to view & filter offers

Shop.ford.com (Incentives & Offers)



Shop.ford.com (Incentives & Offers)



Google

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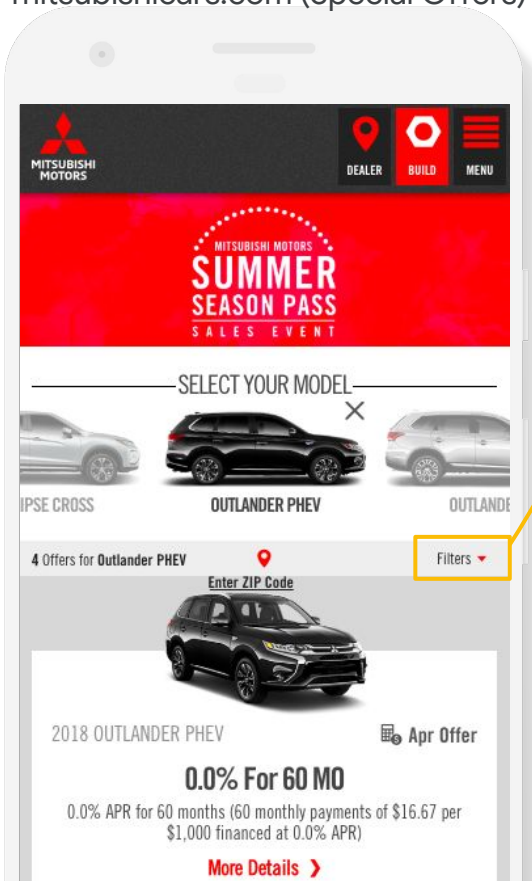
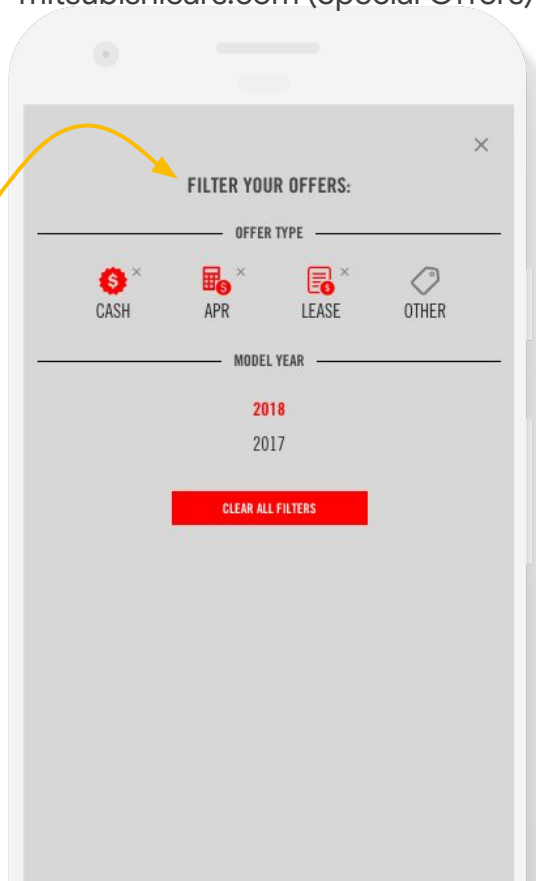
Encourage users to view & filter offers

mitsubishicars.com (Special Offers)



mitsubishicars.com (Special Offers)



Google

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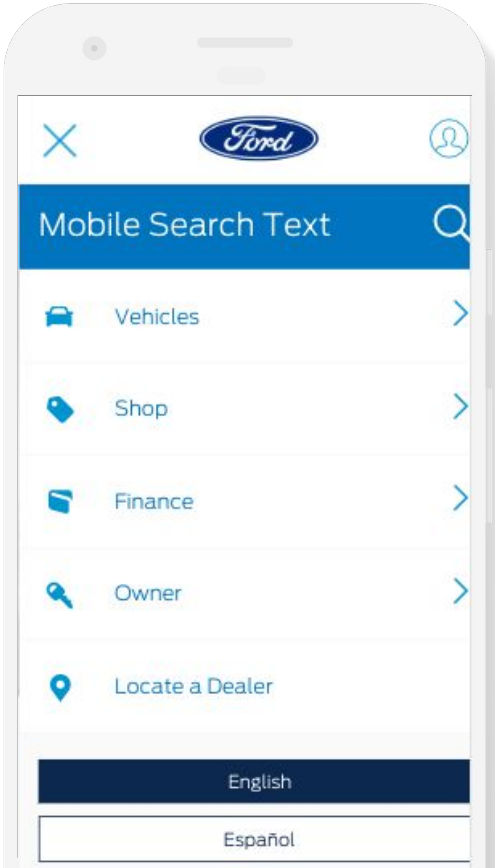
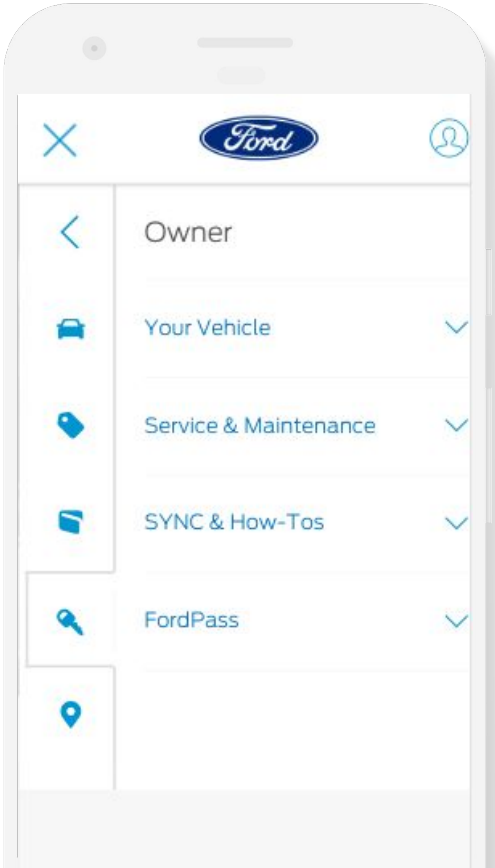
Include support & post sales activity in menu

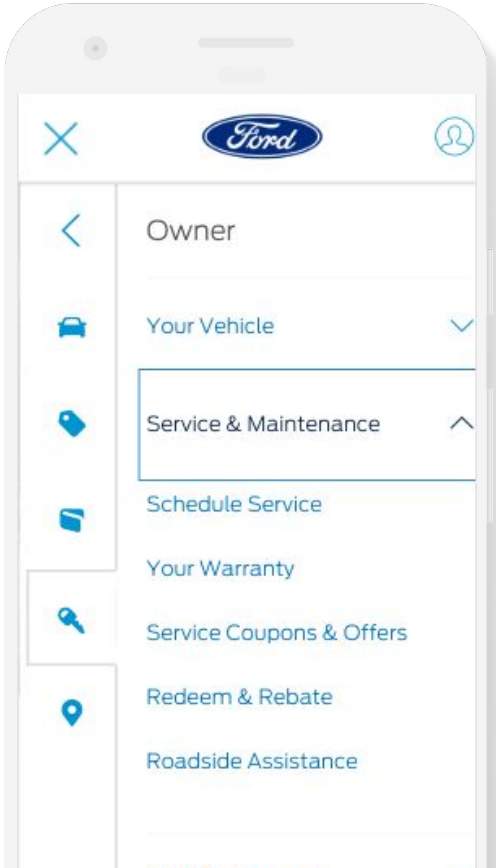
Ford.com (Menu)



Ford.com (Menu)



Ford.com (Menu)



Google

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Build & price

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Playbook at a glance

Creating frictionless experiences across the auto shopping funnel

Key Suggestion	Ease of implementation	Impact	Key Metric
Provide transparent pricing	Easy	High	CvR, exit rate
Display pricing options	Medium	High	CvR, exit rate
Offer easy ways to compare models	Difficult	Medium	Bounce Rate, CVR
Use high-quality, fast images & helpful images	Medium	Medium	Bounce Rate, Engagement Rate (# of photos viewed)
Allow users to save & share built vehicles	Low	Medium	Cross-device conversions, share rate

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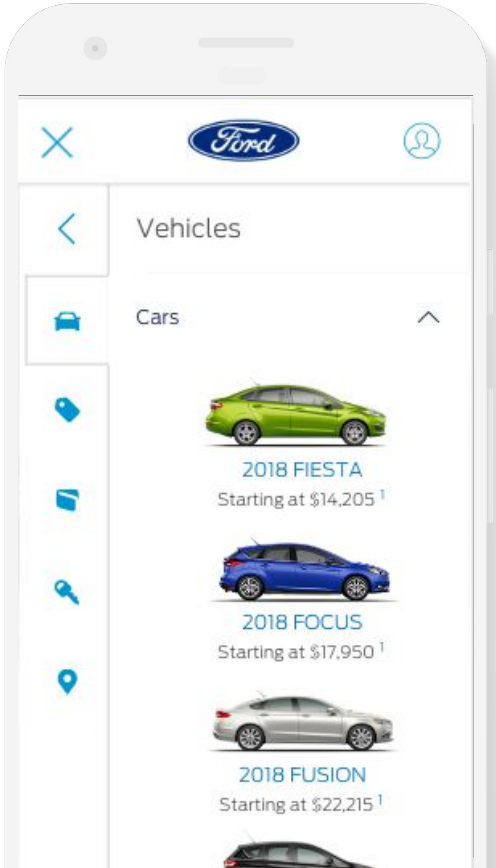
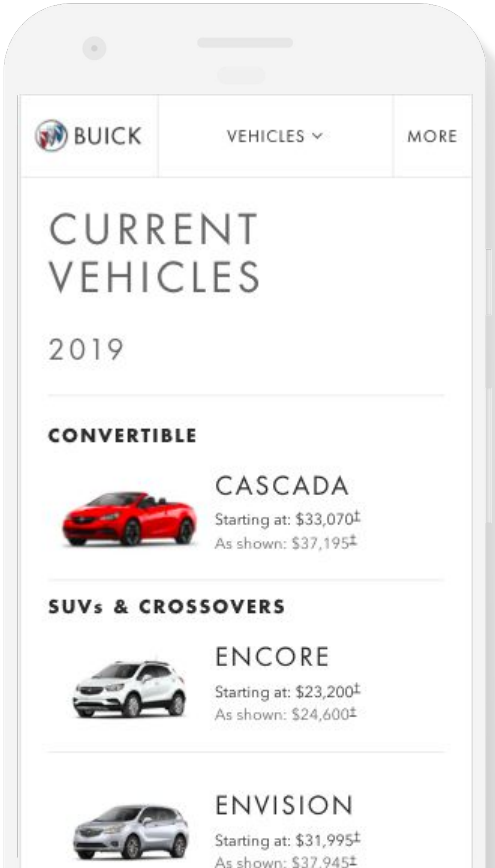
Provide transparent pricing

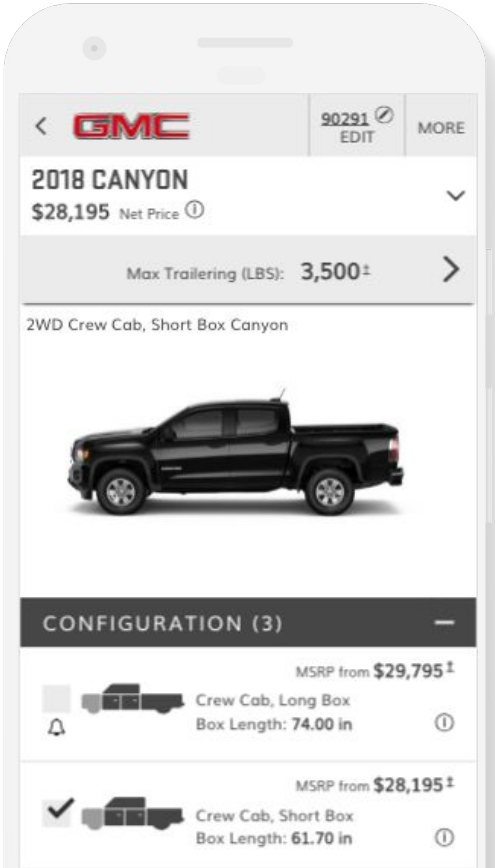
ford.com (Menu)



buick.com (Vehicles Listing Page)



gmc.com (Vehicles Details Page)



Google

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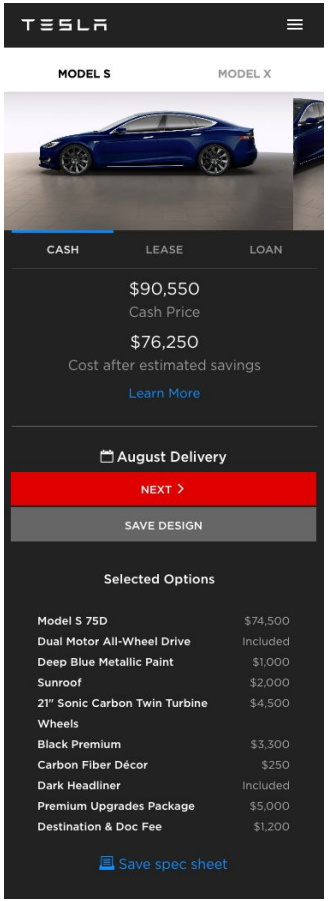
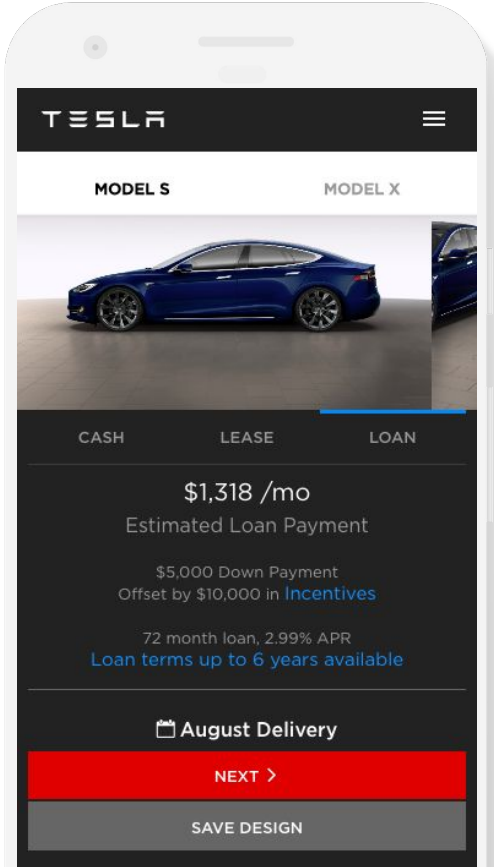
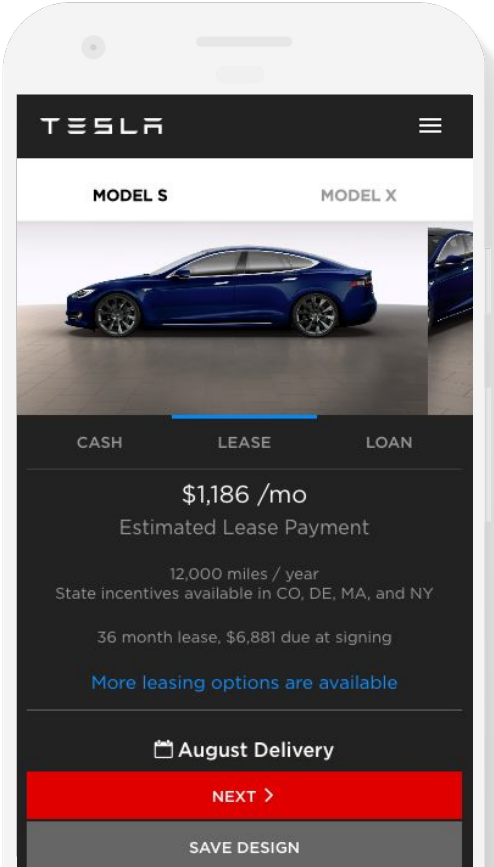
Display pricing options



tesla.com



tesla.com



Google

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Offer easy ways to compare models

mazda.com

mazda 94035 MENU

SELECT YOUR MODEL

2018
MAZDA3 4-DOOR
MSRP: $18,095 [3]

2017
MAZDA3 4-DOOR
MSRP: $17,845 [4]

2018
MAZDA3 5-DOOR
MSRP: $19,345 [3]

2017
MAZDA3 5-DOOR
MSRP: $19,095 [4]

mazda.com

mazda 94035 MENU

COMPARE VEHICLES

BACK

2018 MAZDA3 4-DOOR
TOURING AT
MSRP: $21,140

CHANGE

2017 HONDA
CIVIC SEDAN LX CVT
MSRP: $19,540

CHANGE

SPEC PHOTO

PRICE +

mazda.com

2018 MAZDA3 4-DOOR TOURING AT	2017 HONDA CIVIC SEDAN LX CVT

SPEC PHOTO

PRICE −

MSRP	
$21,140	$19,540
COMPARABLY EQUIPPED PRICE	
$22,030	$20,430
DESTINATION CHARGE	
$890	$890

ENGINE & TRANSMISSION +

BRAKING/TRACTION & SUSPENSION +

mazda.com

2018 MAZDA3 4-DOOR TOURING AT	2017 HONDA CIVIC SEDAN LX CVT

SPEC PHOTO

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Use high quality, fast images & helpful videos

tesla.com

TESLA

Select Color

Deep Blue Metallic | $1,000

Select Your Car

310mi	140mph	5.1s
Range (EPA est.)	Top Speed	0-60 mph

Standard Battery available in 6-9 months

tesla.com

Select Wheels

19" Sport Wheels | $1,500

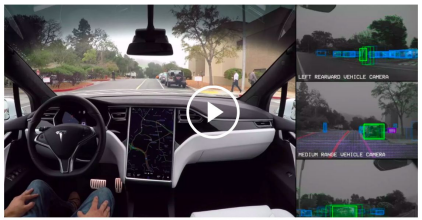
$41,400 After savings

$51,500 Delivery in ~1-3 months

Next

tesla.com

Full Self-Driving Capability



Select Option $3,000

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.

$41,400 After savings

$51,500 Delivery in ~1-3 months

Next

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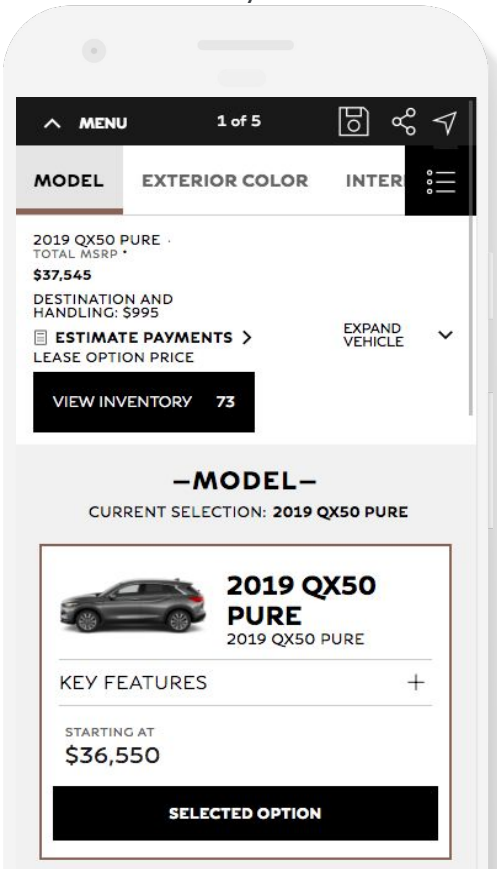
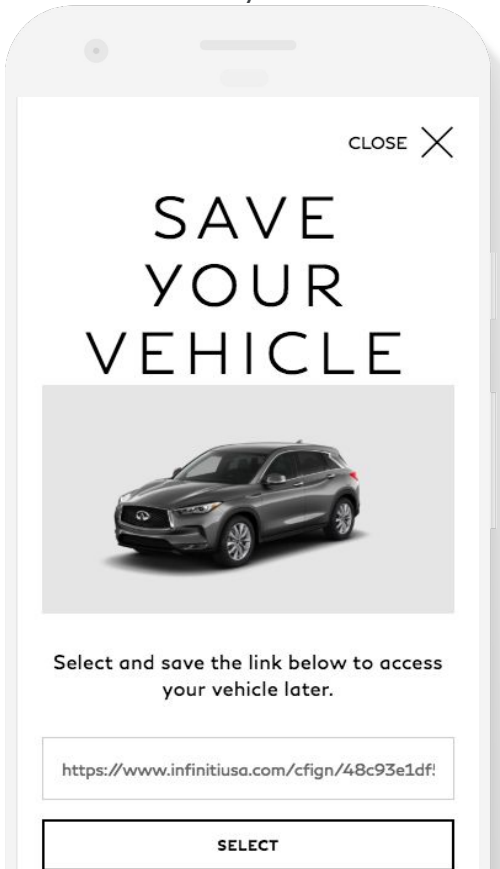
Allow users to save & share built vehicles

infinity.com



infinity.com

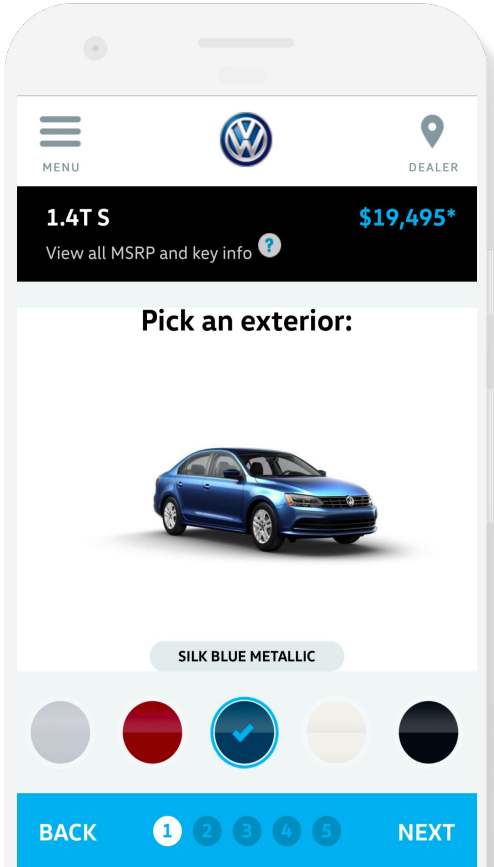


Google

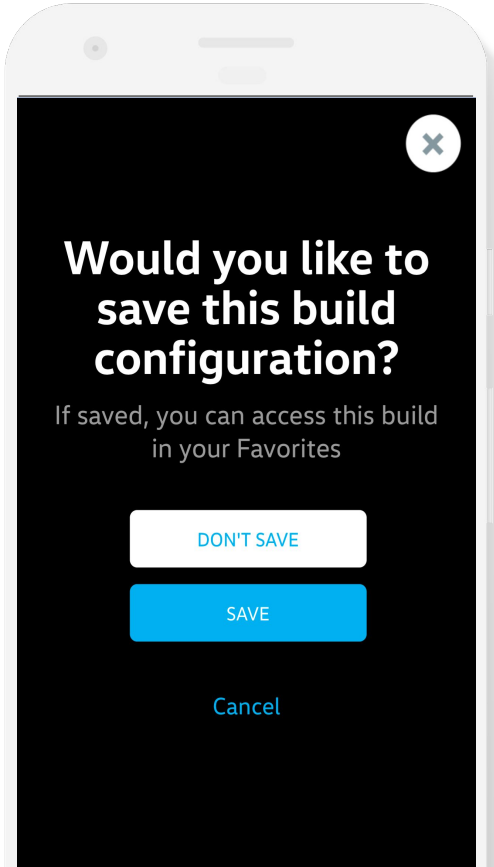
Proprietary + Confidential

Allow users to save & share built vehicles

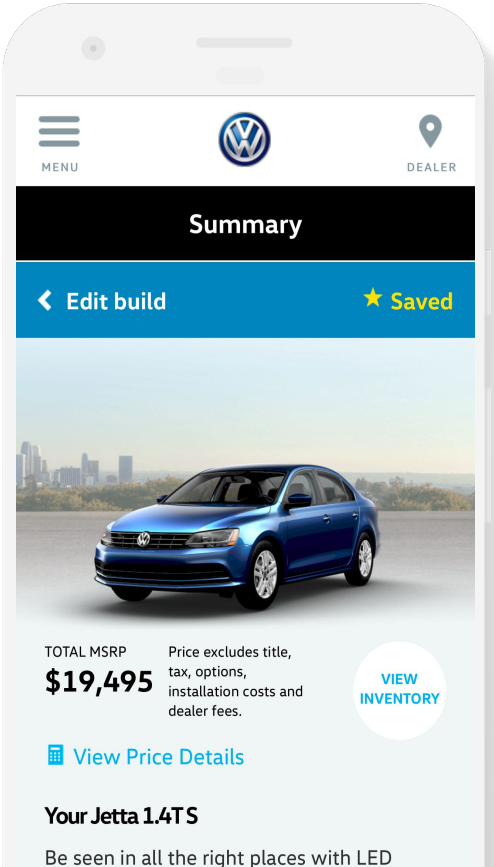
vw.com



vw.com



vw.com



Google

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Form optimization & drive to dealership

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Playbook at a glance

Creating frictionless experiences across the auto shopping funnel

Key Suggestion	Ease of implementation	Impact	Key Metric
Optime form fill: Reduce # of fields	Easy	High	CvR (form submission), Bounce Rate
Optime form fill: Use correct keypads	Easy	Medium	CvR (form submission), Bounce Rate
Optime form fill: Provide real-time validation	Medium	Medium	CvR (form submission), Bounce Rate
Optime form fill: Leverage auto-fill	Easy	High	CvR (form submission), Bounce Rate
Streamline the process to locate a dealer	Difficult	High	Map to Dealer, Call Dealer
Make it easy to book a test drive	Difficult	High	CvR (“Book a test drive” completion rate)

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Typing on mobile is hard

me_every_time@

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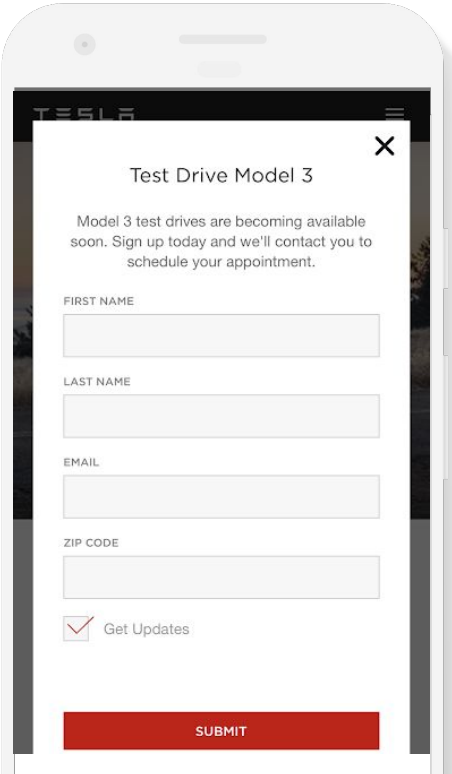
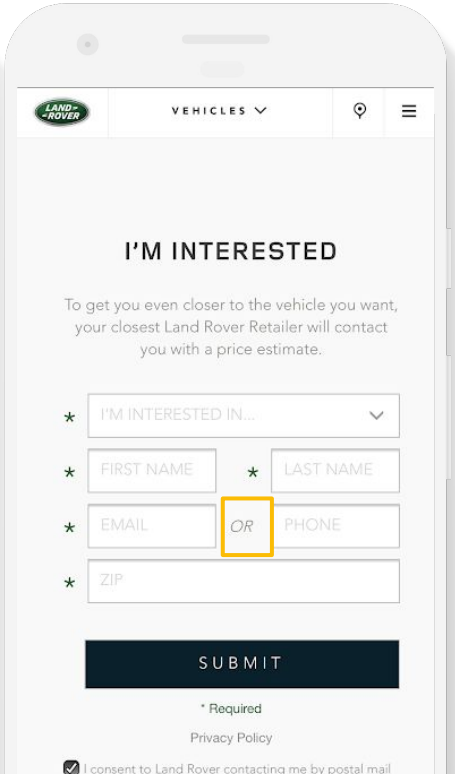
Optimize form fill: Reduce number of fields

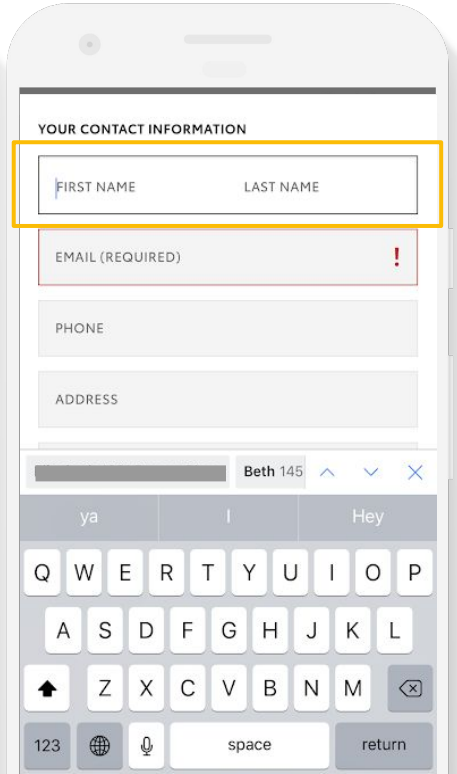
Tesla.com
(4 fields)

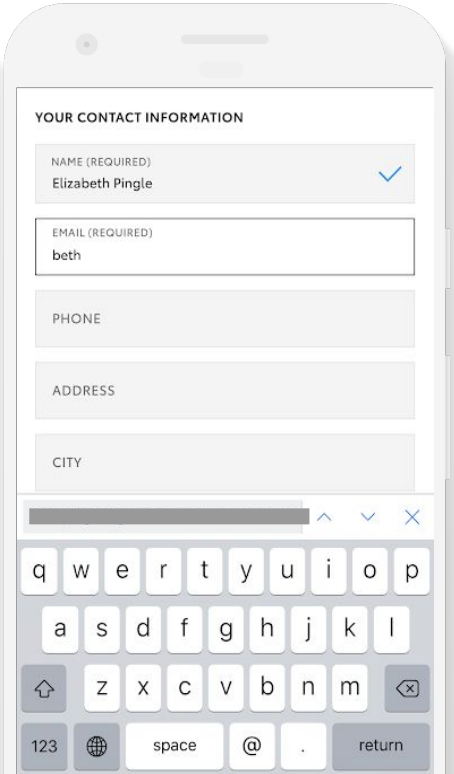


Landrover.com
(5 fields)



Toyota.com
(Full name single line)

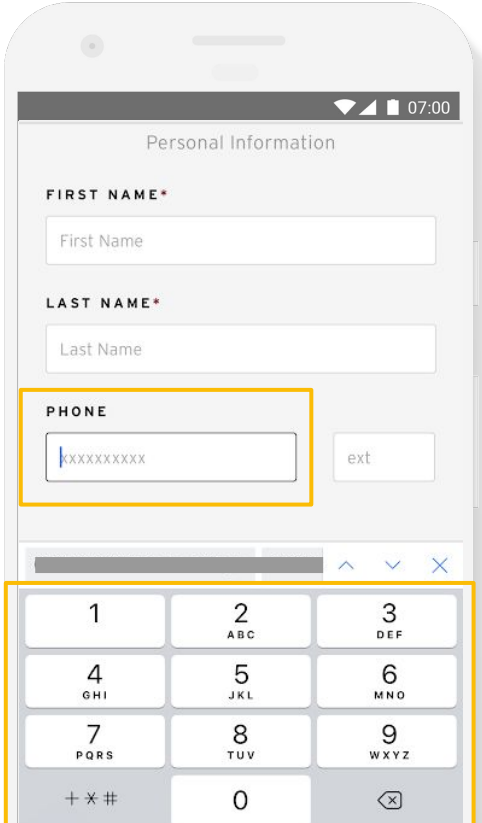




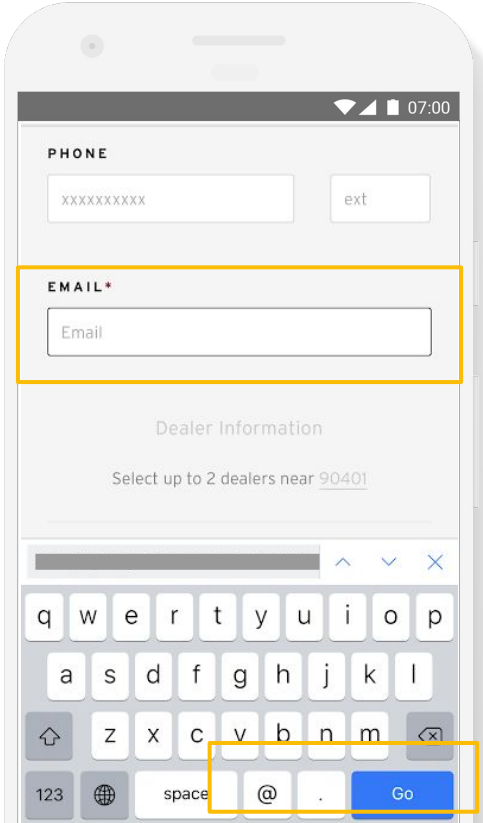
Proprietary + Confidential

Optimize form fill: Use correct keypads

mazdausa.com



mazdausa.com



Google

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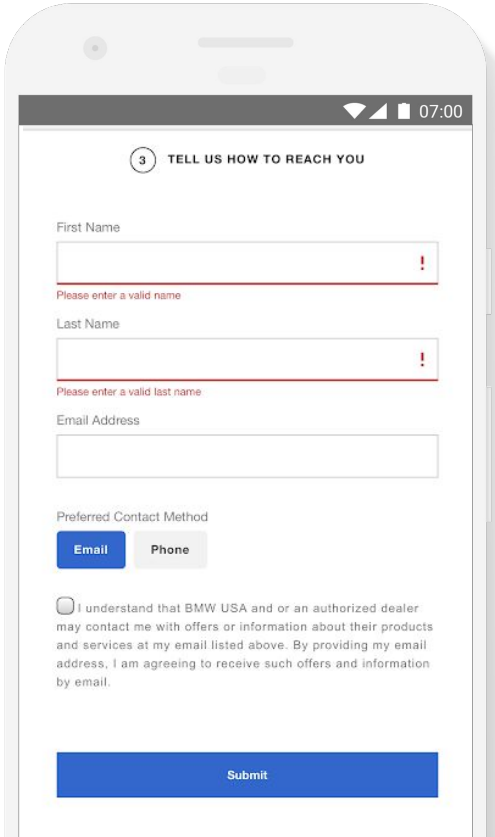
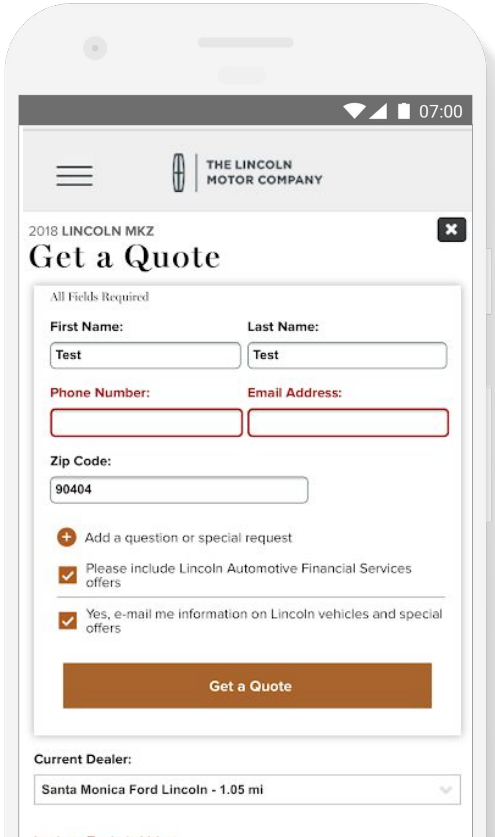
Optimize form fill: Provide real-time validation

bmwusa.com



lincoln.com



Google

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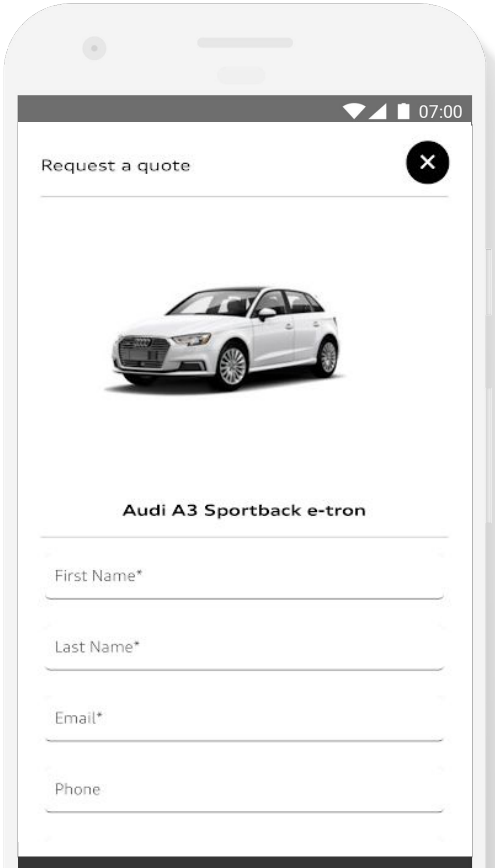
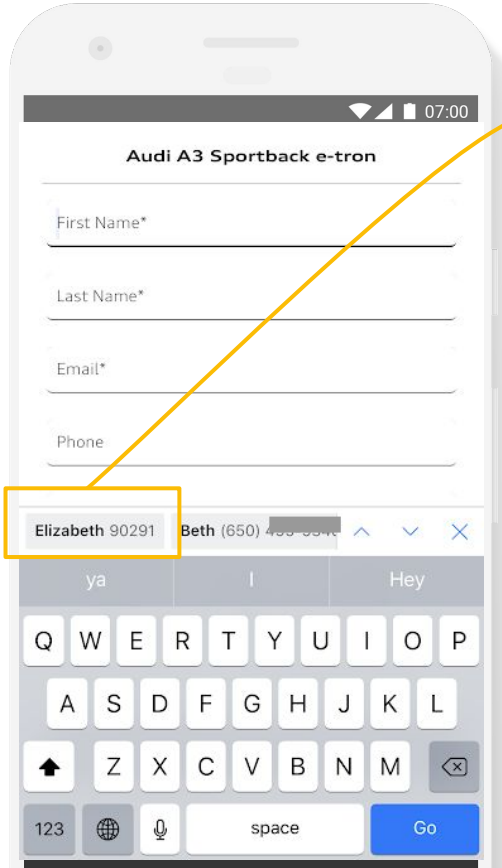
Optimize form fill: Leverage auto-fill

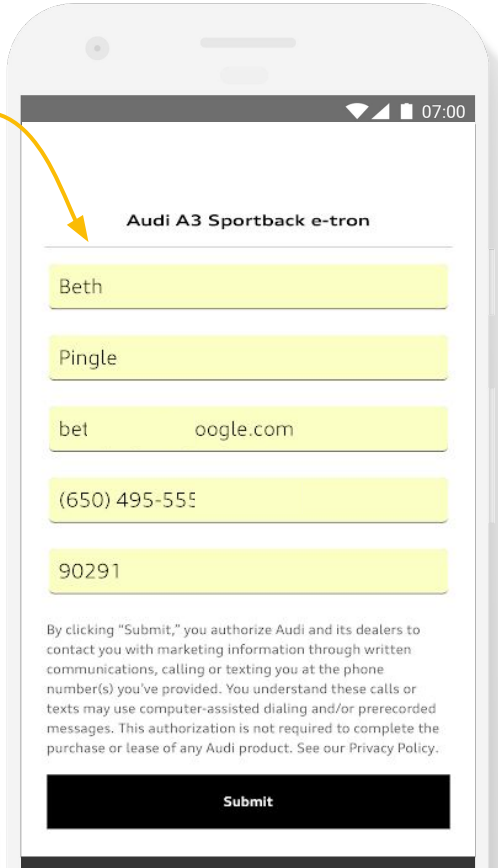
audi.com



audi.com



audi.com



Google

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Optimize form fill: Spotlight on Toyota

Reduce fields w/full name on single line

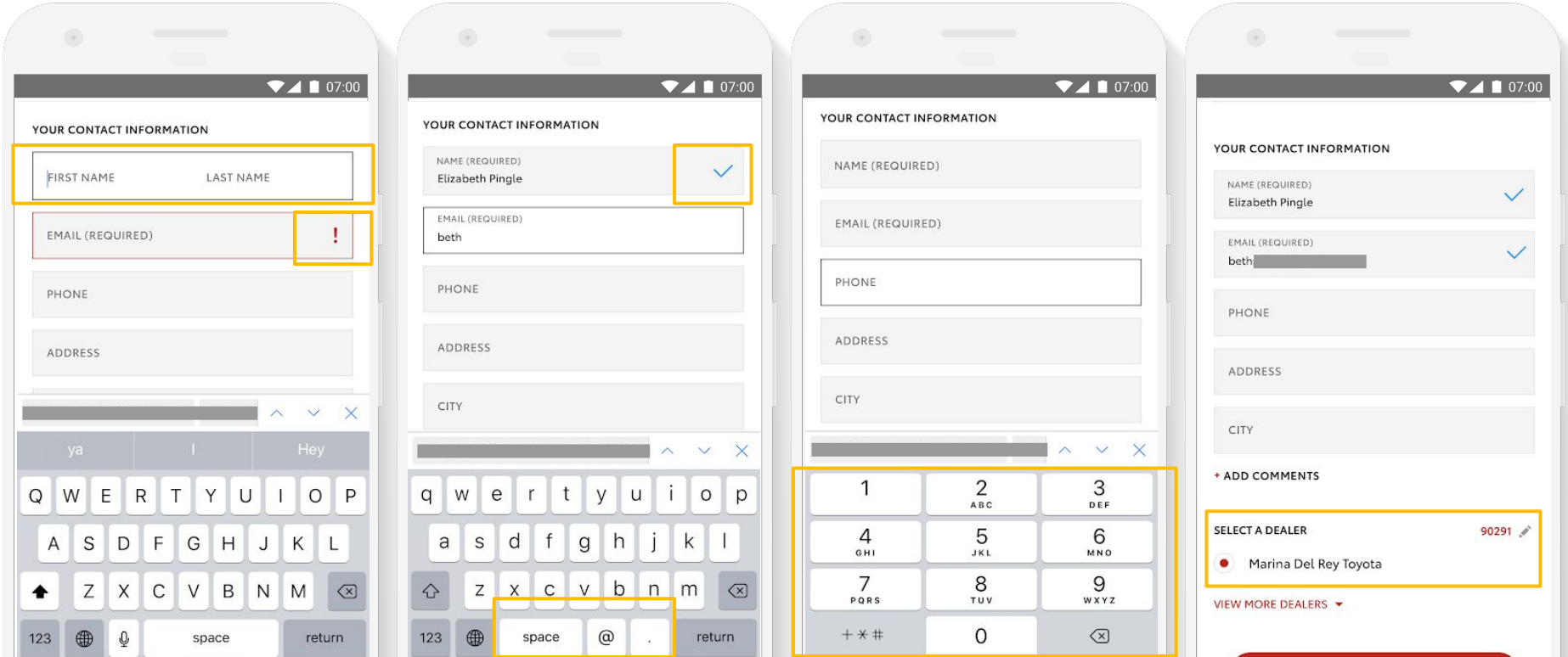
Real-time validation x 2

Auto-fill available

Correct Keypads x2

Labelling inside field saves space (minimizes, remains visible)

Pre-populates closest dealer using previously entered zipcode



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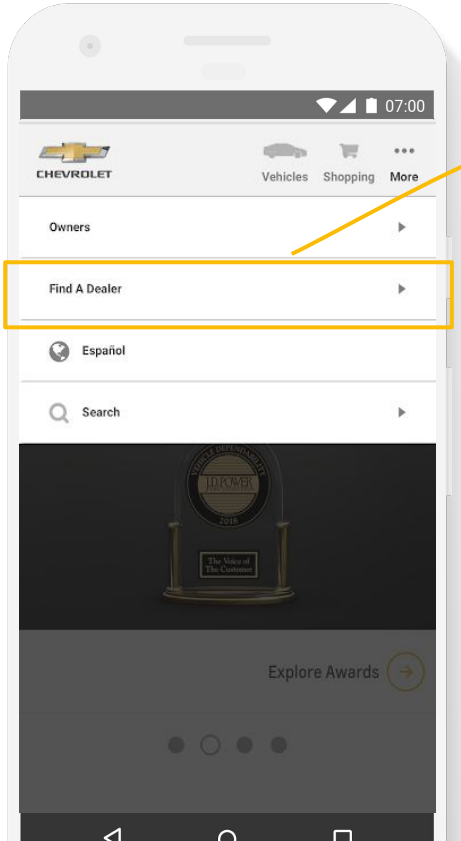
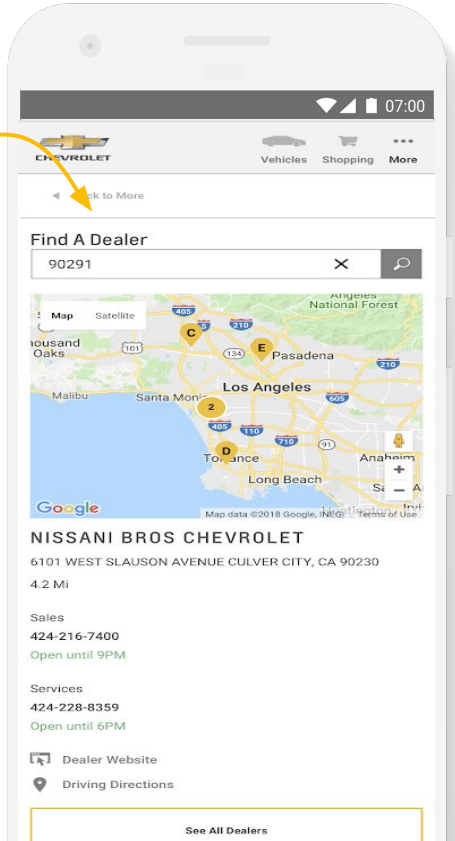
Streamline the process to locate a dealer

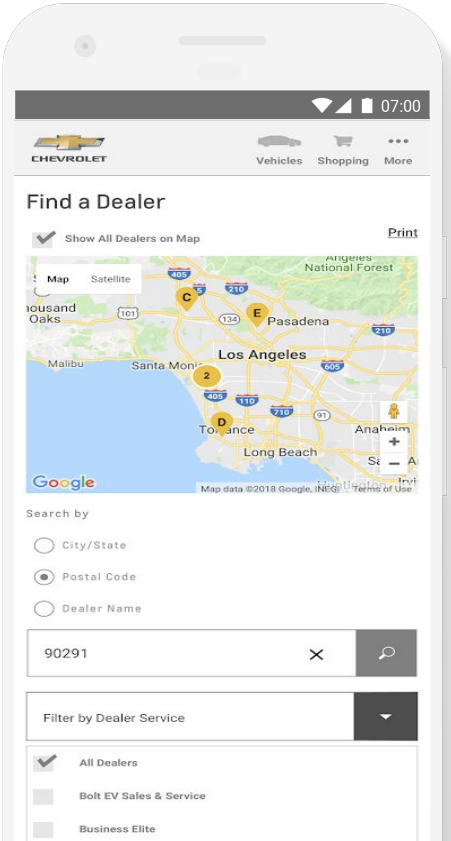
chevrolet.com



chevrolet.com



chevrolet.com



Google

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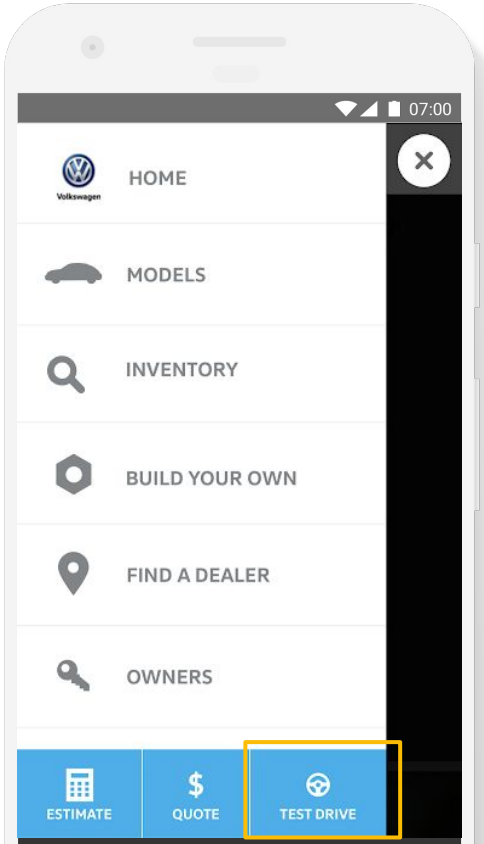
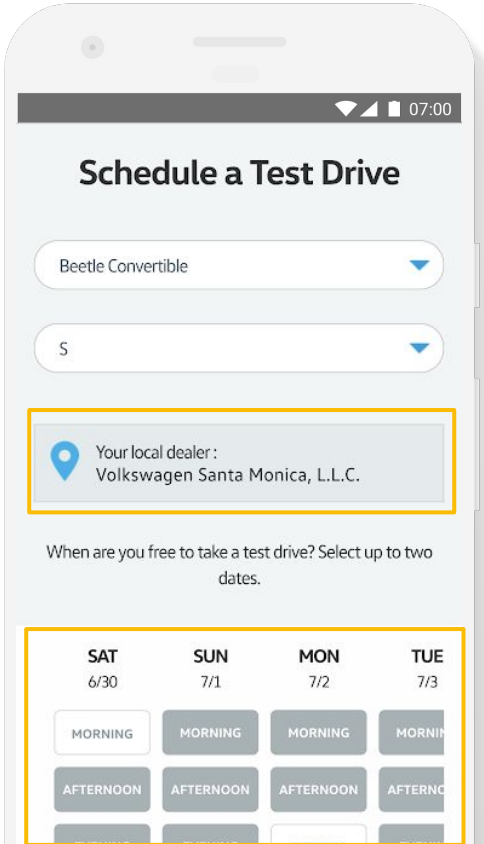
Make it easy to book a test drive

vw.com



vw.com



Google

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Speed

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Playbook at a glance

Creating frictionless experiences across the auto shopping funnel

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Focus on key performance targets (Start render, Speed Index, Time to Interactive)	Difficult	High	Bounce rate, CvR, Pages Viewed
Limit page weight & number of requests	Medium	High	Bounce rate, CvR, Pages Viewed
Test Accelerated Mobile Pages (AMP)	Medium	High	Bounce rate, CvR, Pages Viewed
Consider integrating Progressive Web App (PWA) technology	Medium	High	Bounce rate, CvR, Pages Viewed, Engagement Rate, Return Visitor Rate

Starting July 2018, page speed is now a ranking factor for organic mobile searches

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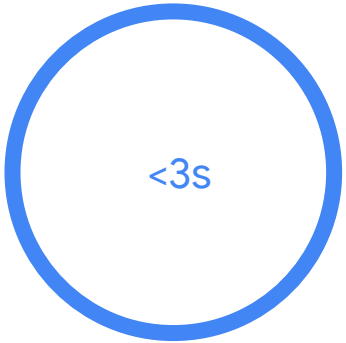
Key performance targets

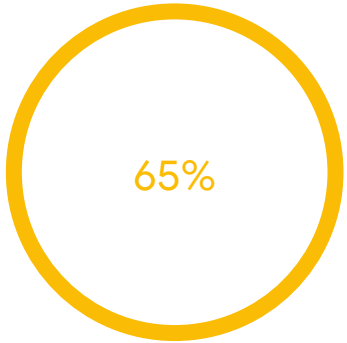


Start Render

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.

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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

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

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Accelerated Mobile Pages

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

0.5 seconds

average load time

10x less data

Used compared to non-AMP page

Source: https://www.ampproject.org

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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

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+ JUNGvMATT

3-4X
Faster load times

30%
Higher click-through to national websites

26%
More mobile users

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

Google

Thank You