

User Journey

Breakdown cover

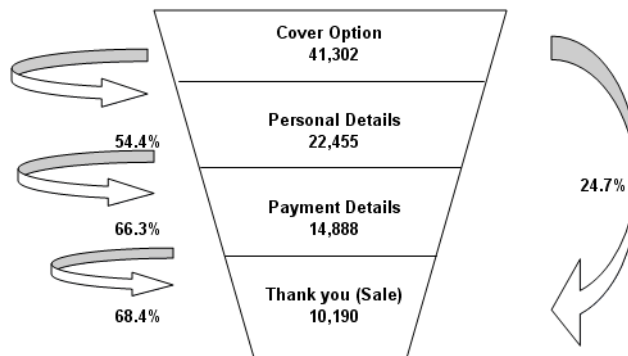
The user journeys follow that of the 11 personas which have been previously developed from meetings with RAC staff and supplied reports. The user journeys will be guided by site analytics (click maps etc) so we can create as 'real' a journey as possible without interviewing actual users. We will be looking to see if both RAC and user objectives are met and if not why as well as identifying possible problems and solutions to the user experience.

Breakdown UK

Aug-08

% retained from previous page

App to sale



From site analytics we can see that a high number of users once entering the purchase application do not complete. One of the targets of these user journeys is to draw conclusions as to why this may be.

Traditional
Breakdown cover --- Journey start home page RAC.co.uk

Robert types RAC into Google and follows the sponsored link to the RAC home page.

RAC Official Site™
RAC.co.uk For award

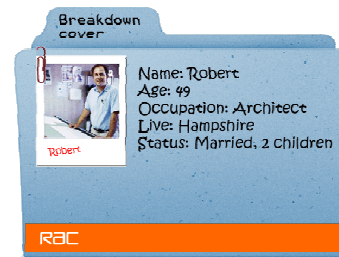
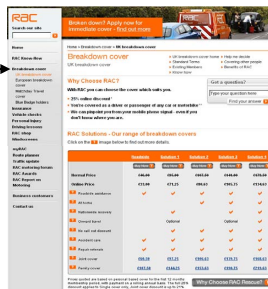
For award-winning breakdown cover from £33. It's **RAC** to the Rescue

Sponsored Link

In the content panel of the home page towards the top of the page Roberts eye catches the Breakdown promotion of a 25% online saving. This is exactly what he is looking for and a discount. Robert clicks the 'find out more' button.



Robert lands on UK-Breakdown landing page.



RAC objective

- Sell Breakdown cover
- Retain loyalty
- Create return visits
- Up selling as appropriate
- Collect data

Customers objective

- To buy Breakdown cover now
- Price comparison
- Reassurance of correct cover
- Easy, fast online process
- Sense of membership

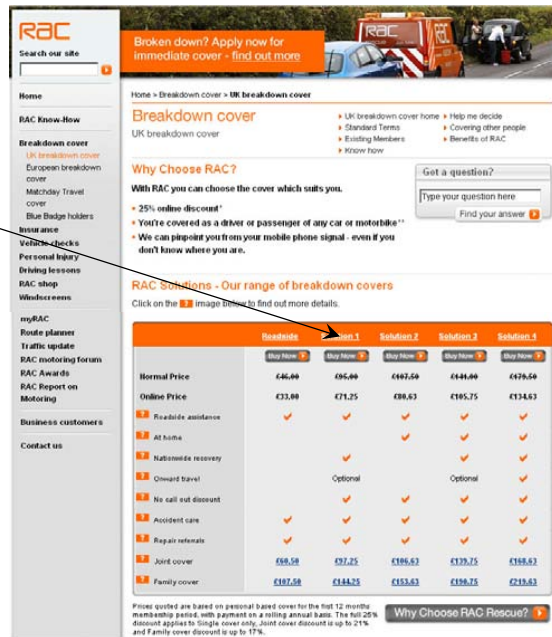
Traditional Breakdown cover --- Journey cont.

On reaching the Breakdown landing page Roberts attention is drawn to the RAC Solutions table, after scanning down and reading the 'Why choose RAC' paragraph. He is eager to find the cover suggested by his father and confirm the cover details and online discount. Robert clicks the 'Solution 1' option in the header of the table.



Robert finds that this page explains to him the detail of the cover and he confirms this is the cover that has been recommended to him.

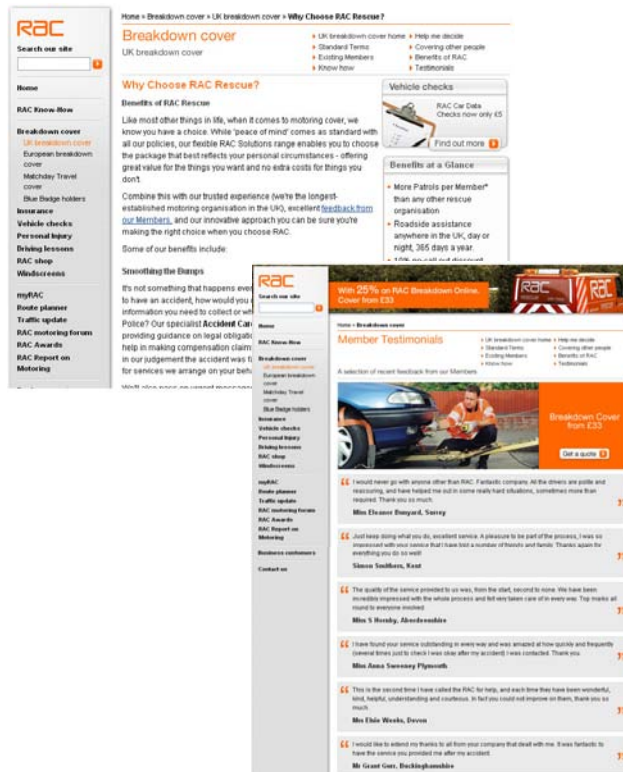
Robert sees the link 'Benefits of RAC' in the top right corner of the page and this intrigues him to find out more.



Traditional Breakdown cover --- Journey cont.

Robert reads over the page content gaining confidence in the product and confirming his and his fathers belief of the RAC. Within the page is a text link 'feedback from our members' Robert clicks the link to see what members say.

Robert arrives at a testimonial page and he reads through some of the comments made by existing members. On completion Robert clicks the link 'UK breakdown cover home' in the top right navigation panel of the page.



Traditional Breakdown cover --- Journey cont.

Robert has decided to purchase the Breakdown cover and selects the Solution 1 Buy Now button in the RAC Solutions table.

Robert follows the details and payment screens taking advantage of the online discount. Robert notes the site offers a wealth of information and makes a not to revisit the site at a later date to browse.

The screenshots illustrate the RAC website interface for purchasing breakdown cover. The top screenshot shows the 'Breakdown cover' page with a navigation menu and a 'Why Choose RAC?' section. The middle screenshot shows the 'Personal details' form with fields for name, address, and contact information. The bottom screenshot shows the 'Payment details' form with fields for card number, expiry date, and CVV.

RAC objective

- **Sell Breakdown cover.** Yes
- **Retain loyalty.** Yes
- **Create return visits.** Yes, good user experience.
- **Up selling as appropriate.** User had firm idea of what he intended to purchase.
- **Collect data.** No.

Customers objective

- **To buy Breakdown cover now.** Yes.
- **Price comparison.** No online price comparison offered against other suppliers.
- **Reassurance of correct cover.** Yes user found enough information to be confident of purchase.
- **Easy, fast online process.** Yes.
- **Sense of membership.** After reading 'Benefits of RAC' user feels sense of membership.

• All round good experience. Would suggest the possibility of having a price comparison page showing competitor prices and services offered to stop users leaving site to go and find comparisons.