

Paul Murray Portfolio

This document aims to highlight my most recent work in product development.

Product:

Toyota Used Vehicle Platform - www.toyota.com.au/used-cars

Objective:

Deliver financial repayment options to site viewers for all vehicles applicable for a loan
Assumption: Conveying weekly repayment options on vehicles will make the purchase more tangible for the customer, and thus drive interest in the vehicle, which will cause a spike in dealership enquiries.

Current day assessment:

To include financial data on each vehicle will require making space on each vehicle page
For lead generation to increase, a clearer call to action throughout each step of the user journey needs to be addressed.

Test the need for users to click through to each individual car to make an enquiry

Actions:

Reduce the amount of options and data coming at the user

Pair down the data and UI “clutter” on the search results and individual vehicle page

Provide a quick option to enquire about each vehicle

Iteration One:

Target improving search results page

Data: highest number of users browsing, and biggest point of exit for user

Current UI:

The screenshot shows the Toyota Used Cars website interface. At the top, there's a navigation bar with 'Used Cars' and several menu items. Below that, a search bar indicates '774 search results' and includes social media sharing buttons (Share, Tweet, Email) and a dropdown for 'Most relevant'. On the left, there are search filters under 'BASIC SEARCH' and 'ADVANCED SEARCH', including options for 'All used cars', 'Certified Toyota', 'All Makes (10,616)', 'All Models', location (Port Melbourne, 3207, VIC), and a 20km radius. There are also price and year filters, and a 'Show me only hybrid cars' checkbox. An 'Instant Car Valuation' section is also present. The main content area displays four car listings:

- 2014 Toyota Corolla Ascent**: 59,055 km, Auto, 4cyl 1.8L, Petrol. Price: \$14,950 driveaway. Features flexible insurance and finance options. Located 3 km from Melbourne City Toyota.
- 2014 Toyota Hilux SR5**: 96,530 km, Auto, 4cyl 3.0L, Diesel. Price: \$35,950 driveaway. Features flexible insurance and finance options. Located 3 km from Melbourne City Toyota.
- 2018 Toyota RAV4 GX**: 14,758 km, Auto, 4cyl 2.5L, Petrol. Price: \$30,950 driveaway. Features flexible insurance and finance options. Located 3 km from Melbourne City Toyota.
- 2014 Toyota Camry Hybrid H**: 72,921 km, Auto, 4cyl 2.5L, Petrol. Price: \$20,950 driveaway. Features flexible insurance and finance options. Located 3 km from Melbourne City Toyota.

Updated UX:

Enquire straight from search results page

Scroll through images

Save vehicle to a favourites list



Used Cars Search Saved Cars (0) My Car More

Search for cars Clear all 645 search results [Share] [Tweet] [Email] Most relevant

BASIC SEARCH

All used cars Certified Toyota

All Makes (8,558)

All Models

Port Melbourne, 3207, VIC

20km

Min Price Max Price

Min Year Max Year

Min Kms Max Kms

Show me only hybrid cars

Update

ADVANCED SEARCH

Instant Car Valuation



Get your car valued



28

2018 Toyota Kluger Grande

Save

\$56,470 driveaway (P1)

11,756 km

Auto

3.5LPetrol

Melbourne City Toyota SOUTH MELBOURNE, VIC | 3 km

ENQUIRE

VIEW DETAILS



TOYOTA CERTIFIED PRE-OWNED VEHICLE

Iteration two:

Target the UX improvements on the individual vehicle page

Current UX:

The screenshot shows the current user interface for a Toyota vehicle listing. At the top is the Toyota logo and navigation links: Vehicles, Current Offers, Used Cars, Find a Dealer, and Owners. Below this is a dark navigation bar with 'Used Cars' and other options like 'Find used cars for sale', 'Why Toyota Certified?', 'Sell My Car', 'Value My Car', and 'Buyers Tips'. The main content area features a large image of a white 2018 Toyota Corolla Ascent ZRE182R FWD. To the right of the image is a 'Share' section with buttons for Facebook, Twitter, and Email, and a 'Print' icon. Below the image is a gallery of smaller images showing different views of the car. The car's details are listed below the gallery: '2018 Toyota Corolla Ascent ZRE182R FWD', '37,503 km', 'Auto', '4cyl 1.8L', 'Petrol', and a price of '\$18,990 ex govt charges [P1]'. There are also logos for 'TOYOTA CERTIFIED AD-ANTAGE PREMIUM USED VEHICLES' and 'carhistory'. A list of features is shown below the logos: 'Toyota Certified Used Vehicle', 'Car History Check', 'Flexible Toyota insurance and finance options available', and 'Toyota Access available on this vehicle'. On the right side of the page is an 'Enquire About This Car' form. It includes a phone number '(02) 8188-3918', a 'Send Enquiry' button, and a 'Data Collection Statement' link. The bottom right corner shows a 'Seller Location' map.

Objectives:

Reduce clutter to make space for financial data

Improve UX by reducing noise, and making a clear call to action

Include financial data on individual vehicle listings only as to test the reliability of the API

Updated UX:



◀ Back to your search

◀ Previous car | Next car ▶

2017 Toyota Corolla Ascent



📷 22

★ Save

🕒 43,203 km

🚘 Auto

🛢️ 1.8L Petrol

📍 **Sunshine Toyota**
689 Nicklin Way
CALOUNDRA, QLD

SEE MORE FROM THIS DEALER?

Seller's comment

CERTIFIED TOYOTA BLUETOOTH REVERSE CAMERA LOW KMS BALANCE OF MANUFACTURE WARRANTY NOT LOCAL ? ASK US ABOUT A VIDEO WALK AROUND FINANCE & TRADES Our Business Management team als have their hands on the latest...
[Read more](#)

DETAILS	FEATURES	SPECIFICATIONS
Make	Toyota	
Grade	Ascent	
Body	Sedan	
Model	ZRE172R	
Drive type	FWD	
Exterior colour	White	
Interior colour		
Transmission	7-speed auto	
Engine	1.8L	
Fuel economy		

\$17,990
driveaway ^[P1]

ENQUIRE

☎️ (07) 5451-8746

\$84/wk* | 7.54% | 9.92%
with Fixed Rate Loan Interest Rate Comparison Rate*

📄 Finance Breakdown

* Comparison rates from 5.43% to 15.24% depending primarily on your credit score and other criteria determined by Toyota Finance.

Instant Car Valuation



Get your car valued

Iteration three:

Once the new API was reliable, we focused on the search results page. Clean up the top level navigation

Used Cars Search Saved Cars (0) My Car More

PLUS \$500 Finance Deposit Bonus^(P1-3) for ABN holders purchasing Toyota Certified Pre-Owned Vehicle with Toyota Access. Max finance term of 48 months. Offer

Search for cars Clear all 465 search results Share Tweet Email Most relevant

BASIC SEARCH

All used cars Certified Toyota

Any body type

Toyota (3,982)

All Models

Port Melbourne, 3207, VIC

20km

Min Price Max Price

Min Year Max Year

Min Kms Max Kms

Show me only hybrid cars

Update

ADVANCED SEARCH

Instant Car Valuation

Get your car valued

2016 Toyota Camry Altise

25 Save

\$18,950 driveaway^(P1) | **\$84/wk** with [Toyota Access](#) | **8.26%** Interest Rate | **10.65%** Comparison Rate

Finance Breakdown
Comparison rates from 6.76% to 17.64%*. At least half of consumers will get the advertised rate or lower. We may offer you a lower or higher rate depending on your credit score and other criteria. [Vehicle disclaimers](#)

59,027 km | Auto | 2.5L Petrol

Melbourne City Toyota
213-217 Normanby Road
SOUTH MELBOURNE, VIC
3 km

ENQUIRE **VIEW DETAILS**

2016 Toyota Camry Altise

25 Save

\$18,488 driveaway^(P1) | **\$82/wk** with [Toyota Access](#) | **8.26%** Interest Rate | **10.65%** Comparison Rate

Finance Breakdown
Comparison rates from 6.76% to 17.64%*. At least half of consumers will get the advertised rate or lower. We may offer you a lower or higher rate depending on your credit score and other criteria. [Vehicle disclaimers](#)

Auto | 2.5L Petrol

Iteration four:

Clean up the "Saved Cars" page
Create a consistent experience

The screenshot shows the Toyota website's 'Used Cars' section. At the top, there is a navigation bar with the Toyota logo and links for 'Vehicles', 'Current Offers', 'Used Cars', 'Find a Dealer', and 'Owners'. Below this is a dark header with 'Used Cars' in white, followed by 'Search', 'Saved Cars (2)', 'My Car', and 'More'. A red 'Back' button is on the left. The main content area is titled '2 Saved Cars' and features a red 'COMPARE CARS' button on the right. Two car listings are displayed side-by-side. Each listing includes a car image with a 'TOYOTA CERTIFIED PRE-OWNED VEHICLE' badge, the car model, price, 'driveaway' label, a 'Saved' star icon, an 'ENQUIRE' button, a phone icon with the number '(03) 8645-6333', and icons for mileage, transmission, and engine. The first listing is for a 2016 Toyota Camry Altise with 59,027 km, Auto, and 2.5L Petrol. The second is for a 2018 Toyota Corolla Ascent S... with 26,531 km, Auto, and 1.8L Petrol Hybrid. Both listings are located 3 km from Melbourne City Toyota at 213-217 Normanby Road, South Melbourne, VIC. A 'Disclaimers' link is at the bottom of the listings area. The footer contains four categories: 'VEHICLES', 'SHOPPING TOOLS', 'OWNERSHIP', and 'CONTACT'.

TOYOTA

Vehicles · Current Offers · Used Cars · Find a Dealer · Owners

Used Cars Search Saved Cars (2) My Car · More ·

Back

2 Saved Cars COMPARE CARS

2016 Toyota Camry Altise

TOYOTA CERTIFIED PRE-OWNED VEHICLE

\$18,950 **★ Saved**
driveaway ^(P1)

ENQUIRE

(03) 8645-6333

59,027 km Auto 2.5L Petrol

Melbourne City Toyota
213-217 Normanby Road
SOUTH MELBOURNE, VIC
3 km

2018 Toyota Corolla Ascent S...

TOYOTA CERTIFIED PRE-OWNED VEHICLE

\$24,950 **★ Saved**
driveaway ^(P1)

ENQUIRE

(03) 8645-6333

26,531 km Auto 1.8L Petrol Hybrid

Melbourne City Toyota
213-217 Normanby Road
SOUTH MELBOURNE, VIC
3 km

Disclaimers

VEHICLES SHOPPING TOOLS OWNERSHIP CONTACT