
CONTENT DESIGN PORTFOLIO



Movement that inspires

ONLINE BOOKING PAGE

-a case study

SOWRIK DATTA

the BRAND



Movement that inspires

Vision:

Inspiring mobility solutions that enrich lives, driven by core values such as empathy, respect, and sustainability

Brand Values:

Empowering action through trust, pushing boundaries with creativity, and chasing excellence



Problem & Objective

Problem Statement

The website's sales conversion rate is low as compared to Kia's other digital sales services

Objective

To find out the scope of improvements in the online booking page while maintaining the existing user journey intact



Process

» Study

- Study Kia's user onboarding journey
- Study competitors' user onboarding journey

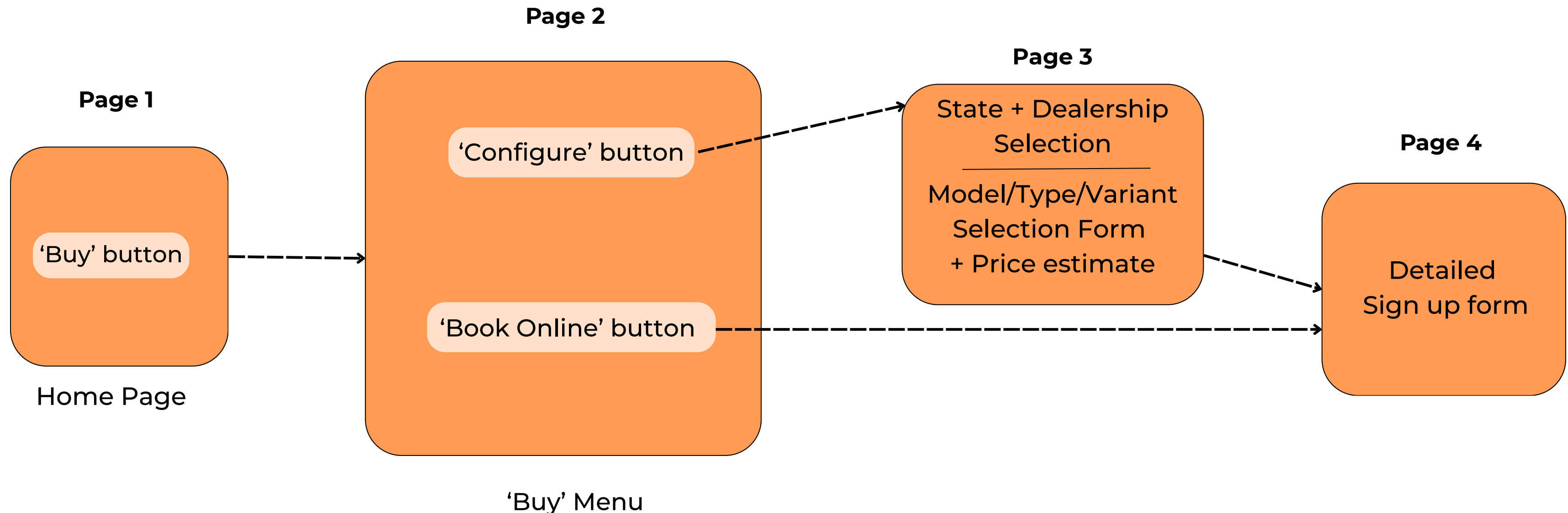
» Analysis

- Ascertain where KIA is at par with its competitors
- Identify the scope of improvements

» Audit

- Existing Copy Review
- Identifying scopes of improvement

» Upgrade

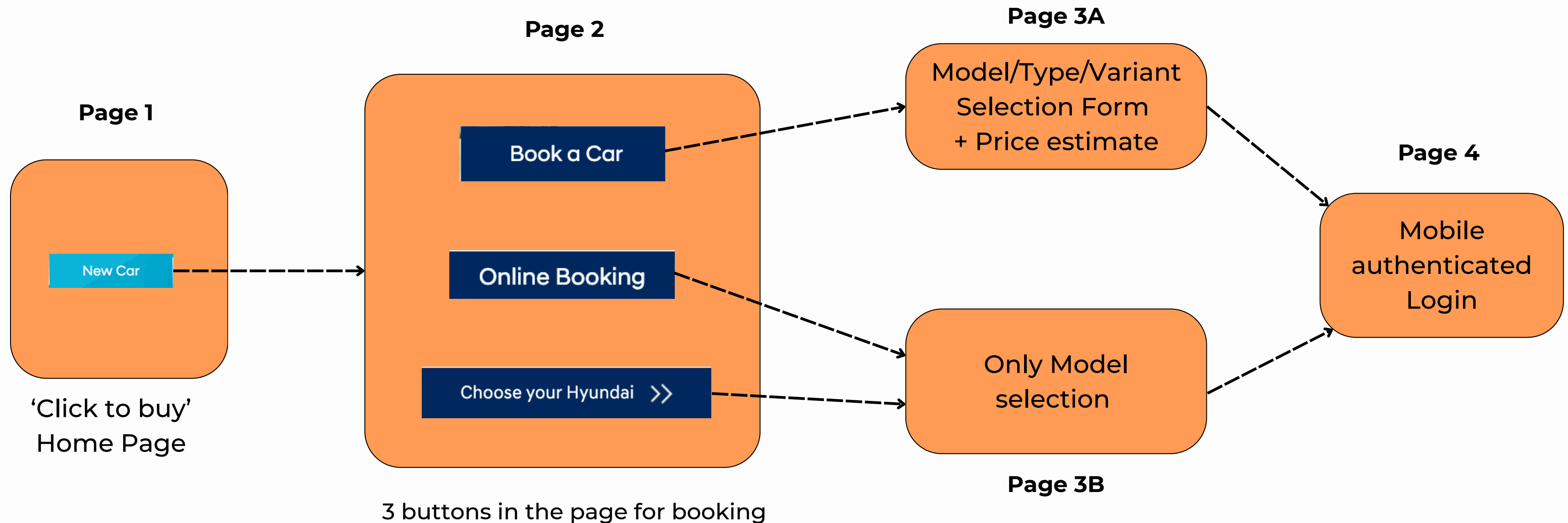


3 & 4-step Processes



Let's have a quick look at competitors' onboarding processes





4-step Process

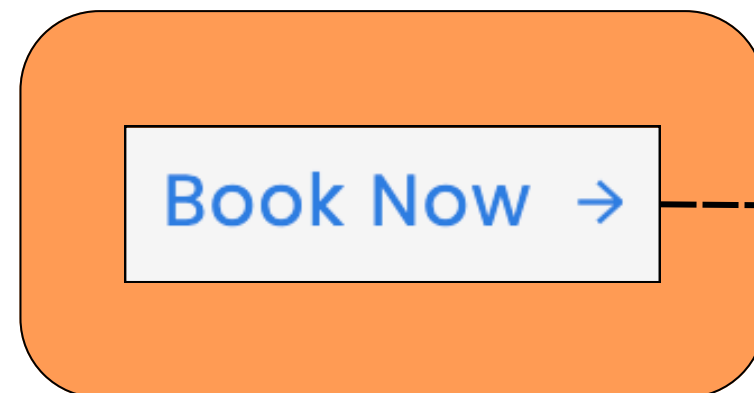


» Study

Onboarding Journey

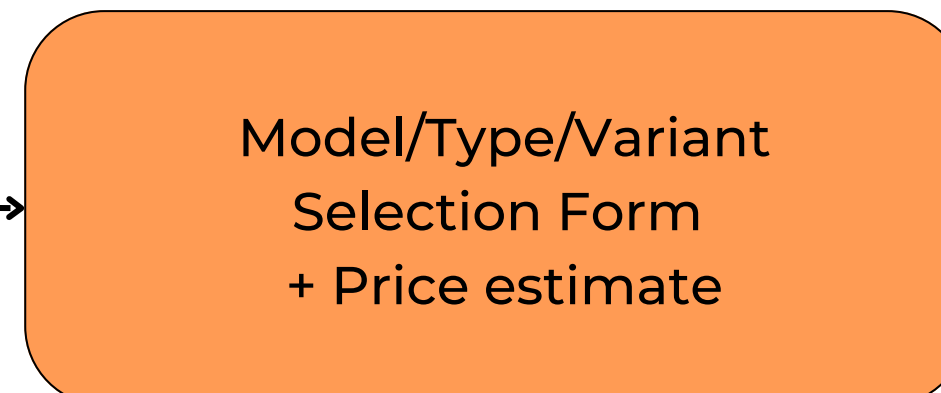
[LINK TO THE PAGE](#)

Page 1

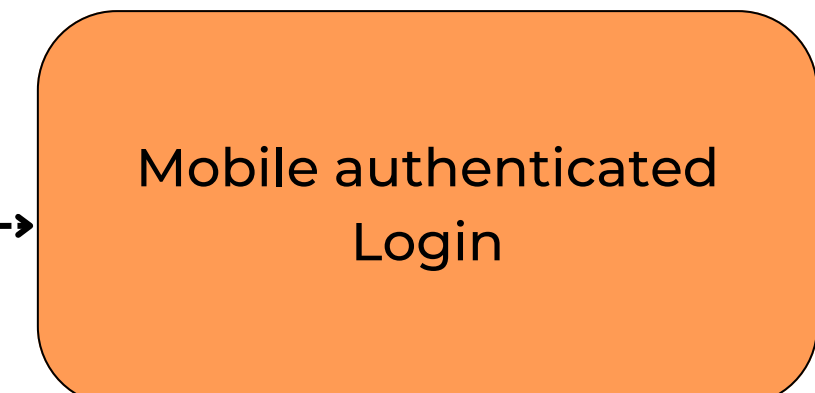


Home Page

Page 2



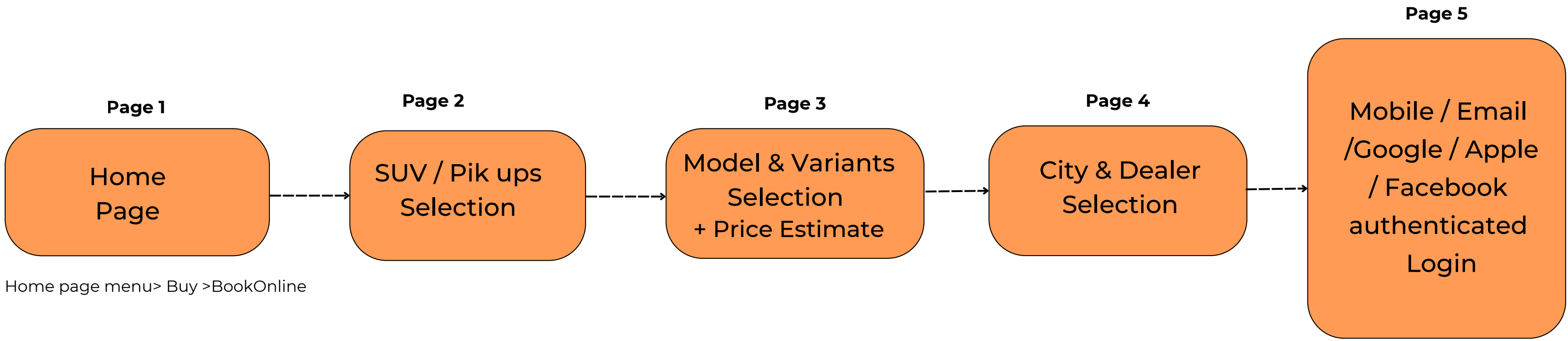
Page 3



A scroll-down home page with car models and a 'book now' button alongside each

3-step Process

[LINK TO THE PAGE](#)



5-step Process



Common Practices:

- The user is allowed to select his/her favorite Car Type, Model & Variant
- All forms have drop down menu fields for quick filling the form
- Followed by a simple mobile-validated Sign Up Page

Mahindra has two additional features:

Mahindra even allows the user to select the preferred dealer as well and it allows 3 other login methods apart from just mobile/email



» Analysis

Comparative analysis



- ✓ **Where Kia is at Par with the competitors?**
 - 2 routes - Configure & Direct login
 - Configure Route allows the user to select Dealer, his/her favorite Car Type, Model & Variant



Before discussing KIA's areas of improvements,
let's have a look at KIA's SIGN UP page





» Analysis

Sign up Page

<https://www.kia.com/in/member/signup.html>

The screenshot shows the Kia website's sign-up page. The top navigation bar includes links for 'Cars', 'Buy', 'Owners', 'VR Showroom', the Kia logo, 'Kia Connect 2.0', 'Kia EV Edge', and a 'Find a Dealer' button with a location pin icon. The main heading is 'Sign up'. Below it, the form fields are: a salutation dropdown menu currently showing 'Mr.', followed by input fields for 'First Name', 'Last Name', 'Email', and 'Mobile No.'. To the right of the 'Mobile No.' field is a 'Send OTP' button. Below the button, it says '1:00 Min.' indicating a timer. At the bottom, there is an 'OTP' field with the placeholder '00000'.



» Analysis

Sign up Page

<https://www.kia.com/in/member/signup.html>

The screenshot shows the Kia sign-up page on a laptop. The page has a navigation bar with links: Cars, Buy, Owners, VR Showroom, the Kia logo, Kia Connect 2.0, Kia EV Edge, and a Find a Dealer button. The main content area contains a sign-up form with the following fields:

- *Model: Select Preferred Model (dropdown menu)
- *State: Select State (dropdown menu)
- *City: Select City (dropdown menu)
- *Address: Flat / House No. / Floor / Building (text input)
- *ZIP Code (text input)

Below the form, there is a checkbox labeled "I accept the [Terms & Conditions](#) and [Privacy Policy](#)." and a "Sign up" button. To the right of the button, it says "Already have an account? [Log in](#)".



>> Analysis

Identifying the scopes of improvement



! KIA's scope of Improvements

- The Sign up form is long and underwhelming
- The form doesn't have drop-down menu fields for ease-of- filling it
- Mobile-validated or other methods of Sign Up Page isn't available



Copy

- Carry out a UX copy audit
- Focus on making the Users feel welcome every time

Design Modification

- Aim to incorporate the Sign-up form fields to be menu-driven for ease of use

Challenge

- To be inline with the existing user onboarding journey



>> Audit

UX Copy Review

Cars **Buy** Owners VR Showroom

Find a Dealer

Kia C

Sign up +

*Salutation Mr.

*First Name

*Last Name

⌵

⌵

! Navigation button & Header copy can be more aligned

! 'Sign Up' is a generic term & doesn't inspire Actionability



>> Audit

UX Copy Review

Cars

Buy

Owners

VR Showroom



Kia Connect 2.0

Kia EV Edge

Find a Dealer

*City Select City

*Address Flat / House No. / Floor / Building

*ZIP Code



☐ I accept the [Terms & Conditions](#) and [Privacy Policy](#).

Sign up

Already have an account? [Log in](#)



Motivation & Transparency can be enhanced



Reassurance needs to be incorporated



*Salutation Mr. ▼

*First Name
→ Please enter first Name.

*Last Name
→ Please enter last Name.

*Email
→ Please enter your Email.

*Mobile No. Send OTP
→ Please enter valid Mobile Number. 1:00 Min.

*OTP 00000

! Form Validation messages can be framed for all possible scenarios

→ *State Select State ▼
This field is required.

→ *City Select City ▼
This field is required.

→ *Address Flat / House No. / Floor / Building
Please enter address.

→ *ZIP Code
Please enter ZIP Code.

☐ I accept the [Terms & Conditions](#) and [Privacy Policy](#).

Sign up Already have an account? [Log in](#)



UX Copy Review

Further Remarks:

- ✗ The form and the 11-point data collection at the booking page may be perceived as daunting and can mar the excitement of booking a new car
- ✓ Collecting the details can be postponed till the actual checkout stage for the direct login route

The screenshot shows a laptop displaying the Kia website's booking form. The form is titled 'Kia' and includes navigation links for 'Cars', 'Buy', 'Owners', and 'VR Showroom'. The main content area contains a form with the following fields: '*Model' (Select Preferred Model), '*State' (Select State), '*City' (Select City), '*Address' (Flat / House No. / Floor / Building), and '*ZIP Code'. Below the form is a checkbox for 'I accept the Terms & Conditions and Privacy Policy.' and a 'Sign up' button. At the bottom, there is a link for 'Already have an account? Log in'.



» Audit

Overall Review of the current Sign Up page



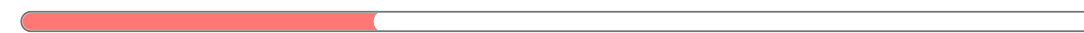
Clarity



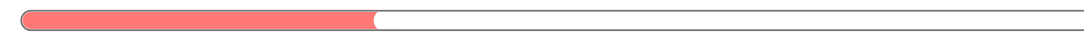
Brevity



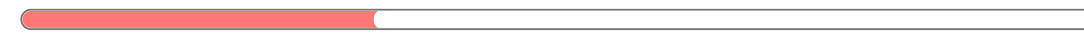
Consistency



Actionability



Tone and Brand Voice

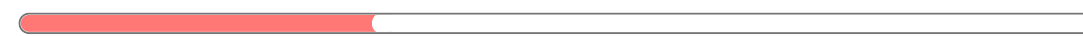




Overall Review of the current Sign Up page



Reassurance



Error Prevention & Recovery



Motivation



Transparency





» Upgrade

the UX copy **process**



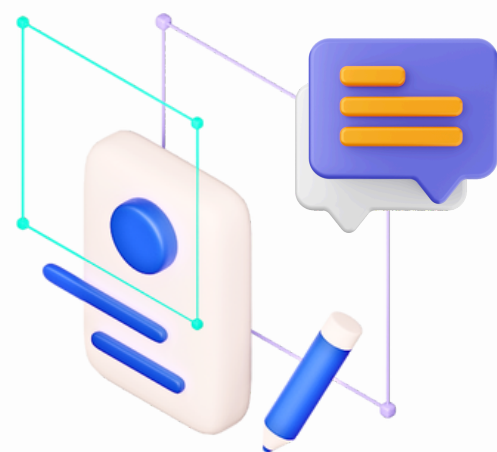
- 1 Preparing a Voice Chart
- 2 Revising the Page Header and Sub header
- 3 Optimising the Form for clarity & quick login
- 4 Framing Form Validation Messages for all scenarios



the UX copy **process**

1

Voice Chart



A proposed Voice Chart for the brand
has been framed

*(Note: This would be finalised post brainstorming
with all the stakeholders)*

	Brand Principle 1	Brand Principle 2	Brand Principle 3	Brand Principle 4
	Empathy	Innovation	Premium	Trustworthy
Concept	Your dream matters, inspiration	Cutting-edge, exciting	Stylish and exclusive	Dependable
Vocabulary	Caring, Thoughtful	Confident, active voice	Classy words & phrases	Short, clear,
Verbosity	Avoid	Avoid	Avoid	Avoid
Grammar	Short, succinct	Words like 'Drive, Zeal, Zoom, Zip	Complex	Simple
Punctuation	No terminal punctuation, colons, semi colons, m-dashes etc	Exclamation	Avoid terminal punctuation, or colons, semi colons & m-dashes etc	No terminal punctuation, colons, semi colons, m-dashes etc
Capitalization	Title Case	Title Case	Title Case	Title Case



the UX copy process

2

Revising the Page Header and Sub-header

Current Version

The top of the form had a generic header which was inadequate for a brand that wants to inspire

The existing users had to scroll till the very bottom of the form to login

Revised Version

- ★ The Header reflects KIA's brand personality of being warm and inviting
- ★★ The toggle switch at the top enables the existing users to be directed to another page for a quicker login
- ★★★ The subheader adds actionability and clarity to the new users regarding the purpose of the form



the UX copy **process**

3

Optimising the Form for clarity & quick login (for a new user)

Current Version

Sign up

Salutation: Mr. (dropdown)

*First Name

*Last Name

*Email

*Mobile No. [Send OTP 1:00 Min.]

*OTP: 00000

Select Preferred Model (dropdown)

Select State (dropdown)

Select City (dropdown)

Flat / House No. / Floor / Building

PIN Code

I accept the [Terms & Conditions](#) and [Privacy Policy](#).

Sign up | Already have an account? [Log in](#)

- The sign up form has 11 information heads to be filled
- No assistance
- No assurance
- Dry and functional

Revised Version

Move closer to your Inspiration

New User (selected) Existing User

Please sign up to avail of KIA's premium services

Salutation: Select from menu (dropdown)

Name: First Name, Last Name

Your KIA: Select the model from menu (dropdown)

Email: user@example.com

Mobile No. [Send OTP Valid for 1:00 Min.]

Validate OTP: Enter the OTP sent to your number [I agree to the [Terms](#) and [Privacy Policy](#)]

Submit to Enter | Your details are secure with us

- This version has 7 information heads to be filled
- With assistance
- With assurance
- Warm, welcoming & less time consuming



*the **upgraded** page*

The current version of the sign-up page is displayed on a laptop screen. It features a clean, minimalist design with a white background and a black border. The navigation bar at the top includes links for 'Cars', 'Buy', 'Owners', and 'VR Showroom', along with the Kia logo and links for 'Kia Connect 2.0', 'Kia EV Edge', and 'Find a Dealer'. The main heading 'Sign up' is prominently displayed. Below it, there are input fields for 'Salutation' (with a dropdown menu showing 'Mr.'), 'First Name', 'Last Name', 'Email', 'Mobile No.', and 'OTP'. A 'Send OTP' button is located next to the mobile number field, and a '1:00 Min.' timer is shown below it.

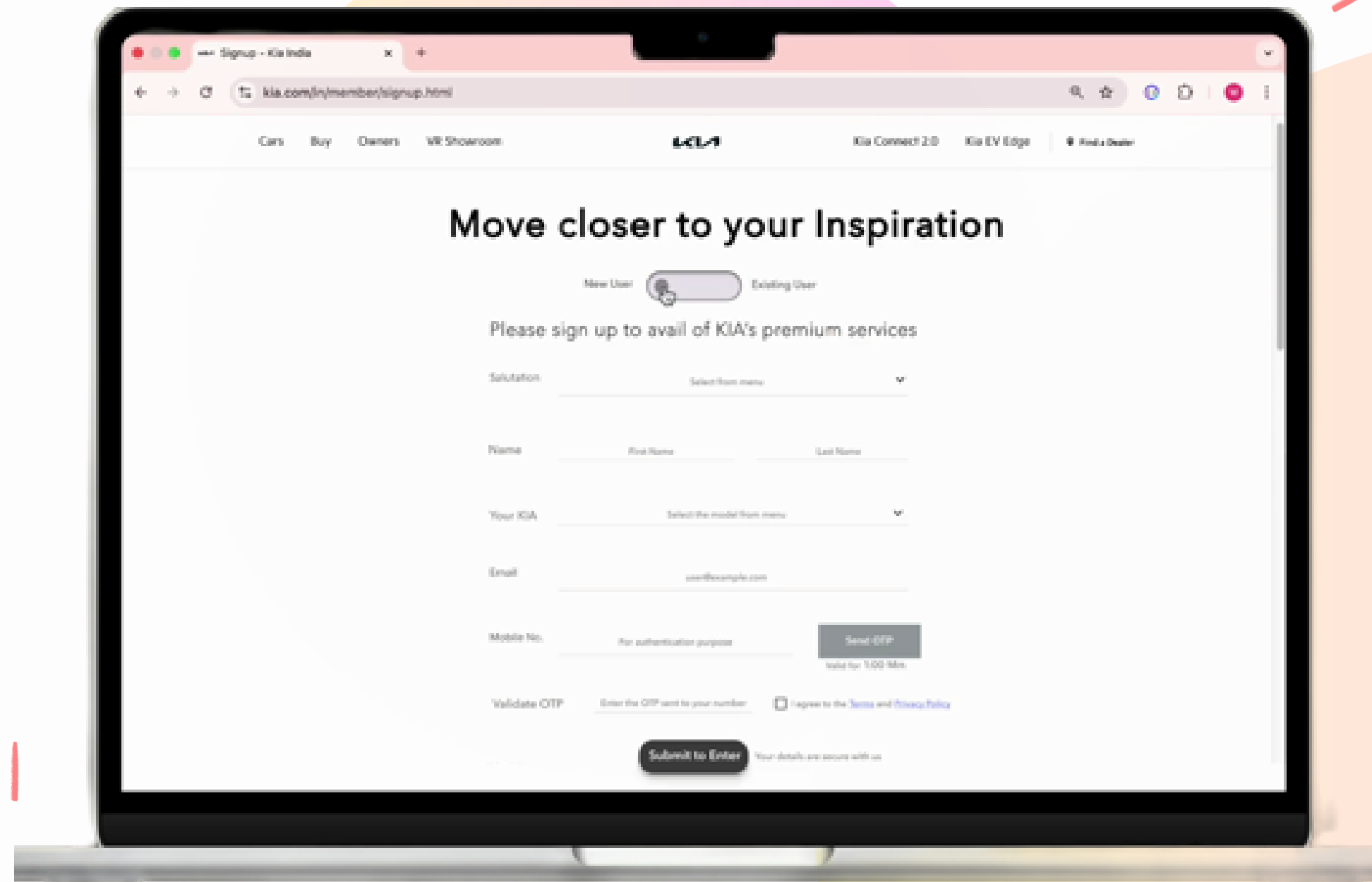
Current Version

The revised version of the sign-up page is shown on a laptop screen, highlighted with a pink and orange semi-circle and red exclamation marks. The page has a more modern and detailed design. The navigation bar is similar but includes additional links like 'Kia Connect 2.0' and 'Kia EV Edge'. The main heading 'Move closer to your Inspiration' is more descriptive. Below it, there are tabs for 'New User' and 'Existing User'. The form includes fields for 'Salutation', 'Name' (with 'First Name' and 'Last Name' sub-fields), 'Your KIA' (with a dropdown menu), 'Email', 'Mobile No.', and 'OTP'. A 'Send OTP' button is present, along with a '1:00 Min.' timer. At the bottom, there is a 'Submit to Enter' button and a link to 'Terms and Privacy Policy'.

Revised Version



the **upgraded** page



Figma Lo Fi Prototype

 Run Prototype



4

Framing Form Validation Messages for all scenarios

Current Version

*First Name	
Please enter first Name.	
*Last Name	
Please enter last Name.	
*Email	
*Mobile No.	
Please enter valid Mobile Number.	

*State	Select State	▼
This field is required.		
*City	Select City	▼
This field is required.		
*Address	Flat / House No. / Floor / Building	
Please enter address.		
*ZIP Code		
Please enter ZIP Code.		

- Form validation message is present only for unfilled fields
- No validation and assurance for filling the fields
- The voice and tone are tactical and repetitive

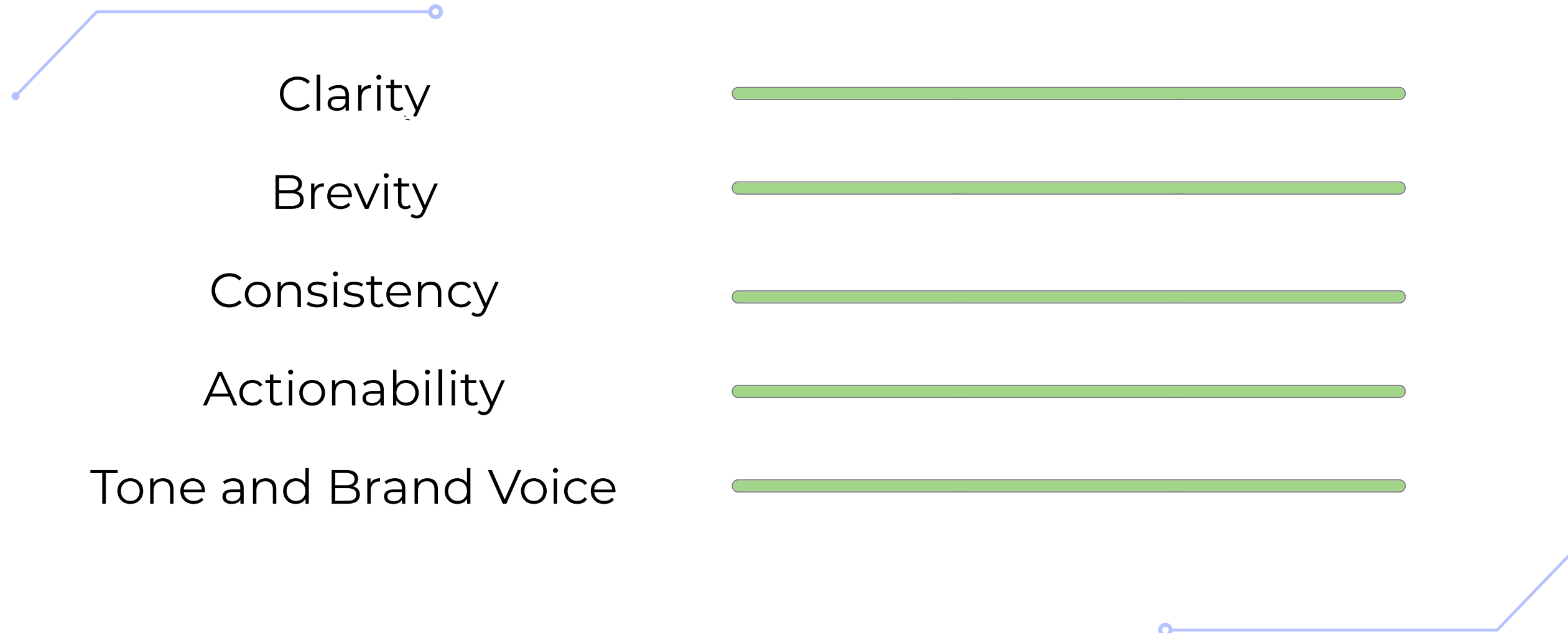
Revised Version

Form Field Status	Validation Message (colour coded)
Filled	Processed securely
Unfilled	Kindly complete the detail
Wrongly filled	There might be a typo. Kindly recheck

- Form validation messages across the website have been revised as per the chart above
- This brings in Reassurance & Transparency
- Tone and Brand Voice remain consistent
- Enhanced Error Prevention



REVIEW





REVIEW



Reassurance



Motivation



Transparency



Error Prevention & Recovery





Scope for *further* Improvement



My proposal to all stakeholders

- Instead of two routes for booking, there should be one to reduce ambiguity and a separate one just for current users
- Mobile authenticated login will be convenient and easier for Users to get started. Google & Apple login options may be considered as well
- Collecting most of the data for a new user in a step-by-step configuration process will avoid inducing fatigue in the users



Scope for *further* Improvement

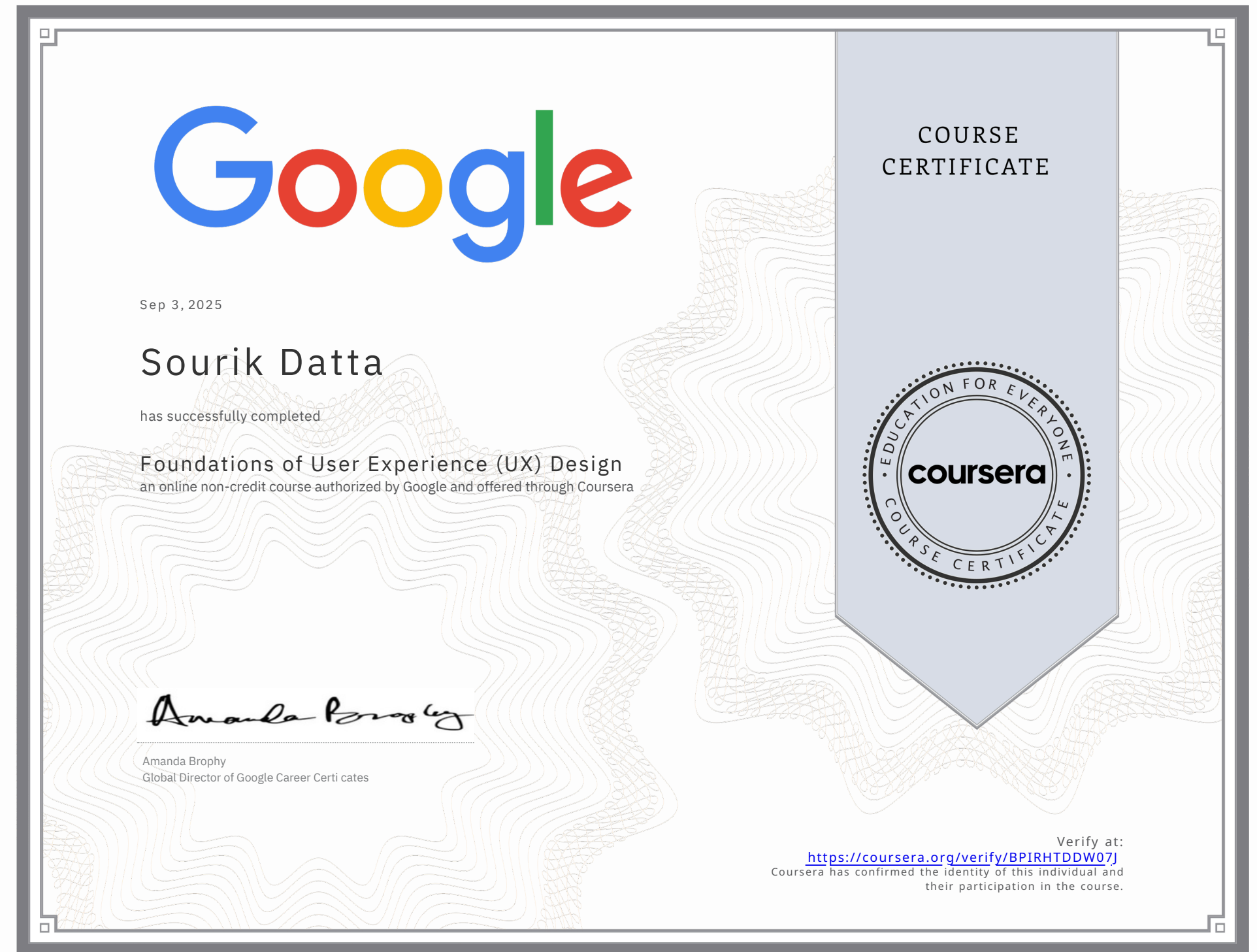


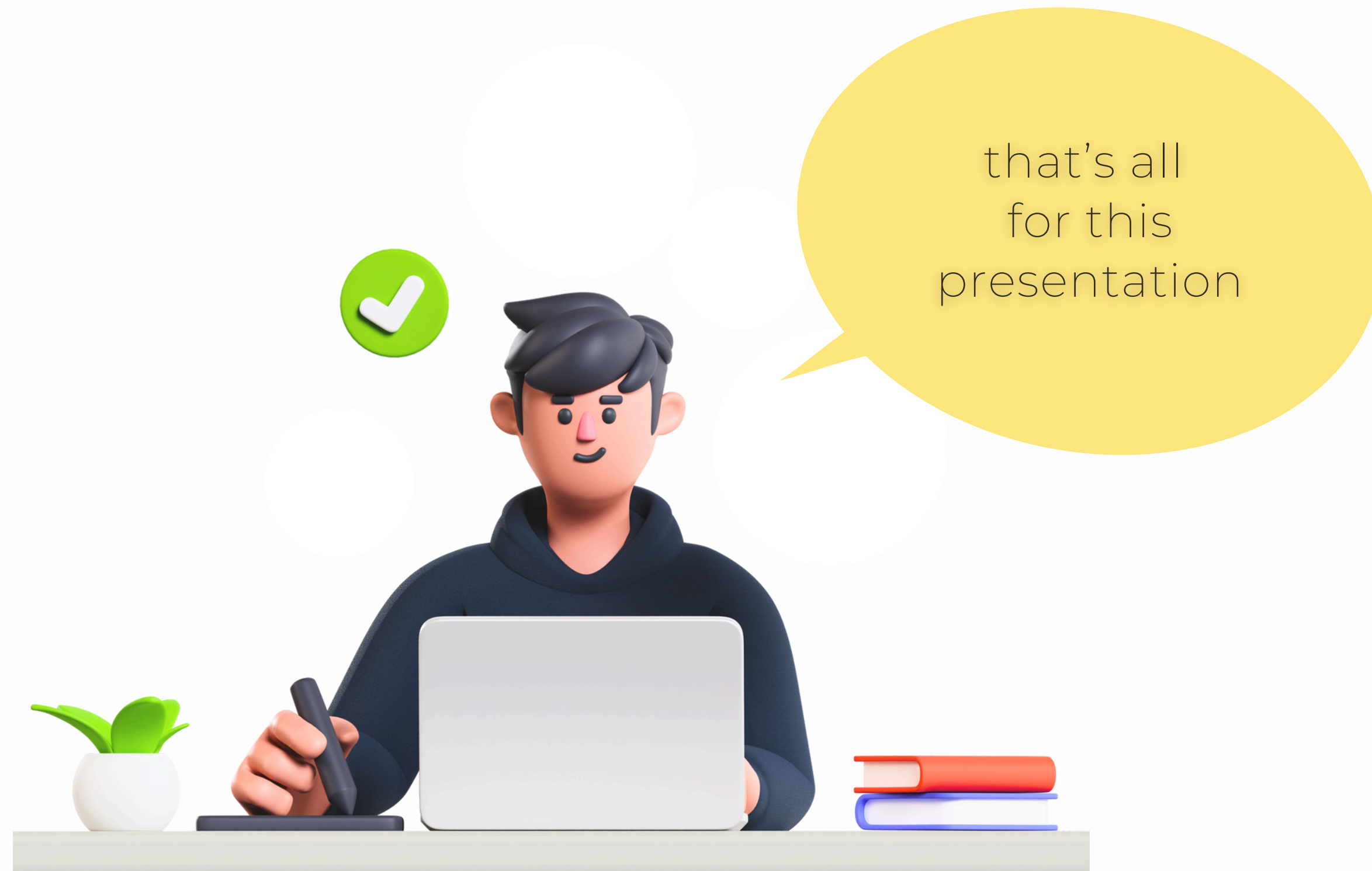
My proposal to all stakeholders (cont'd)

- Indicating booking process milestones via UX copy and Design will further assist and assure the users
- Accessibility needs to be added to the scope

- end of case study -

This course has provided me with a UX design perspective





Would love to
hear from you!



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