

Case Study

Mercedes-Benz Build Your Own

Role: UX Lead

Feb - Jun 2020





What is BYO?

BYO is a tool that enables shoppers to *build their dream vehicle*. It is the *most accessed page* in mbusa.com and one of the most important features in the shopping process.



The Results

The refreshed BYO experience resulted in
more save builds and inventory visits.

Reached Summary Page

+6%

Saved Builds

+75%

Inventory Visits

+44%



An Intimate Collaboration of 17

DISCOVERY

Product Manager
Experience Strategist
Data Scientist
UX Designer
Creative Directors

DEFINE

Clients
UX Designer
Visual Designer
Creative Directors
Product Manager
Senior Architect

DESIGN

Accessibility SME
Visual Designer
Copywriter
Content Strategist
Senior Architect
Product Manager



My Role

My primary role was to *collaborate* with an interdisciplinary team and clients through workshops, research, concepting, sketches, wireframes and user testing.



The Assignment

The brief was *not to reimagine* the
BYO tool but to design incremental
enhancements and updates.



The “Why”

As shoppers are getting *comfortable* purchasing vehicles online, an update was necessary to design a more *efficient, streamlined* purchasing process.



Primary Business Goal

Funnel shoppers to browse vehicles
in *new inventory*.



The Problem to Solve

80% of shoppers are *leaving* the BYO experience midway and *never* getting to the end of the summary page.



Design Process

DISCOVERY

- Competitive analysis**
- BYO audit**
- Site analytics**
- Customer surveys**
- 3rd party customer research**

DEFINE

- Jobs to be done**
- JTBD User Stories**
- Identify Customer needs**
- Core customer definition**
- Feature prioritization**

DESIGN

- Sketches**
- Prototypes**
- User testing**
- Wireframes**
- Visual Designs**



Discovery

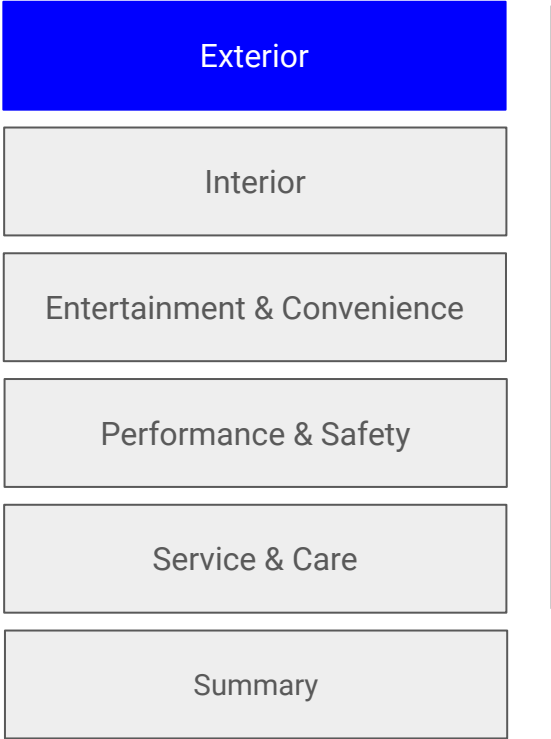
“If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.”

Discovery

Starting with Data

Most shoppers only customize the exterior colors.

Second most popular category is wheels which is also accessed from exterior.



NON-SUMMARY

Primary Destination from BYO

Non-Summary

[View Class Pages](#)

79%

Summary

[View New Inventory](#)

49%

Destination	BYO (Non-Summary)	BYO (Summary)
New Inventory	8%	49%
Class	79%	23%
Estimate a Payment	0%	12%
Model	8%	7%
Payment Estimator	0%	2%
RAQ/CAD/SATD	2%	2%
Future Vehicles	1%	2%
Credit App	0%	1%
CPO Inventory	1%	1%
Dealer Locator	0%	1%
Owners	0%	0%
Other	1%	0%
Account	0%	0%
Accessories	0%	0%
Fleet	0%	0%
Financial Services	0%	0%

Customer Surveys & BYO Audit

Customers are getting paralyzed with decision making

- Too many packages and options to choose from.
- Non-factory options such as accessories and service & care options seem excessive.
- Lack of guidance and unclear on next steps.

The vehicle is not the main attraction

- Total build summary module is covering the vehicle.
- Shoppers lack the opportunity to view their build in various views.
- Lack of vehicle information which is causing significant drop-off.



Define

Who are these shoppers and what are their goals and needs?

Jobs to be done / JTBD User Stories / Identify Customer needs / Core customer definition / Feature prioritization

The Dreamer

They want a Mercedes-Benz. They're fans of the brand and believers in the vehicles.
But they're not sure which one best fits their lifestyle.

- Does **NOT** know what they want
- Does **KNOW** what MB has

Inspiration:

<https://www.pinterest.com/>
<https://www.tiktok.com/en/>

Why:

Learning visually by both image and video. Educate consumers in a fun way.

Success Looks Like:

- Brand loyalty
- Vehicle decision
- Inventory's doorstep

Key Attributes:

- Seeking inspiration
- First-time MB vehicle buyers
- Wondering "Why?"
- Want to engage on their terms
- Desire entertainment and education
- Looking for basic info
- Engage with display, less from content
- Avoid complexity
- Have intention but not direction
- Respond to familiar shopping patterns



The Dreamer



AGE: 42

JOB: CLIENT PARTNER; HHI: \$190K

STATUS: MARRIED TO ADRIAN

CHILDREN: 2 SONS, AGES 8 AND 10

They live in a newly-built, modern, single-family home in an affluent neighborhood with good schools.

They are diligent, hard-working and motivated at home, at work and in social gatherings.

HABITS

- COMPARES LATEST FASHION WITH HER COWORKERS
- MAINTAINS AND ADDS TO HER EXTENSIVE “WISH LIST” ON THE NORDSTROM APP
- SCROLLS ON PINTEREST AND TIKTOK WHILE WAITING IN THE PICK-UP LANE
- CAMILA’S FAMILY TRAVELS TO AWAY SOCCER GAMES EVERY WEEKEND

FRUSTRATIONS

- SHE FEELS LIKE THERE ARE NOT ENOUGH HOURS IN THE DAY BETWEEN HER JOB AND FAMILY RESPONSIBILITIES
- VEHICLE INFORMATION IS OVERLY COMPLEX
- THERE ARE TOO MANY OPTIONS TO UNDERSTAND WHAT BEST FITS HER LIFESTYLE

GOALS

- SAFETY AND COMFORT ARE CRUCIAL, BUT SHE WANTS HER VEHICLE TO BE EQUIPPED WITH THE LATEST TECHNOLOGY
- SHE NEEDS A SPACIOUS VEHICLE THAT SHE CAN FEEL CONFIDENT BEHIND THE WHEEL WHEN THEY GO ON THEIR WEEKEND ROAD TRIPS
- UNDERSTANDING ALL THE BENEFITS AND TRADEOFFS OF VEHICLES IS IMPORTANT

DESIRED CONTENT EXAMPLES

- COMPARING TECHNOLOGY FEATURES OF DIFFERENT MODELS
- SAFETY FEATURE VALUE PROPOSITION
- A ROAD TRIP PLANNER AND FAQ SECTION

The Loyalist

They're experienced and they're persuaded. They know how it feels to drive a Mercedes-Benz and they want to keep it going – or take it to the next level.

- Does **KNOW** what they want
- Does **KNOW** what MB has

Inspiration:

<http://www.scottdungate.com/honda-the-other-side-gallery>

Why:

Remind past customers why they fell in love with the brand while educating them about the latest and greatest

Success Looks Like:

- Purchase
- Upsell

Key Attributes:

- Cut to the chase
- Shortcuts past the high funnel
- Directness
- Pre-propulate what we know
 - Build on past purchases
 - And accessories
- Simple but impactful upgrade
- Convenience
- Use vehicle as reference point
- Uphold brand reputation
- What's new and hot
 - Focus on new features
 - Focus on the knowledge gaps



The Loyalist

JOHN: THE SUCCESSFUL MB LOVER WITH HIGH STANDARDS



AGE: 65
JOB: MANAGEMENT EXECUTIVE; HHI: \$400K
STATUS: MARRIED
CHILDREN: 3; AGES 30, 33, 38

John and his wife like the best of the best. They expect luxury goods in all facets of life and are not hesitant to pay for quality.

He has been a loyal customer since he bought his first MB when he graduated business school 20 years ago. He understands the world is moving to electric and is open to EQ but needs it to be up to his standards.

HABITS

- RECOGNIZES AND RELUCTANTLY/ULTIMATELY ADOPTS NEW TECHNOLOGY IN ORDER TO HAVE THE BEST
- NO LONGER SEES THE NEED FOR "RECOGNITION" ACROSS HIS CAREER, FAMILY OR FRIENDS. MORE INTERESTED IN PEOPLE AND HAPPINESS.
- DRIVES MB TO THE OFFICE, THE GOLF COURSE, AND WEEKEND GETAWAYS

GOALS

- CONTINUE LIVING THE HIGH-QUALITY, LUXURY LIFE HE IS USED TO; SHARE THAT WITH HIS FAMILY
- WANTS TO BUILD IN MORE TIME TO TRAVEL/SEE MORE OF THE WORLD WITH SPOUSE/FAMILY
- NEW TECH IS COOL, BUT DESIGN AND SIMPLICITY IN THE TECHNOLOGY IS MOST IMPORTANT

FRUSTRATIONS

- OVERLY COMPLICATED TECHNOLOGY AND INSTRUCTION MANUALS
- POOR QUALITY ON WHAT'S SUPPOSED TO BE HIGH QUALITY
- PAST EXPERIENCES WITH DEALERS NOT KNOWING NEWER PRODUCTS AND BEING UNABLE TO PERFORM MAINTENANCE
- LOYALTY SHOULD BE REWARDED, NOT TAKEN ADVANTAGE OF

DESIRED CONTENT EXAMPLES

- INTRO TO EV – FAQs, TEXT DESCRIPTIONS, PICTURES
- STRAIGHTFORWARD AND INFORMATIONAL RESOURCES COMPARING EV TO OTHER MB VEHICLES

Define

Jobs to Be Done High Level Jobs



Camila - The Dreamer

Help me to **reliably** commute to work to earn a living and provide. I need to **care** for my family and keep them **safe**.



John - The Loyalist

Help me have a **pleasurable** driving experience, so that I feel more **peaceful** and **secure** from the outside world.



Design

Simplify the vehicle configurator experience that *guides shoppers* to make *confident choices* to get them to purchase their dream vehicle.

Sketches / Prototypes / User testing / Wireframes / Visual Designs

Design

The Shift

Current Experience

PURCHASE TOOL

Exterior

Interior

Performance & Safety Options

Comfort & Convenience Options

Accessories

Service & Care



Refreshed Experience

DREAMING & REALITY TOOL

Exterior

Interior

Options

BYO - Exterior

1. Simplification of Categories

A streamlined flow for customers to quickly access BYO categories. This provides more context within the flow and manages their expectations.

2. Updated Vehicle Hero

Larger vehicles take center stage and allows customers to focus on their builds with no distractions.

3. New Vehicles Controls

Provides customers with more control to view their builds. Customers can quickly switch exterior/interior views and view their builds in different environments.

The screenshot displays the Mercedes-Benz website interface for configuring a 2020 GLA 250 SUV. At the top, there are navigation tabs for 'VEHICLES', 'SHOPPING', and 'INVENTORY'. A secondary navigation bar includes 'Exterior', 'Interior', 'Options', and 'Summary'. The main visual is a large hero image of the silver SUV in a modern showroom setting. To the right of the image are four vertical icons: a sun (daytime), a moon (nighttime), a car (view), and a double arrow (360-degree view). Below the image, the vehicle is identified as '2020 GLA 250 SUV'. There are two main configuration sections: 'Color (8)' with 'Night Black | \$0' selected, and 'Wheels (5)' with '18-inch 5-spoke | \$0' selected. A 'Next' button is located in the bottom right corner. At the bottom of the page, there is a summary section showing 'Total Build \$34,250' and 'Est. Lease \$456/mo', along with 'Save Build' and 'View Inventory' buttons. The 'Optional Features (6)' section is partially visible at the bottom left.

BYO - Exterior continued

1. Optional Features

Updated the language to be more direct and clear. A link to view what's standard allows customers to understand what's included with the vehicles.

This will help guide them in making better decisions on what options to add to their builds.

2. Package Thumbnails

Allows customers to quickly view and compare packages.

Night Black | \$0



18-inch 5-spoke | \$0



1

2

Optional Features (6)

[See What's Standard](#)



AMG Line Exterior
\$2,300



- ▶ AMG body styling
- ▶ 19-inch AMG multispoke wheels, silver
- ▶ Perforated front brakes with painted calipers
- ▶ Black headliner



AMG Line Exterior w/Night Package
\$2,700



- ▶ AMG body styling
- ▶ Gloss Black exterior accents
- ▶ 19-inch AMG multispoke wheels, black
- ▶ Perforated front brakes with painted calipers

4 of 5 features

[View More](#)



Panorama roof
\$1,500



LED headlamps and taillamps
\$850



Illuminated Star
\$450



19 inch 5-twin-spoke Winter Wheel Assembly
\$548



Next

Total Build
\$34,250

Est. Lease
\$456/mo

Save Build

View Inventory

BYO - Total Build Module

1. Total Build Module

This persistent expandable module allows shoppers to quickly access their total build summary and lease/financing options.

The next CTA provides shoppers with an instant way to make progress.

1

Mercedes-Benz

Exterior Interior Options Sur

2020 GLA 250 SUV

Color (8) **Next**

Night Black | \$0

Total Build	Est. Lease
\$34,250	\$456/mo

Save Build View Inventory

Mercedes-Benz | VEHICLES SHOPPING

Exterior Interior Options

2020 GLA 250 SUV

Total Build	Est. Lease
\$37,670	\$520/mo

Your Build Lease Details Finance Details

Your Build

MSRP	\$34,250
Exterior Edit	\$3,420
Color	
Iridium Silver metallic	\$720
Wheels	
19-inch AMG multipoke, black	No Cost
Optional Features	
AMG Line Exterior w/Night Package	\$2,700
Interior Edit	No Cost
Upholstery	
Black MB-Tex	No Cost
Trim	
Sail Pattern	No Cost
Options Edit	\$400
Entertainment & Convenience	
Convenience Package	\$400
Total Build	\$37,670*

Save Build Inventory Matches

BYO - Total Build Module Expanded

1. Total Build Module Expanded

Quickly view your build summary and payment estimator at any moment of your build.

Total Build **\$37,670** Est. Lease **\$520/mo**


Your Build Lease Details Finance Details

Your Build


MSRP **\$34,250**

Exterior [Edit](#) **\$3,420**


Color

 Iridium Silver metallic **\$720**

Wheels

 19-inch AMG multispoke, black **No Cost**

Optional Features

 AMG Line Exterior w/Night Package **\$2,700**

Interior [Edit](#) **No Cost**

Upholstery

[☆ Save Build](#) [Inventory Matches](#)

Total Build **\$37,670** Est. Lease **\$520/mo**

Your Build **Lease Details** Finance Details

Lease Details

[Edit Lease Terms](#)

Term **36 months**

Annual Mileage **12,000 mi**

Down Payment **\$4,000**

Estimated Net Trade-In Amount **\$0**

Adjusted Capitalized Cost **\$30,390**

Amount Due at Signing **\$5,630**

Estimated Lease **\$520/mo**

[Finance Disclosures \[9\]](#)

[☆ Save Build](#) [Inventory Matches](#)

Total Build **\$37,670** Est. Finance **\$590/mo**

Your Build Lease Details **Finance Details**

Finance Details

[Edit Finance Terms](#)

Term **36 months**

APR **0.00%**

Down Payment **\$4,000**

Estimated Net Trade-In Amount **\$0**

Total Amount Financed **\$30,390**

Estimated Lease **\$590/mo**

[Finance Disclosures \[9\]](#)

[☆ Save Build](#) [Inventory Matches](#)



Key Learnings

Make sure the team is focused on understanding the problems first rather than going straight to solutioning.