CASE STUDY ANALYSIS

Coastal Car Rental

Design & Development of a Car Rental Website

Technical Specifications

Programming: PHP, Web APIs

CMS: WordPress

Web API's: RESTful

Design: HTML5, CSS3, Bootstrap, JavaScript, Ajax, jQuery

Summary

Coastal Car Rental is a Canada based reputed company. The prior aim of Coastal Car Rental is to provide most reliable, cost effective vehicle rental services in different cities and states of USA. They needed a website with a reliable car rental booking system to handle rentals. Ariel Software Solutions Pvt. Ltd. helped Coastal Car Rental to create modern, aesthetic and powerful mobile responsive website design and development for their intelligent vehicle rental system.

Challenges

Building a beautiful, feature-rich car rental website is no easy feat. As well as offering easy booking for the users, the website has to know which cars are available and at which city/state, factors which change by the minute.

Web API's Integration with Car Rental Reservation Form: Data associated with reservation form such as: Name, phone number, address, credit card number etc. needs to be managed using WebAPI's.

Create a modern design to stand out from the competition and attract customers.

Design and develop a booking system that let users rent a car in a few easy steps, despite tons of formalities.

Search Engine Friendliness: In order to make a website search engine friendly the intent was to prepare design as per the guidelines of all the major search engines (Google, Yahoo, Bing) which include: page speed optimization, image optimization etc.

Solutions

Mobile Compatibility: Users can seamlessly explore website online through any mobile and desktop device browsers (Chrome, Firefox, Safari, IE etc.). Our design team worked hard to design aesthetic, eye catching UI/UX for website while remaining focused to keep user experience simple as possible.

Web APIs Integration: Web APIs integrated for the effortless car rental reservation.

Results

Better User Experience: The responsive website design delivering a consistent and seamless user experience while accessing the website on different devices such as Desktop, Mobile, Tablet.

Increased Online Visibility: The integration of On-Site SEO features helped website to get indexed quickly on Search engines. Thus, it increased the online search visibility.

Quick Online Reservation: Within few steps user can make hassle free online reservation for car rental.