Stallion Auto Rental

Detailed Case Study

A fast, insurance-linked rental service providing replacement cars to clients after an accident, designed for simplicity and speed in moments of stress.

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Quick Overview

Role: Led end-to-end design for Stallion.

Branding: Created a comprehensive identity system with detailed guidelines and real-world applications across print, signage and physical brand touchpoints

Product: Deep research, UX/UI design, prototyping, and testing for their app.

Duration: 4 weeks

Tools: Figma, FigJam, Illustrator, Photoshop

Collaborated with: Stakeholder, Employees, Engineers, Users.



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Challenge

Stallion Auto Rental's process was entirely manual. After an accident, already distressed user had to call Stallion, check available cars and then fill out lengthy paper forms before receiving a car. This meant that at a moment of emotional vulnerability, users were faced with cognitive overload, long wait times and fragmented communication.

Discovery & Research

To better understand and improve the experience, I conducted interviews with both customers and Stallion employees to capture perspectives from both sides of the process. These conversations helped uncover key friction points in communication, coordination, and documentation.

I synthesized these insights using affinity mapping, grouping recurring issues into themes such as:
01. Delays in information flow
02. Lack of real-time visibility
03. Inefficiencies in form handling.

I then mapped these themes to the underlying user pain points to clearly define where the experience was breaking down.

Working closely with stakeholders and employees, I facilitated collaborative sessions to align on user needs, business goals, and operational constraints. Since the product needed to serve both customers (front-end) and employees (back-end), these discussions were critical in ensuring the solution would be practical and scalable.

This process led to defining a clear structure for the app, where the front-end experience focused on enabling users to check vehicle availability, receive updates, and complete required steps digitally. The goal was to streamline the journey, reduce dependency on manual coordination, and create a more seamless and transparent experience for users.

Competitive Landscape

Understanding the Market: In addition to the interviews, I performed a competitive audit of other auto rental and insurance platforms competitors in the insurance-replacement rental space to understand how customers currently navigate the experience.

Most competitors offer similar core services: Replacement vehicles, insurance coordination, direct billing, and delivery. However, the journey is often still dependent on phone calls, staff assistance, and manual coordination.

This presented an opportunity for Stallion to create a more transparent, guided, and customer-controlled digital experience.

Competitor	What They Offer	Opportunity for Stallion
Estrada Rentals	Insurance replacement, direct billing, claim assistance, pickup & delivery	Reduce reliance on staff-led communication
TORQ Car Rental	Replacement vehicles, insurance paperwork, direct billing & delivery	Create a more self-directed customer journey
Advantage Car & Truck Rentals	Insurance replacement, direct billing & GTA-wide rental network	Make the experience more digital and personalized
Insurance Car Rental	Insurance-only rentals, online booking & digital agreements	Build a more guided experience beyond booking

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Competitive Landscape

Identifying the Opportunity: From Service-Led to Experience-Led

The competitive landscape revealed that the biggest opportunity wasn't simply providing a replacement vehicle — it was reducing the uncertainty surrounding the process.

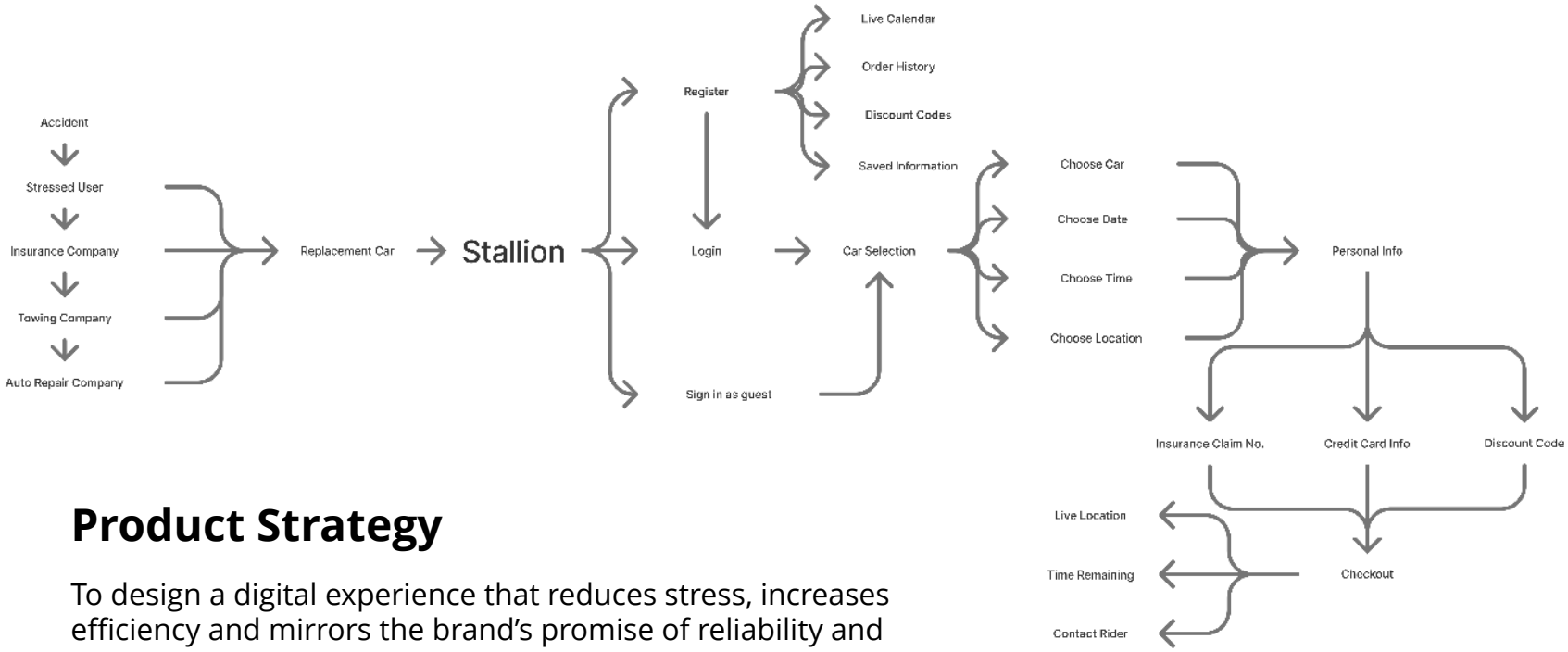
Customer Need	Stallion Opportunity
Choose confidently	Visual vehicle selection with key information
Complete forms easily	Short, guided steps instead of lengthy forms
Know what's happening	Clear delivery and vehicle status tracking
Stay informed	Timely updates and direct communication
Manage paperwork	Digital contracts and reminders

The design opportunity was to transform a stressful, service-dependent rental process into a SIMPLIFIED, EMPATHIC & REASSURED experience that makes the users feel EMPOWERED.

KeyInsights

- Users were emotionally overwhelmed and wanted fast car replacement with minimal steps.
- Employees struggled to handle calls and forms simultaneously, leading to errors.
- Stakeholders wanted to maintain a personal connection but reduce manual work.
- Customers wanted visual car selection rather than phone descriptions and keep checking the availability on calls.

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Product Strategy

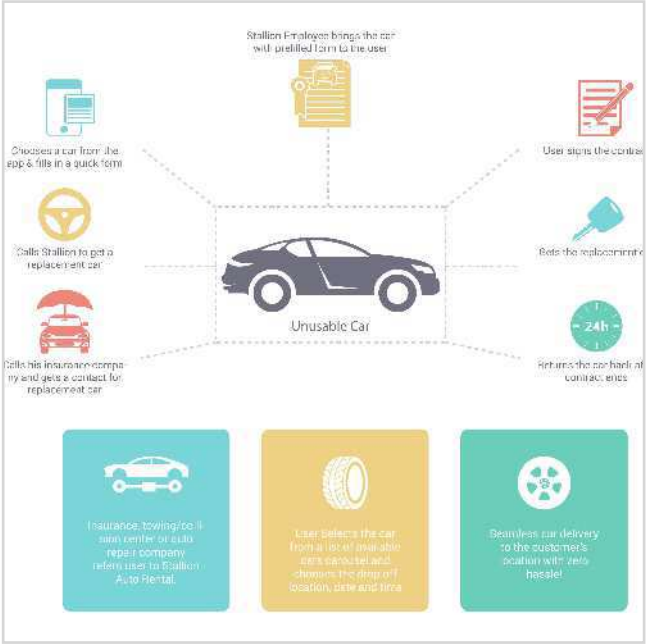
To design a digital experience that reduces stress, increases efficiency and mirrors the brand's promise of reliability and care.

- Simplify form completion through guided, step-by-step flows
- Allow users to visualize car options instantly and visually
- Enable digital tracking and communication for peace of mind
- Support Stallion staff with more efficient data collection The design needed to turn a stressful situation into a calm, guided experience.

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Defining the Experience

I mapped the journey from “accident to replacement”, identifying both emotional and functional pain points. Here’s the narrowed down version:



Stage	Pain Point	Solution
Contact Stallion	Verbal-only communication	Provide visual, guided entry via digital link
Fill forms	Long paper contracts	Break forms into smaller, digestible steps
Wait for vehicle	No updates or visibility	Add live car tracking and ETA
Return vehicle	Missed contract dates	Automated reminders and extension options

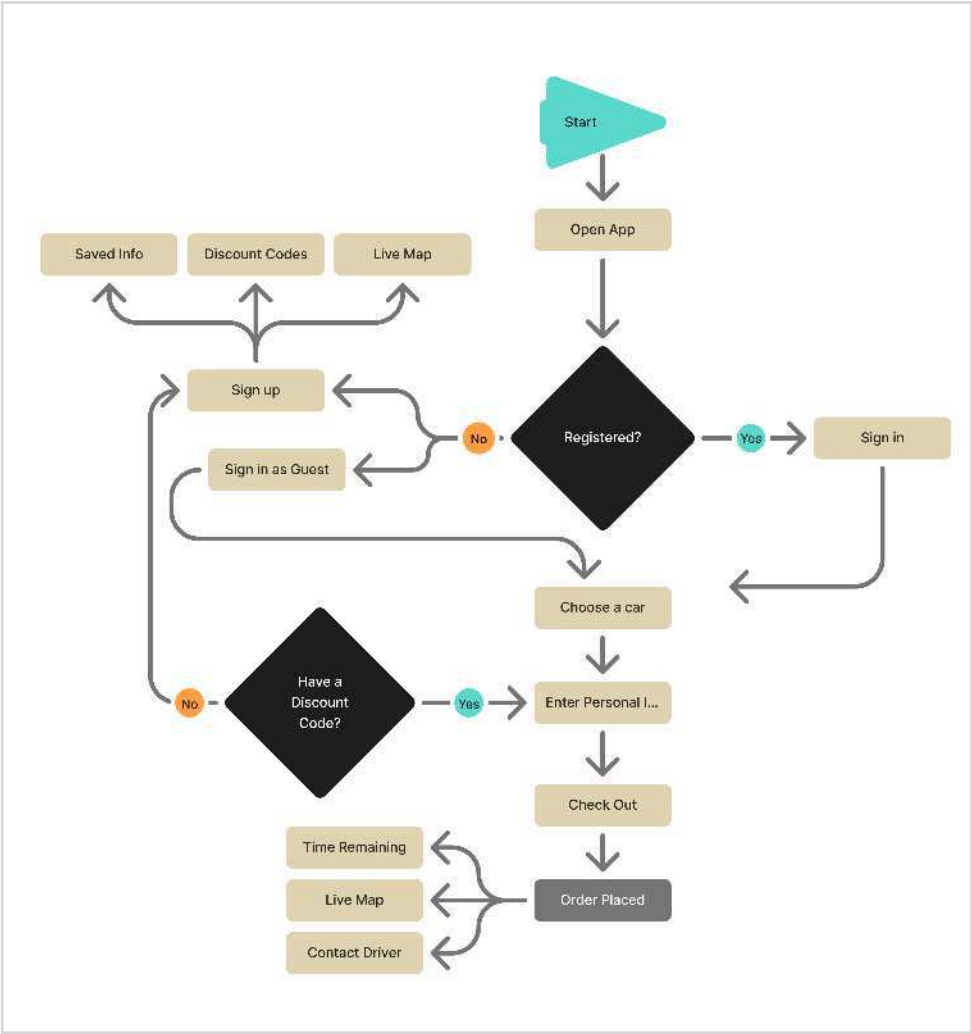
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Ideation

I began sketching early concepts and information flows, working back and forth with stakeholders and engineers, aiming to create an app that felt supportive and intuitive, not transactional.

Core Concepts:

Link-based entry: After calling Stallion, users receive a secure link via SMS to access the app instantly, no app store friction.
Visual car carousel: Users can browse cars visually with key specs at a glance.
Segmented forms: Information is divided into short, calming steps.
Live map tracking: Users can see their replacement car on the way.
In-app chat: Enables communication with Stallion's staff in real time.
Reminders: Automatic notifications before contract end dates.



The app was built around the principle of reducing cognitive load during high-stress moments.

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Wireframing & Prototyping

Created user flows and mid-fidelity wireframes in Figma, testing them with Stallion staff and Users for clarity and feasibility.

- **Design highlights:** Simple, thumb-friendly navigation with clear hierarchy.
- Progress indicator in forms for transparency.
- Calming, minimal layout emphasizing readability.
- Microinteractions to signal feedback and progress. These flows were then translated into high-fidelity prototypes to simulate the complete user experience.

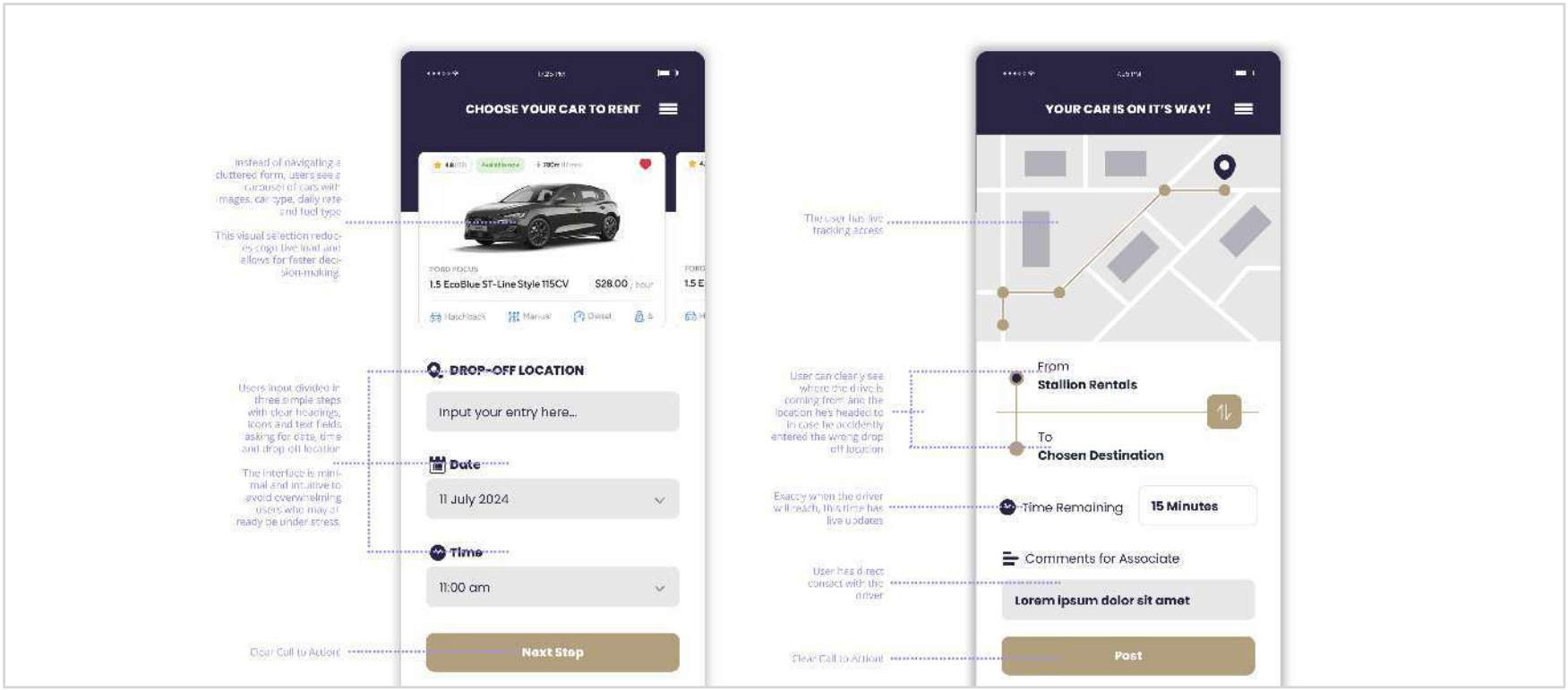


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Interaction Design

The UI extended Stallion's bold, reliable visual identity into a digital product that felt calm, confident, and trustworthy.

Typography	Clean sans-serif for readability and ease.
Color Palette	Neutral base with bold accents from Stallion's branding.
Iconography	Rounded, friendly icons to soften the visual tone.
Layout	Minimal screens with generous white space to reduce overwhelm. The interface reinforced a sense of control and guidance, especially in moments when users felt helpless.



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Usability Testing

Conducted moderated usability testing with 8 participants, 5 customers and 3 Stallion employees, to validate the proposed experience across customer and operational workflows.

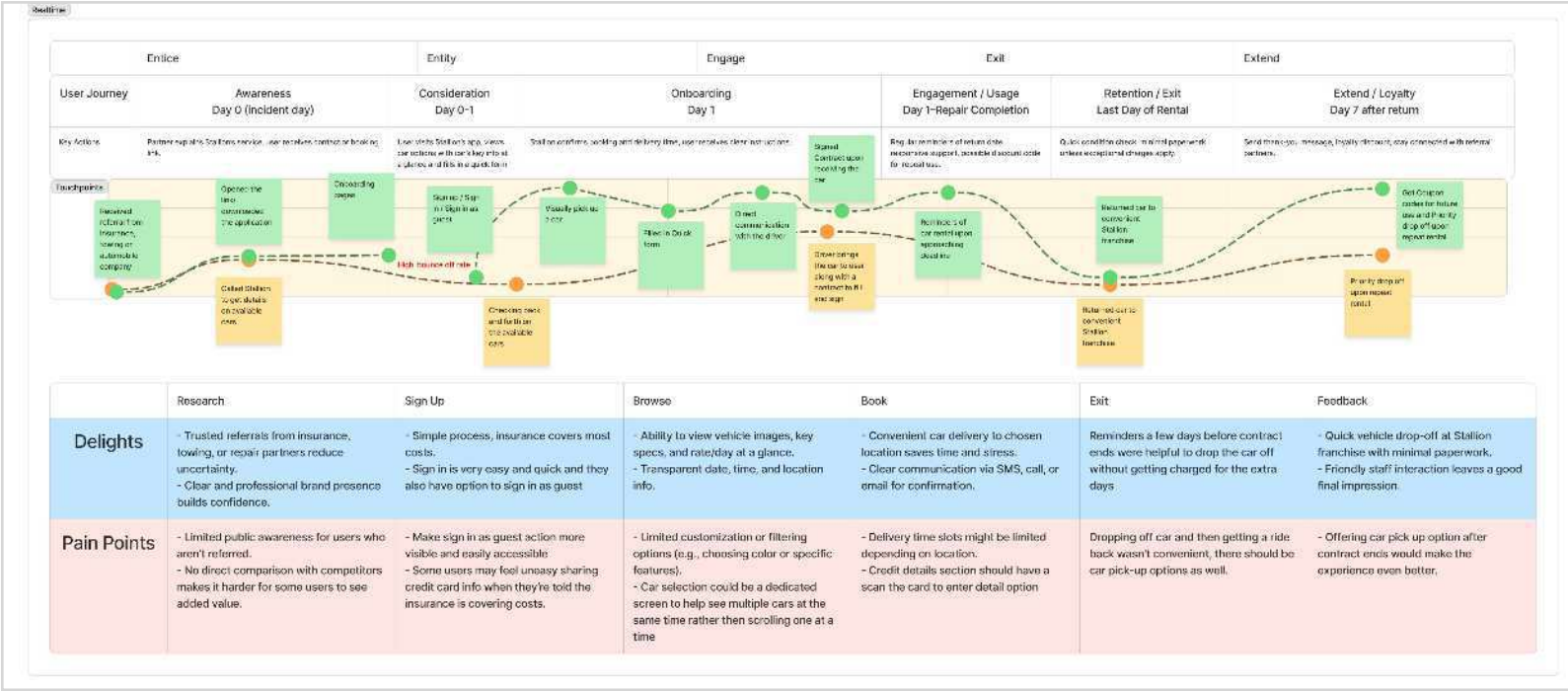
Testing Focus

Booking and selecting a replacement vehicle
Completing the insurance and rental process
Tracking vehicle delivery and status
Managing customer communication
Evaluating operational efficiency for employees

Key Outcome

Testing helped validate the proposed digital workflow while identifying areas where the experience could further reduce manual effort, improve clarity, and give customers greater visibility throughout the replacement process.

The following journey maps compare the existing manual process with the proposed digital experience, highlighting opportunities to streamline interactions for both customers and employees.



	Research	Sign Up	Browse	Book	Exit	Feedback
Delights	- Trusted referrals from insurance, towing, or repair partners reduce uncertainty. - Clear and professional brand presence builds confidence.	- Simple process, insurance covers most costs. - Sign in is very easy and quick and they also have option to sign in as guest	- Ability to view vehicle images, key specs, and rate/day at a glance. - Transparent date, time, and location info.	- Convenient car delivery to chosen location saves time and stress. - Clear communication via SMS, call, or email for confirmation.	Reminders a few days before contract ends were helpful to drop the car off without getting charged for the extra days	- Quick vehicle drop-off at Stallion franchise with minimal paperwork. - Friendly staff interaction leaves a good final impression.
Pain Points	- Limited public awareness for users who aren't referred. - No direct comparison with competitors makes it harder for some users to see added value.	- Make sign in as guest action more visible and easily accessible - Some users may feel uneasy sharing credit card info when they're told the insurance is covering costs.	- Limited customization or filtering options (e.g., choosing color or specific features). - Car selection could be a dedicated screen to help see multiple cars at the same time rather then scrolling one at a time	- Delivery time slots might be limited depending on location. - Credit details section should have a scan the card to enter detail option	Dropping off car and then getting a ride back wasn't convenient, there should be car pick-up options as well.	- Offering car pick up option after contract ends would make the experience even better.

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Impact

93% of users successfully completed the car rental journey, validating the clarity and usability of the proposed experience.

Reduced stress with simple, visual, guided steps designed around the needs of post-accident users.
Reduced cognitive load through visual car selection and at-a-glance vehicle information.
Eliminated paper forms by transforming the contract process into simple, digital steps.
Improved communication between customers and Stallion staff through centralized updates and messaging.
Increased operational efficiency by reducing manual coordination through structured data and automation.

Empathy + Efficiency

The Stallion app bridged empathy and operational efficiency — giving customers greater clarity and control while reducing the manual effort required from staff.

THE END

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