

# Bridging the Gap Between Discovery and Delivery



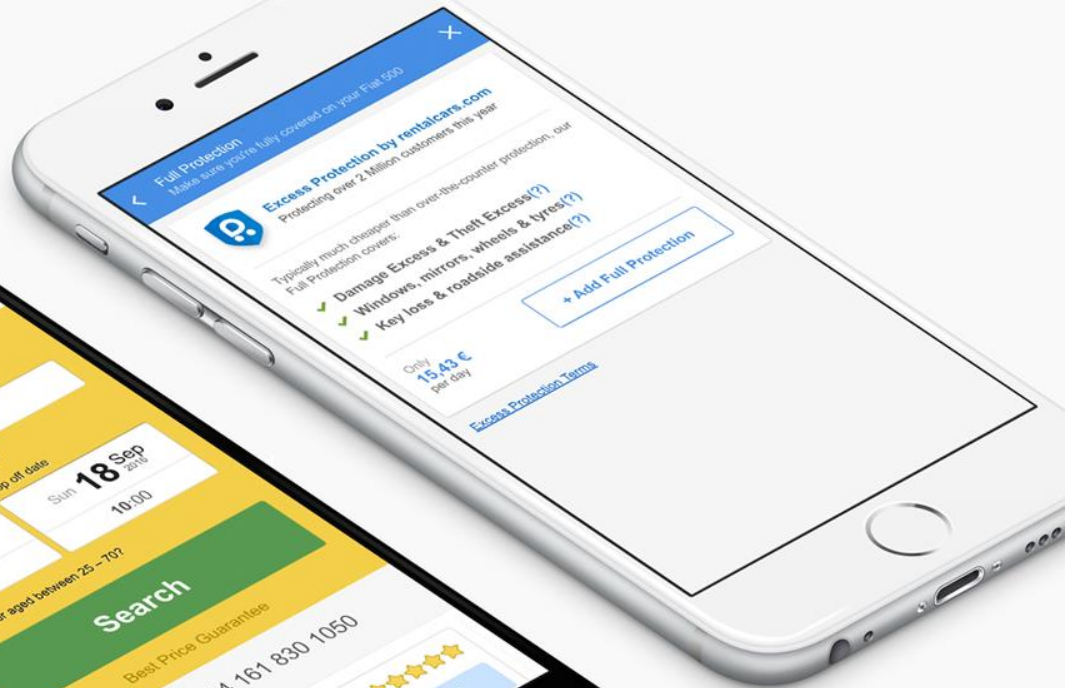
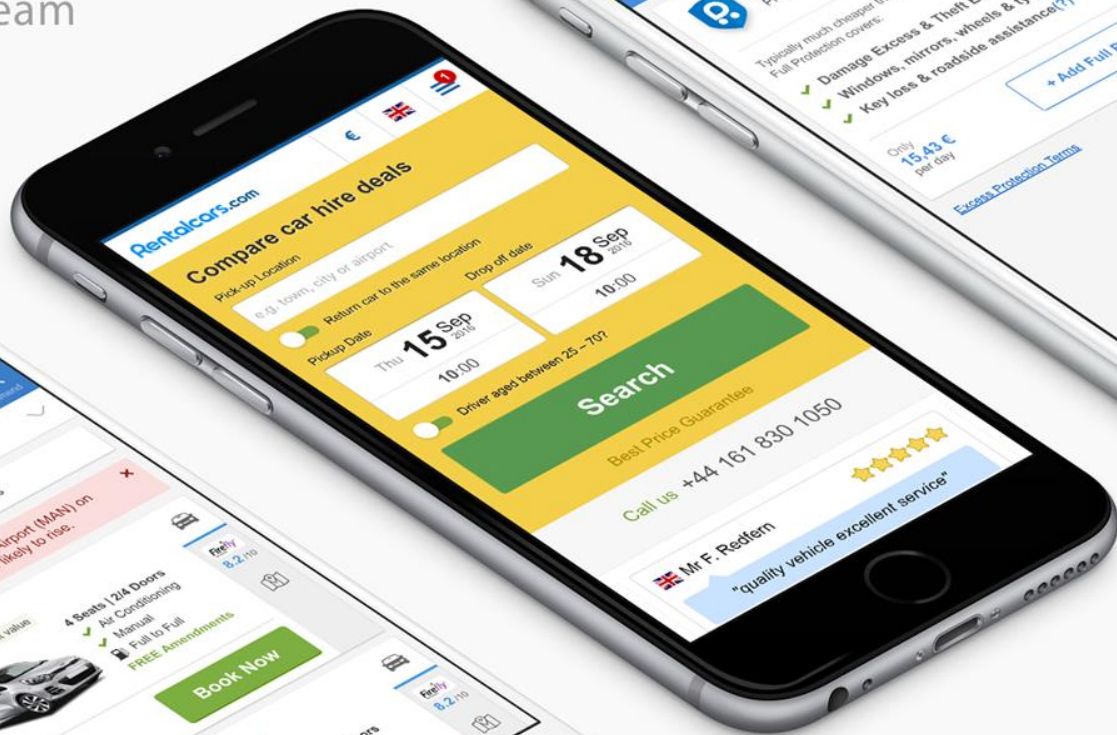
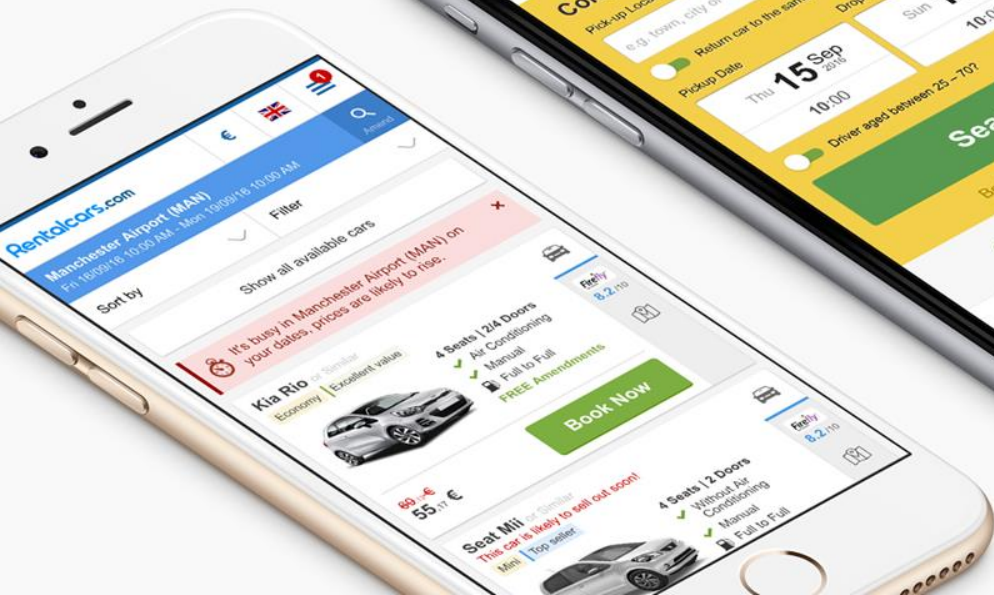
**Rentalcars.com**

# Priceline Group

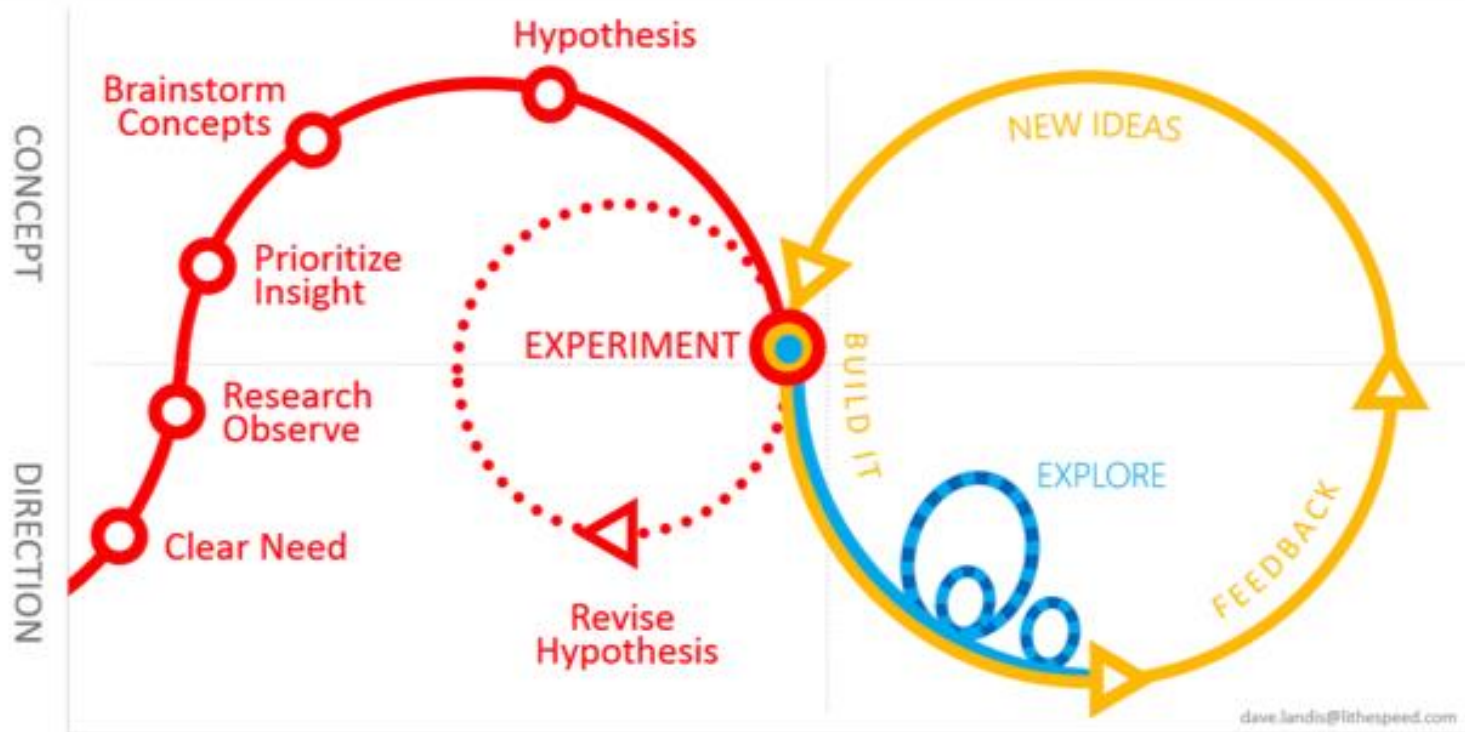


# Rentalcars.com

Mobile Web Team



# Product Delivery



dave.landis@fithespeed.com

PAIN POINT

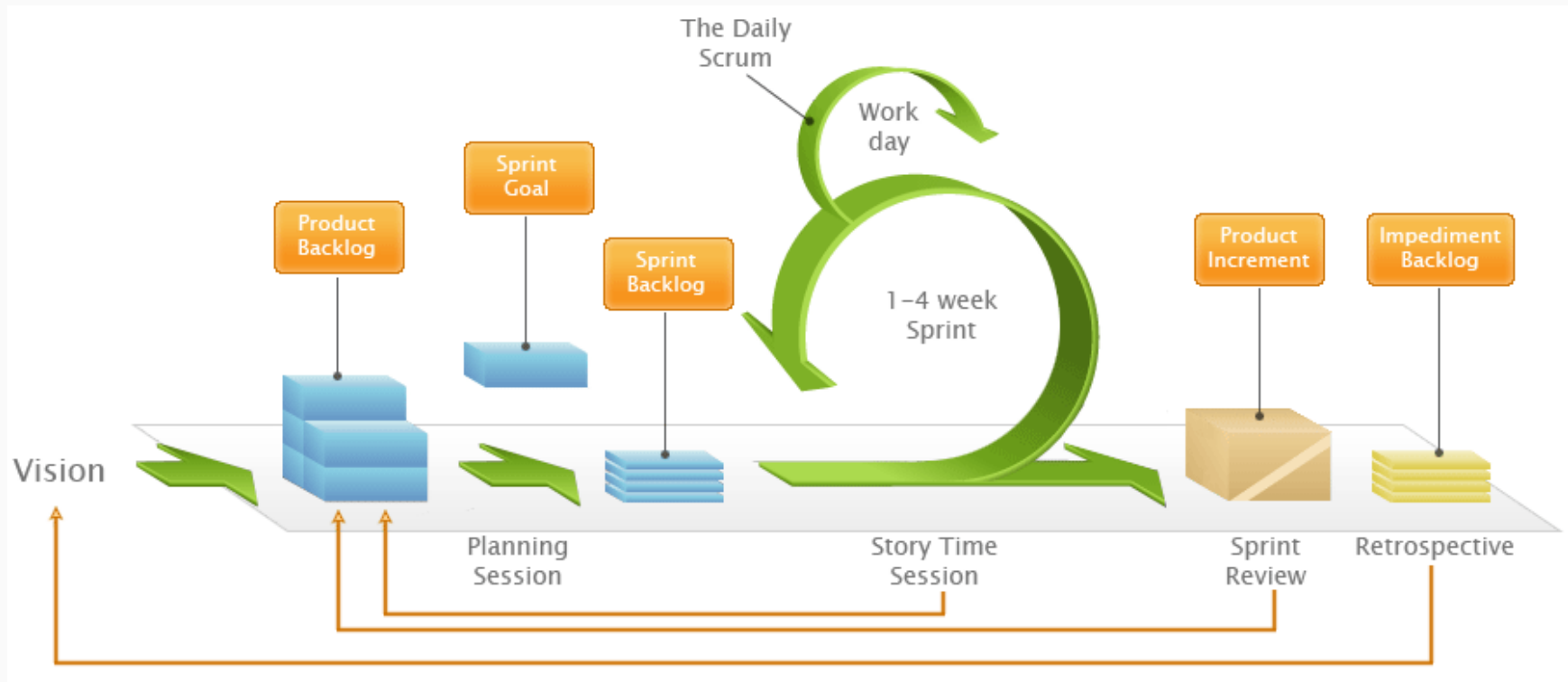
RESOLVE

CUSTOMER EXPERIENCE

DESIGN THINK

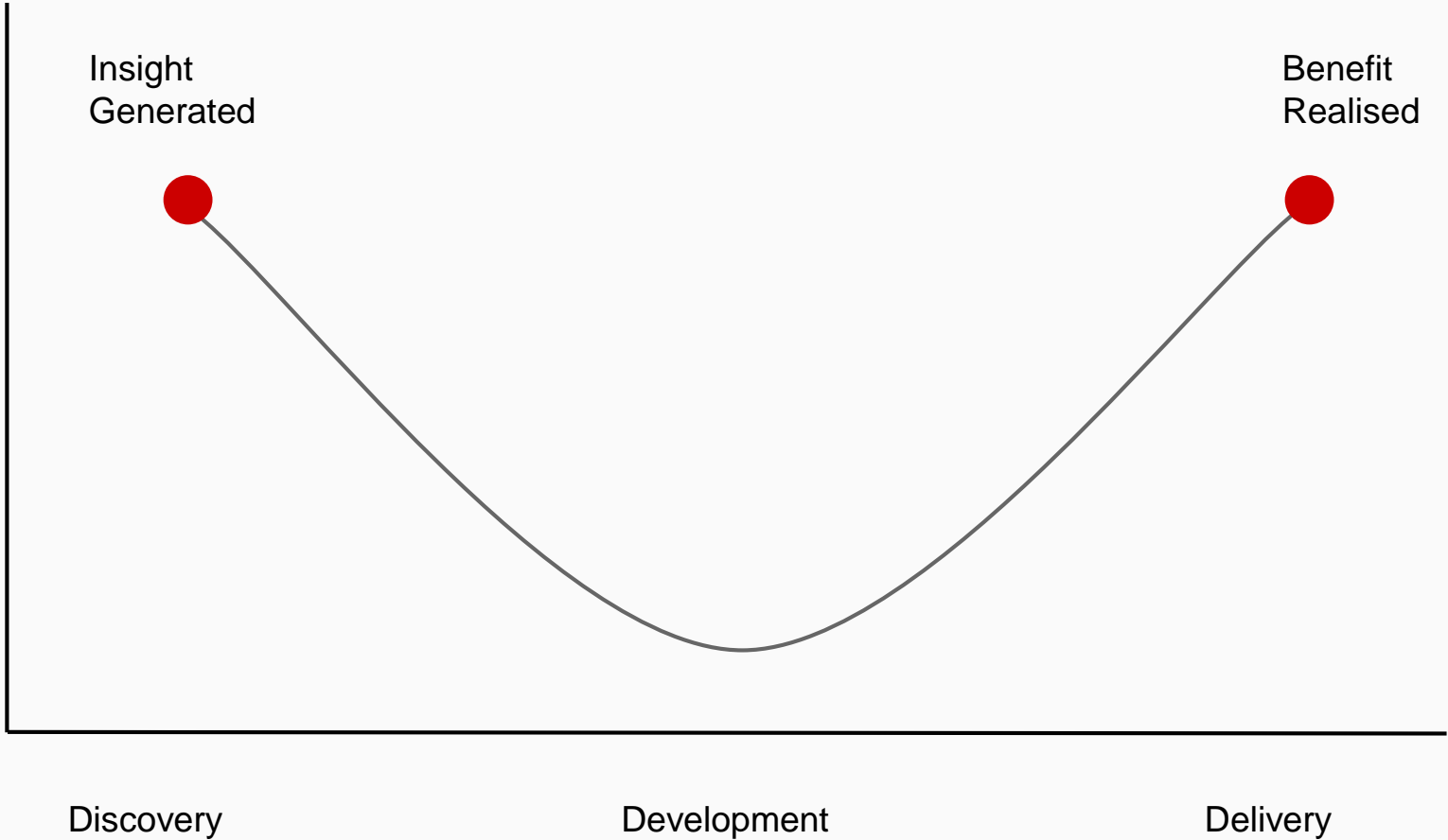
LEAN UX

AGILE



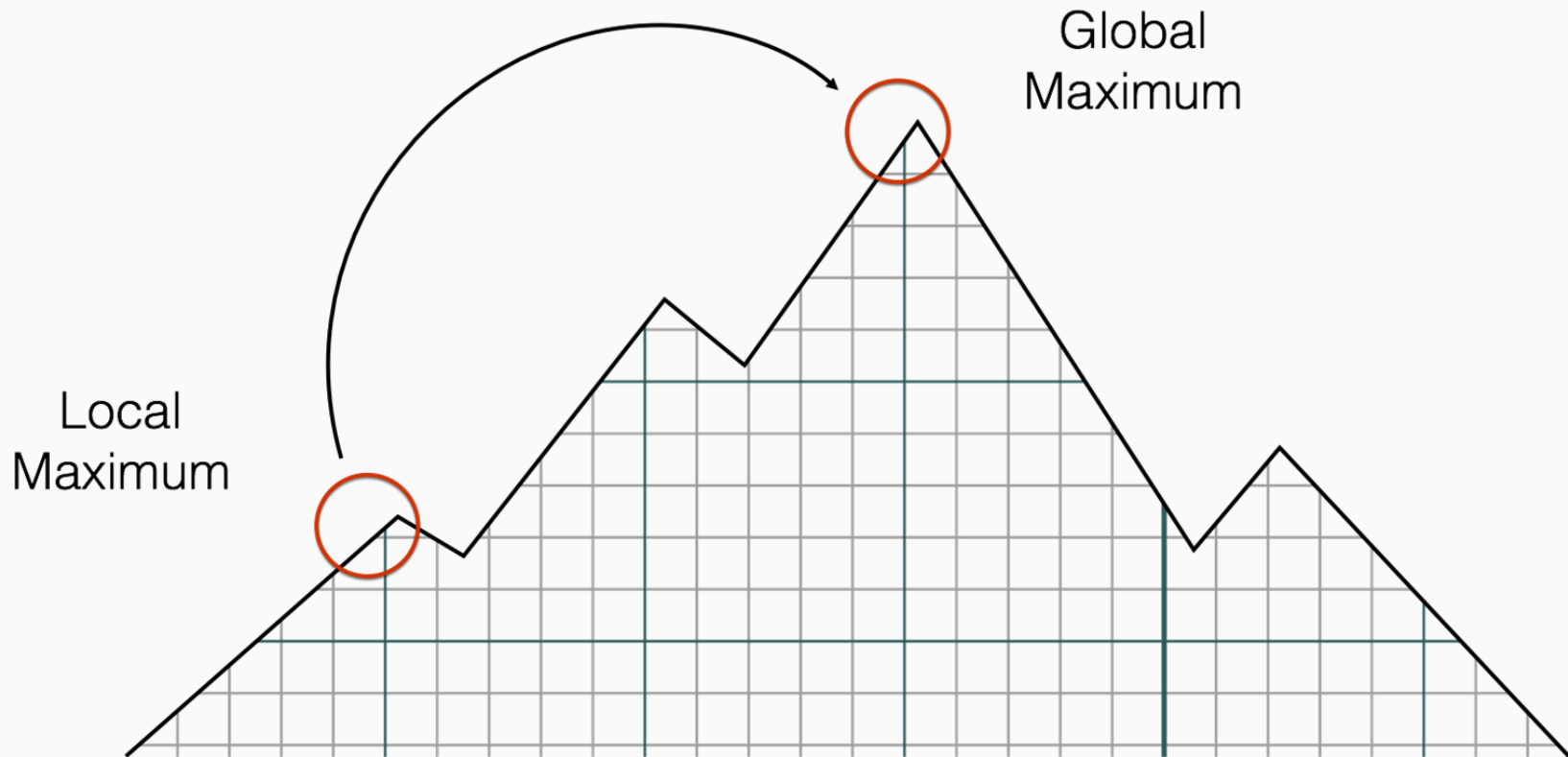
# Potential and Realised Value

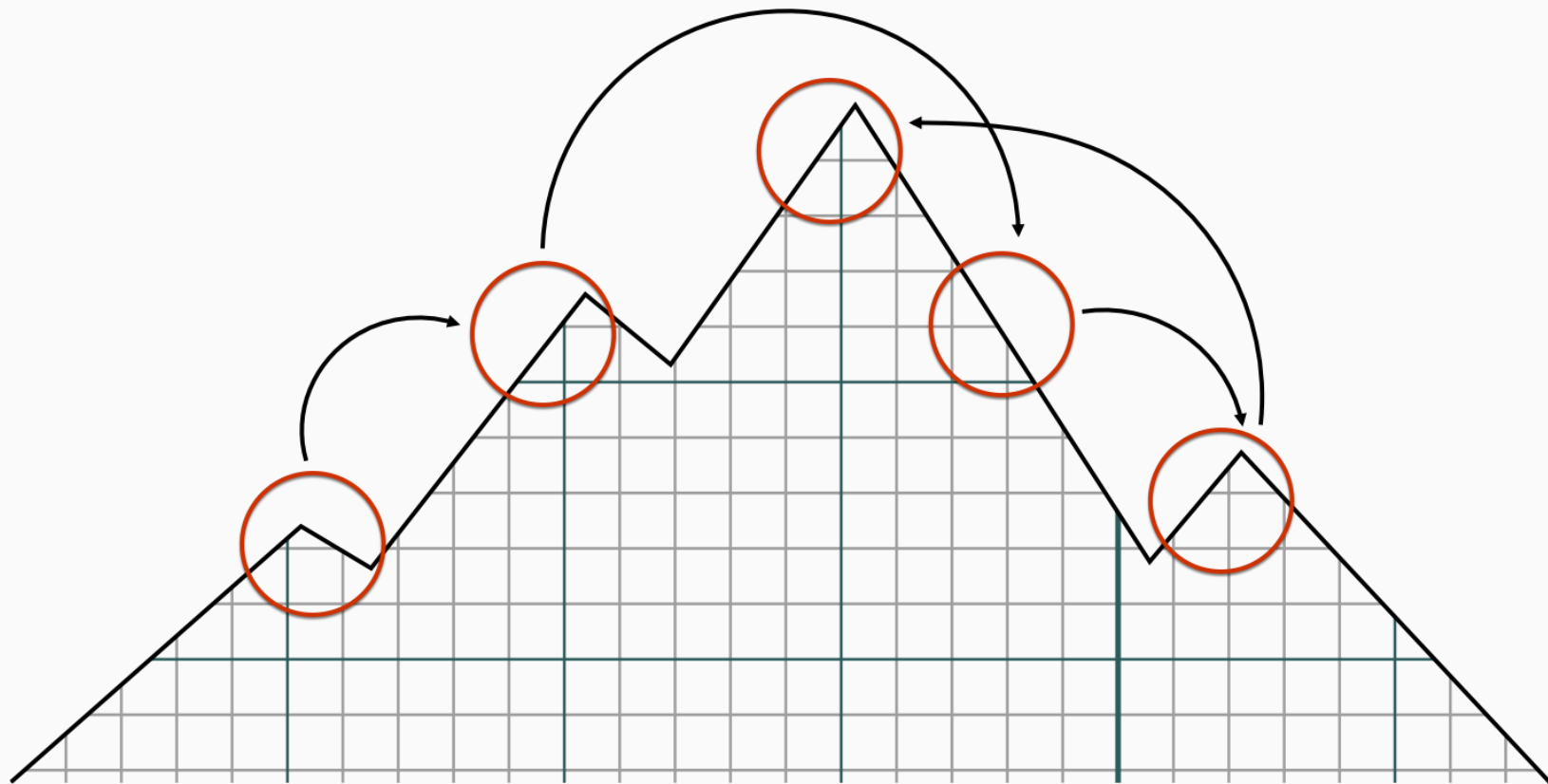




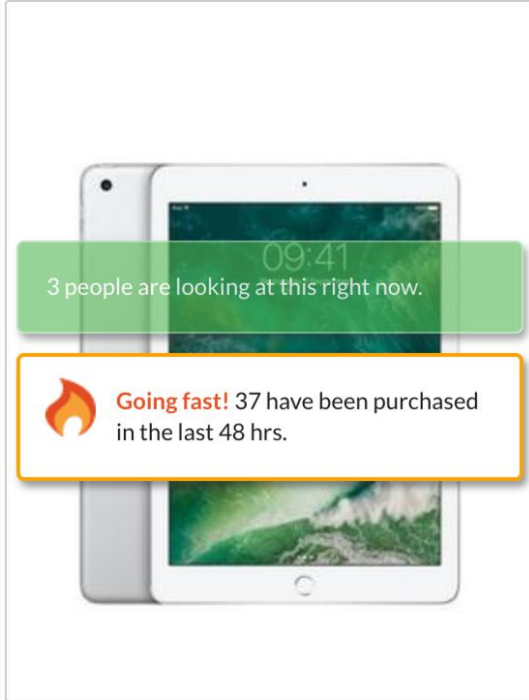
Testing the initial appeal and actual usage by simulating the core experience with the smallest possible investment of time.

Testing the initial appeal and actual usage by simulating the core experience with the **smallest possible investment of time.**





Testing the initial appeal and actual usage by simulating the core experience with the smallest possible investment and largest impact.



**-44% TODAY!**

**62 Castle St - Exclusive Hotel**

★★★★★ **8.4** Very good

Liverpool City Centre • 0.6 miles

**Limited supply**

38% of properties are unavailable on our site in Liverpool

Tip: Secure your reservation today to get the best choice.

Luxury Deal ~~£143~~ £80

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It's busy in Liverpool Airport (LPL) on your dates, prices are likely to rise.

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New Booking! A customer from has booked a car in Liverpool

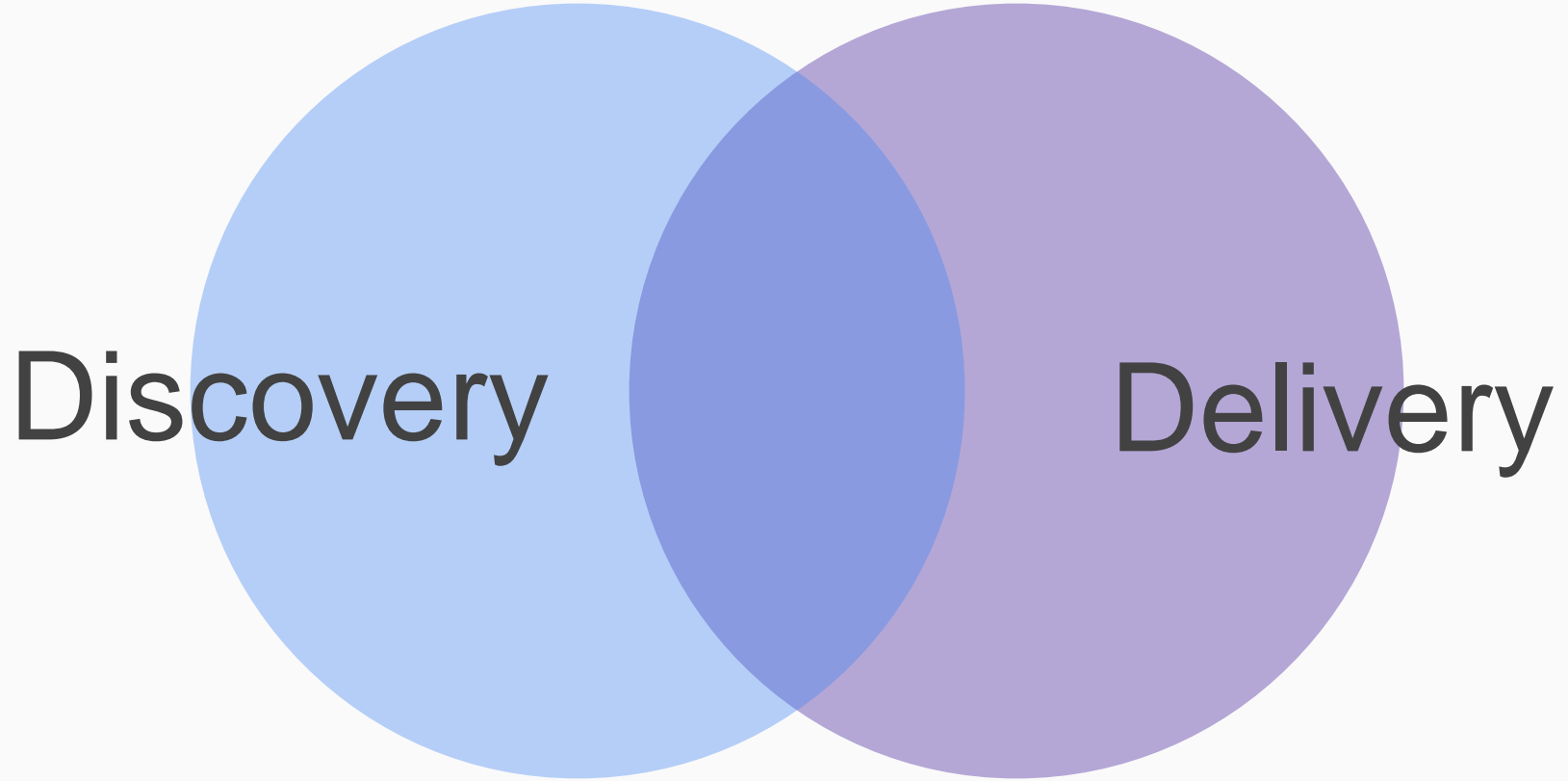


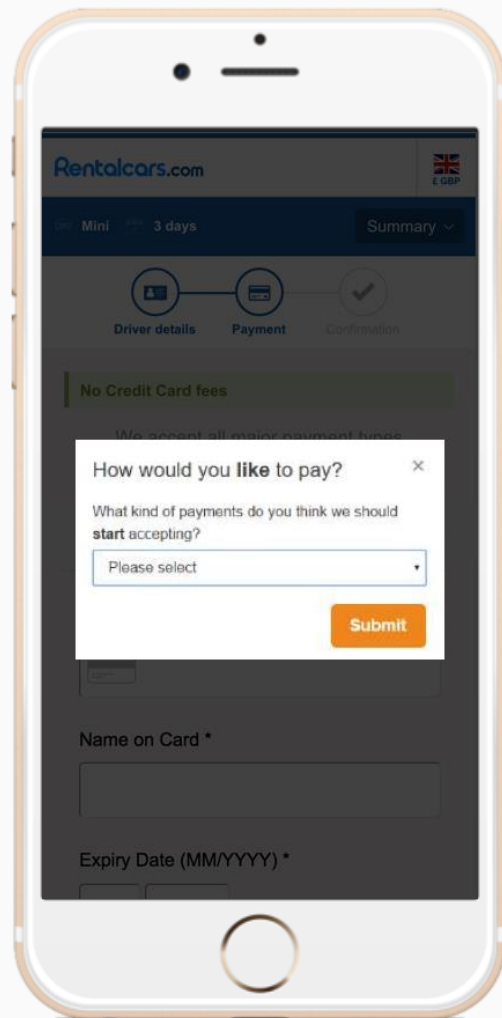
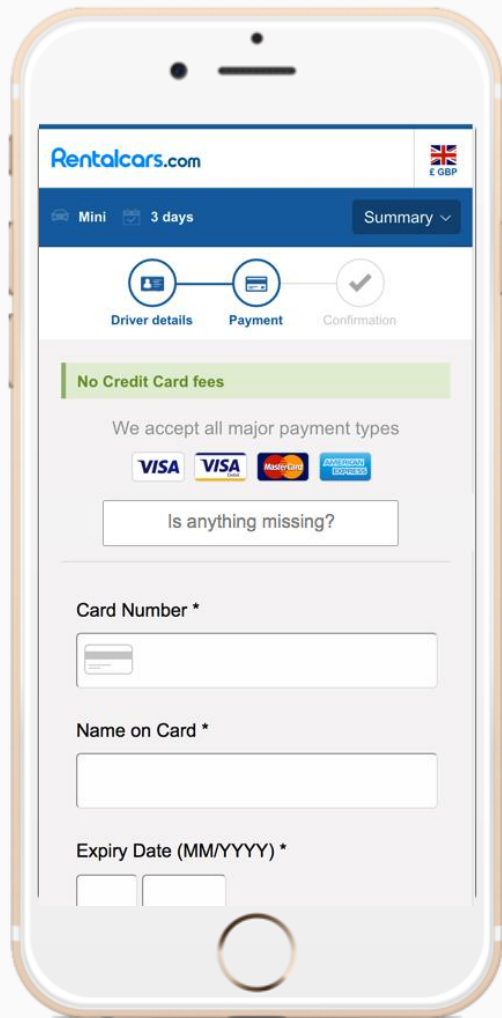
This car is one of our most popular at  
Liverpool Airport (LPL).

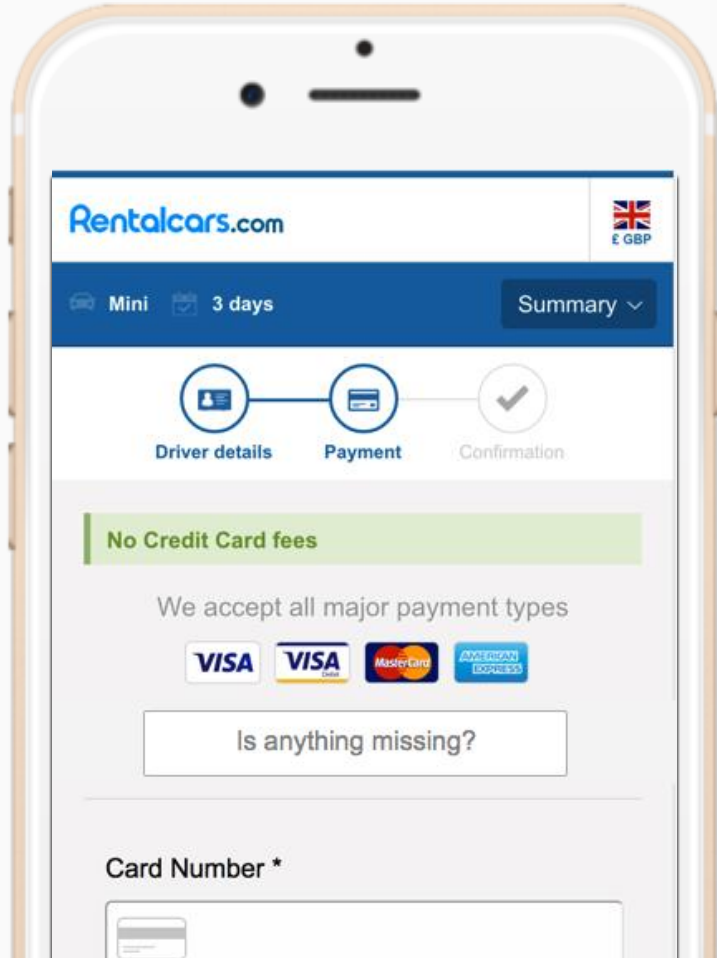
Tip: Don't wait until it's too late! Book now so  
you don't miss out on today's price.



Testing the initial appeal and actual usage by simulating the core experience with the smallest possible investment and largest impact.

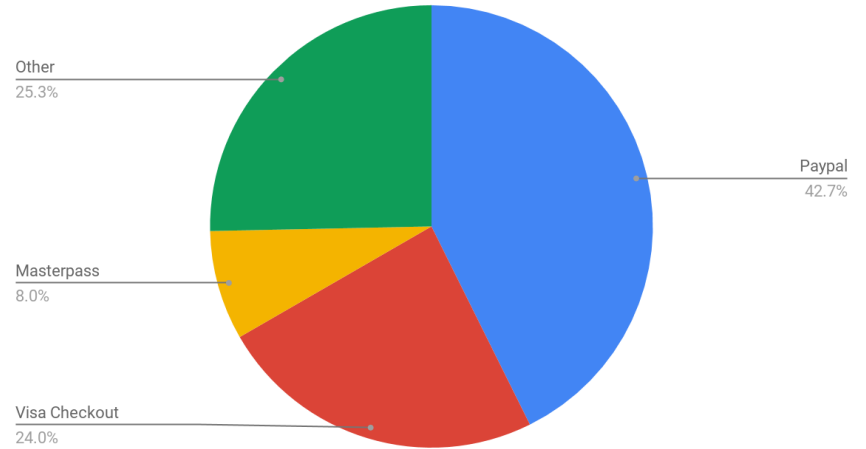






## User Feedback

Suggested Payment Options



**Fake it till you  
make it.**

**Prototype** with  
skin in the game.

**Product**

**Discovery is a**

**team sport.**

Thank You

@kmullr