



VEHICLE: 2010 HONDA ACCORD

AUTO PARTS/REPAIR GOALS

“When there’s something wrong with my car I need it fixed quickly and I don’t want to overspend.”

“I want to find what I need easily and make sure it’s the right part for the job.”

MOTIVATIONS

Warning light appears on dashboard

Car makes an unfamiliar sound

Regular maintenance products

To buy an accessory

FRUSTRATIONS

“When I walk into an auto parts store I feel like I have to pretend to know more than I do. I’m nervous I’m being charged more that I should be.”

FEELINGS ABOUT CARS + CAR MAINTENANCE

“I’d like to be able to make basic repairs on my own but I’m not sure how to start.”

“I trust the advice of my more car-savvy friends.”

“The true value of a car is how long it lasts”

CONFIDENCE WORKING ON CAR



SKILLS



Organized



Handy around the house



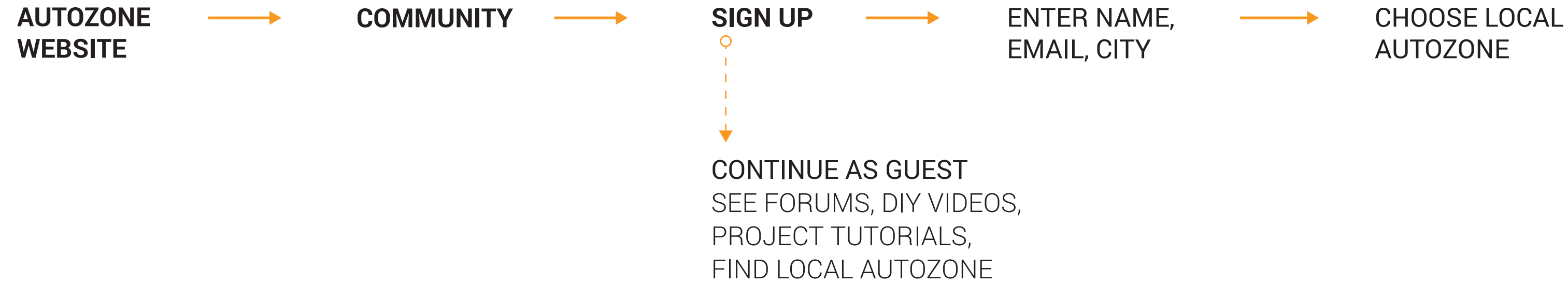
Tech-savvy



USER JOURNEY

GOAL: CREATE PROFILE

INITIAL SIGN UP



COMPLETE PROFILE



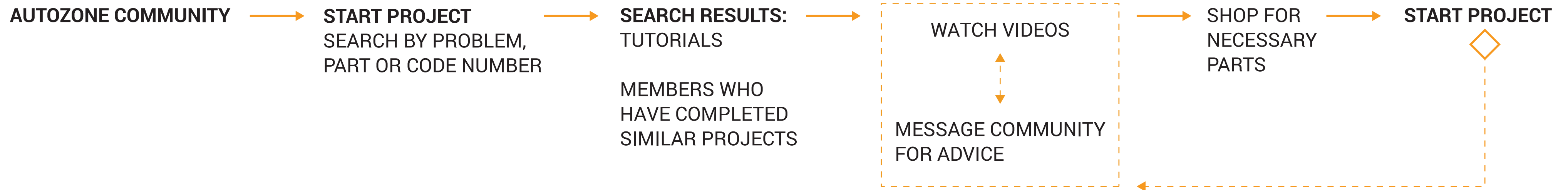
USER JOURNEY

GOAL: CREATE PROJECT

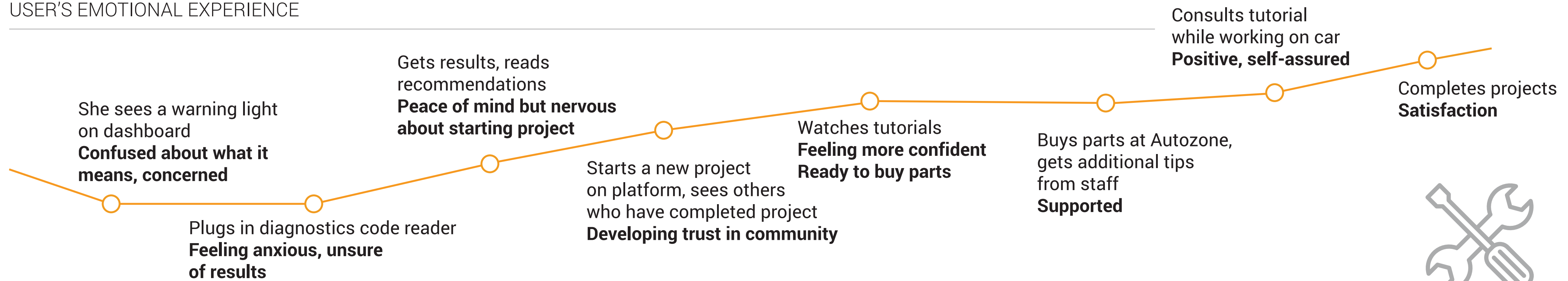
DIAGNOSE PROBLEM



TACKLE PROJECT

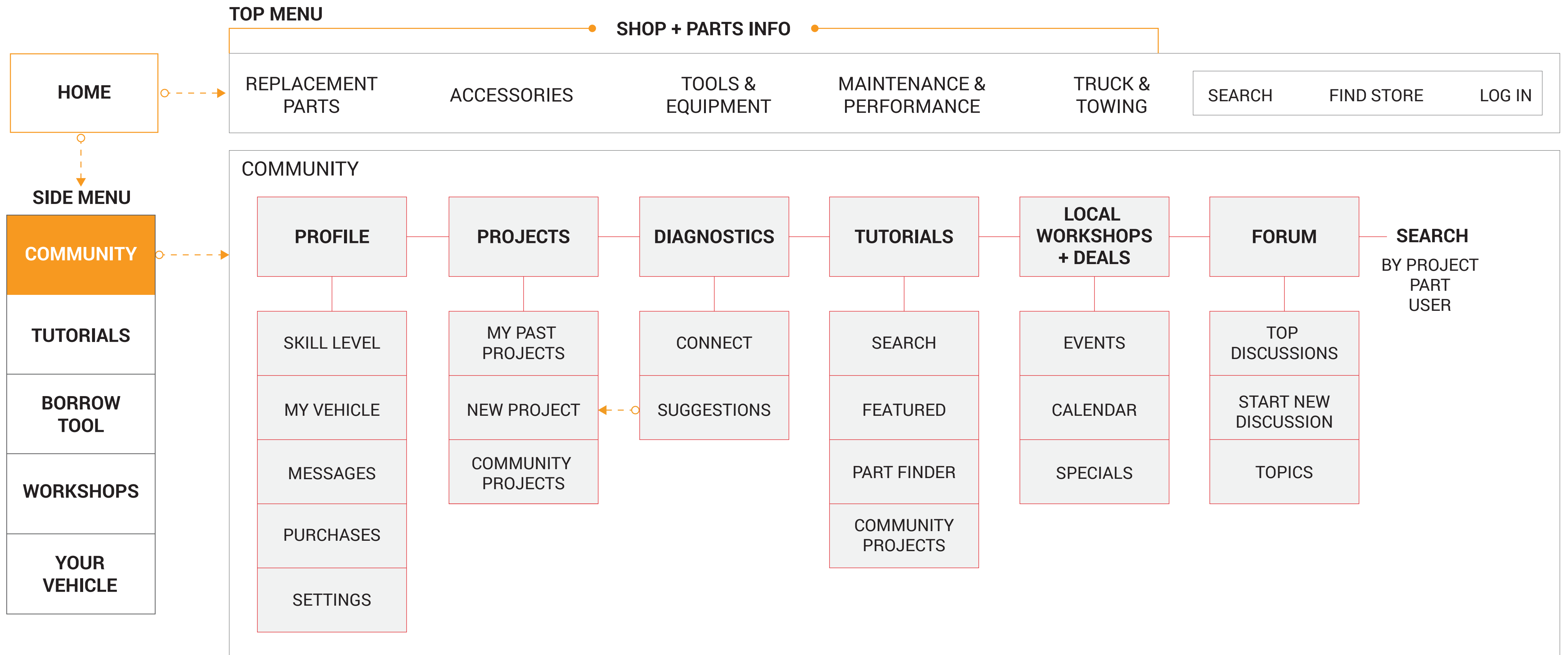


USER'S EMOTIONAL EXPERIENCE

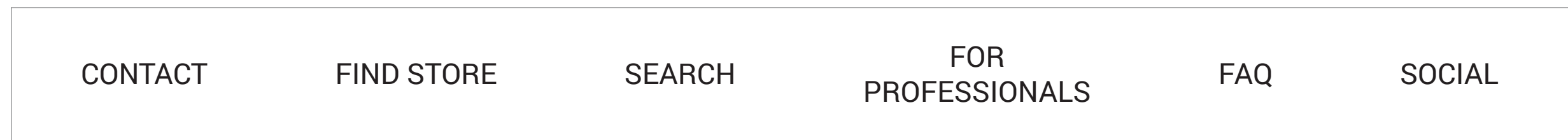


SITE NAVIGATION

AUTOZONE.COM



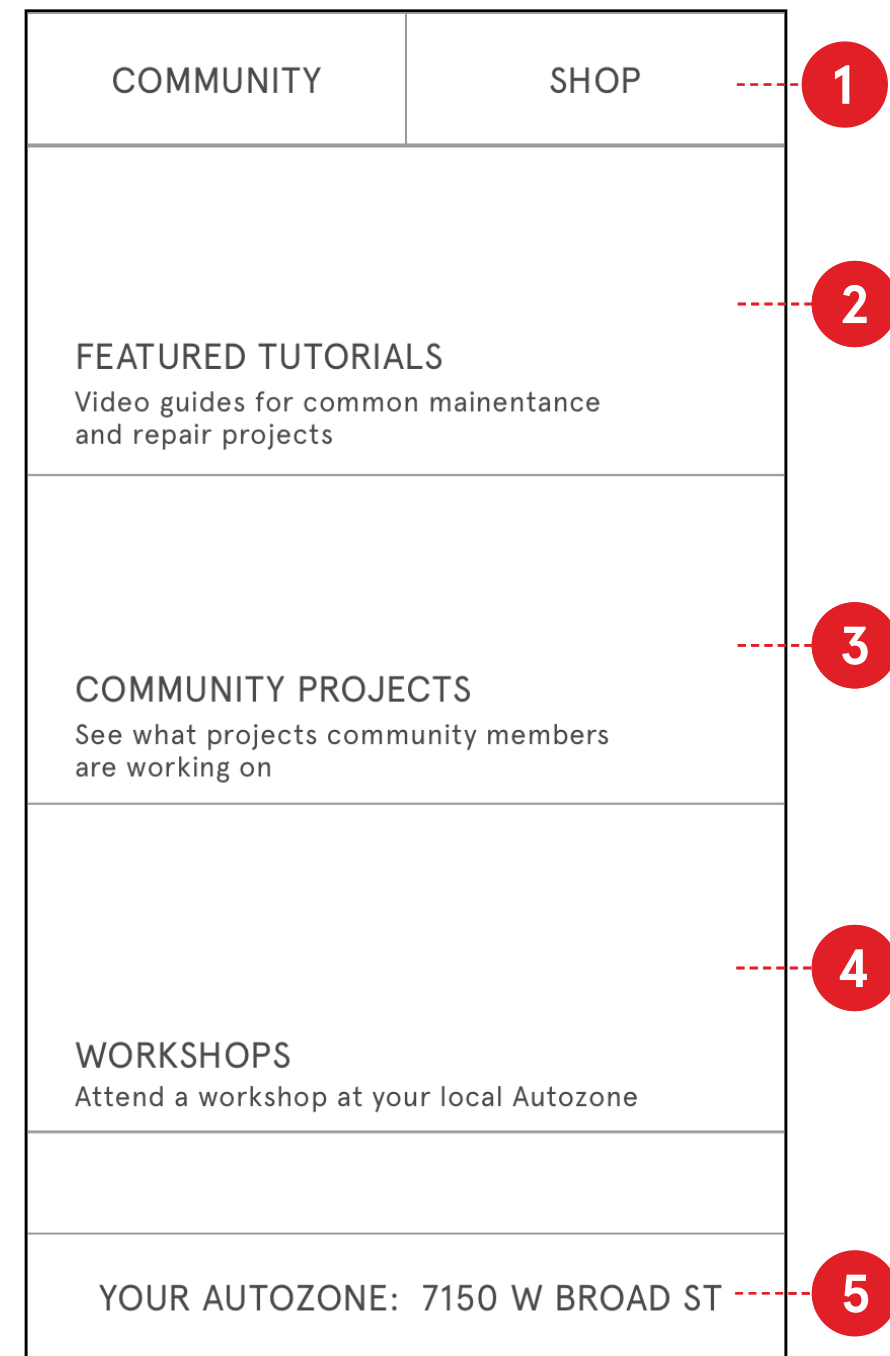
FOOTER



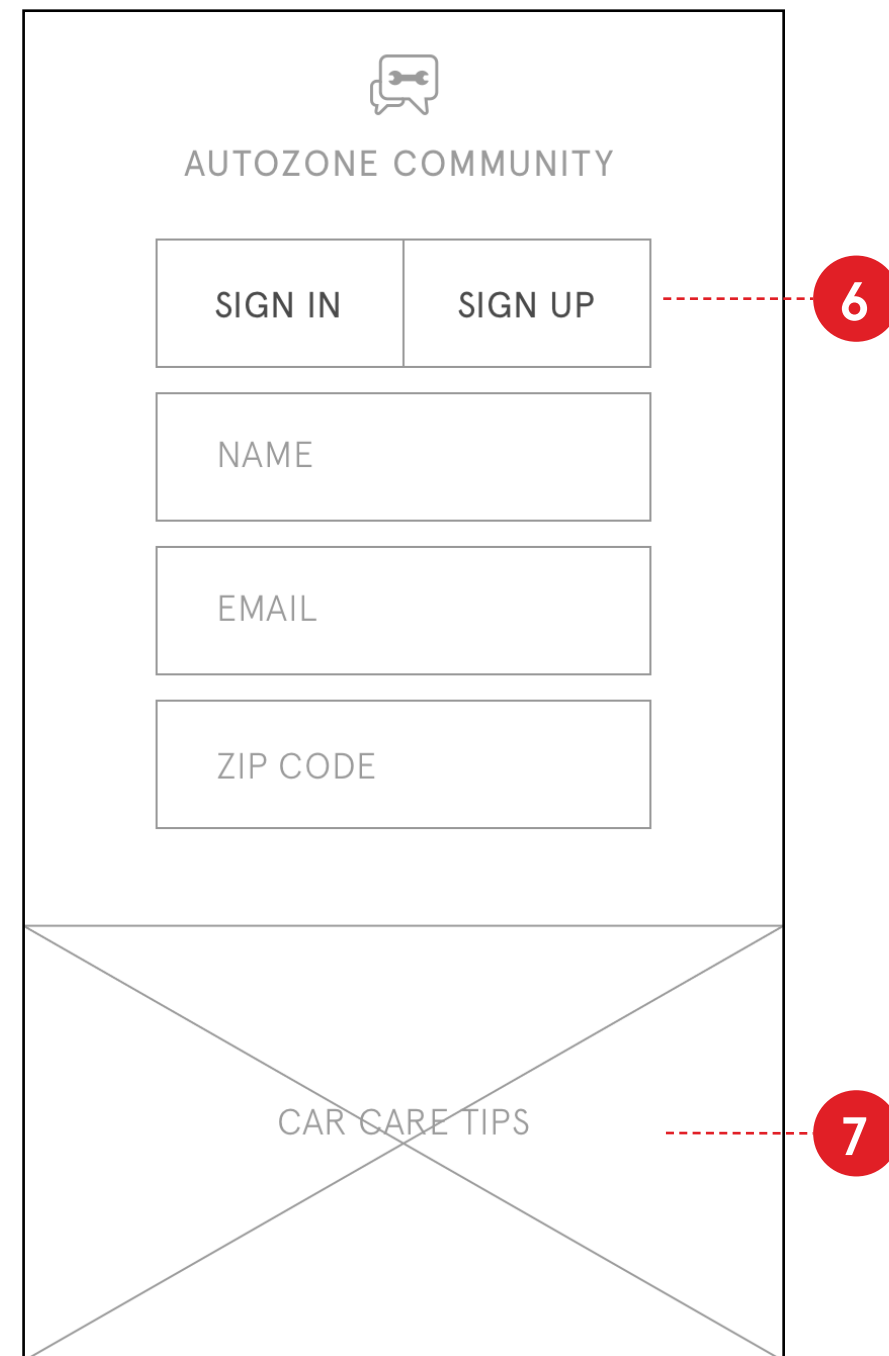
SIGN IN + HOME SCREENS

COMMUNITY

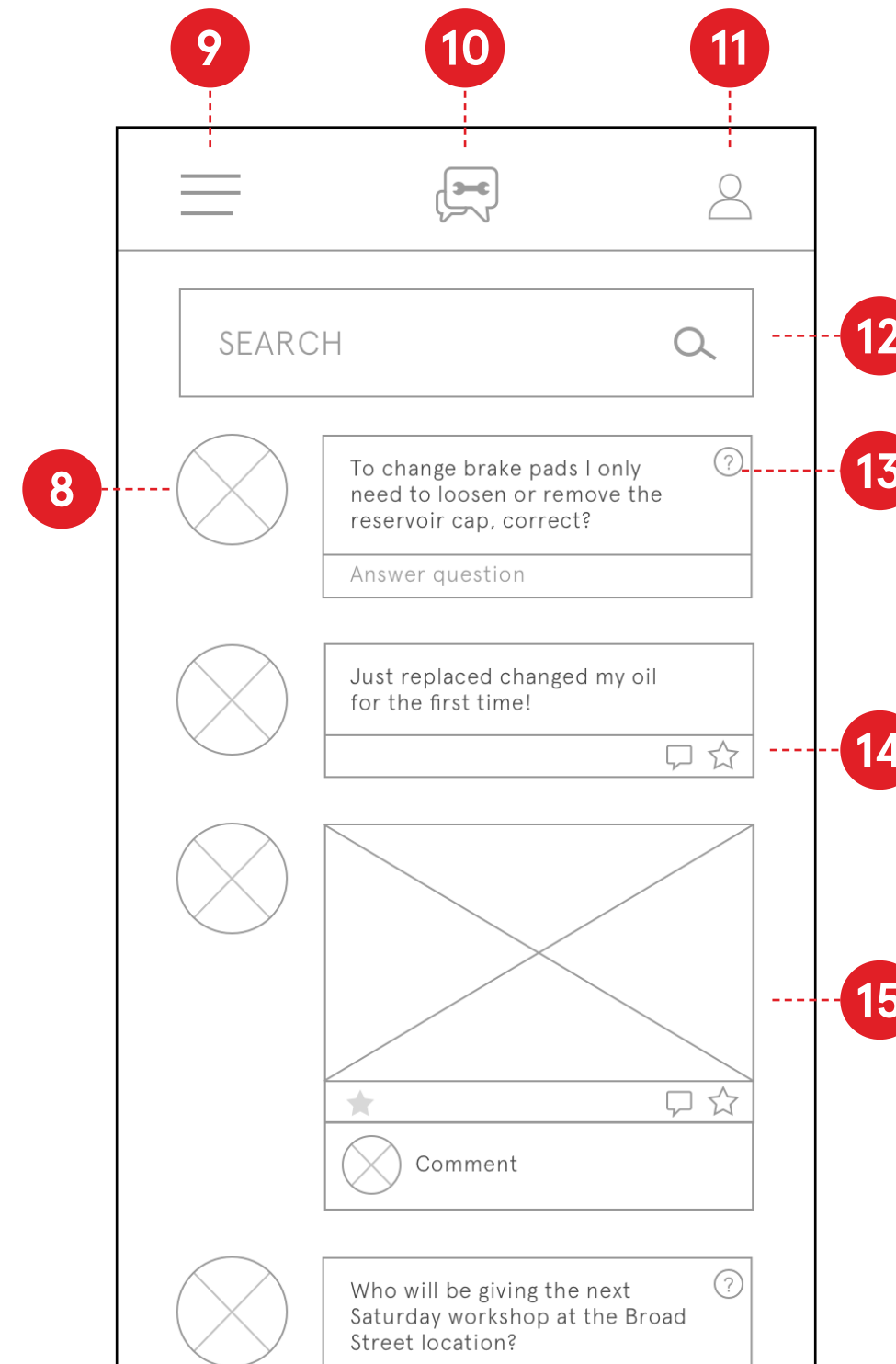
AUTOZONE.COM HOME



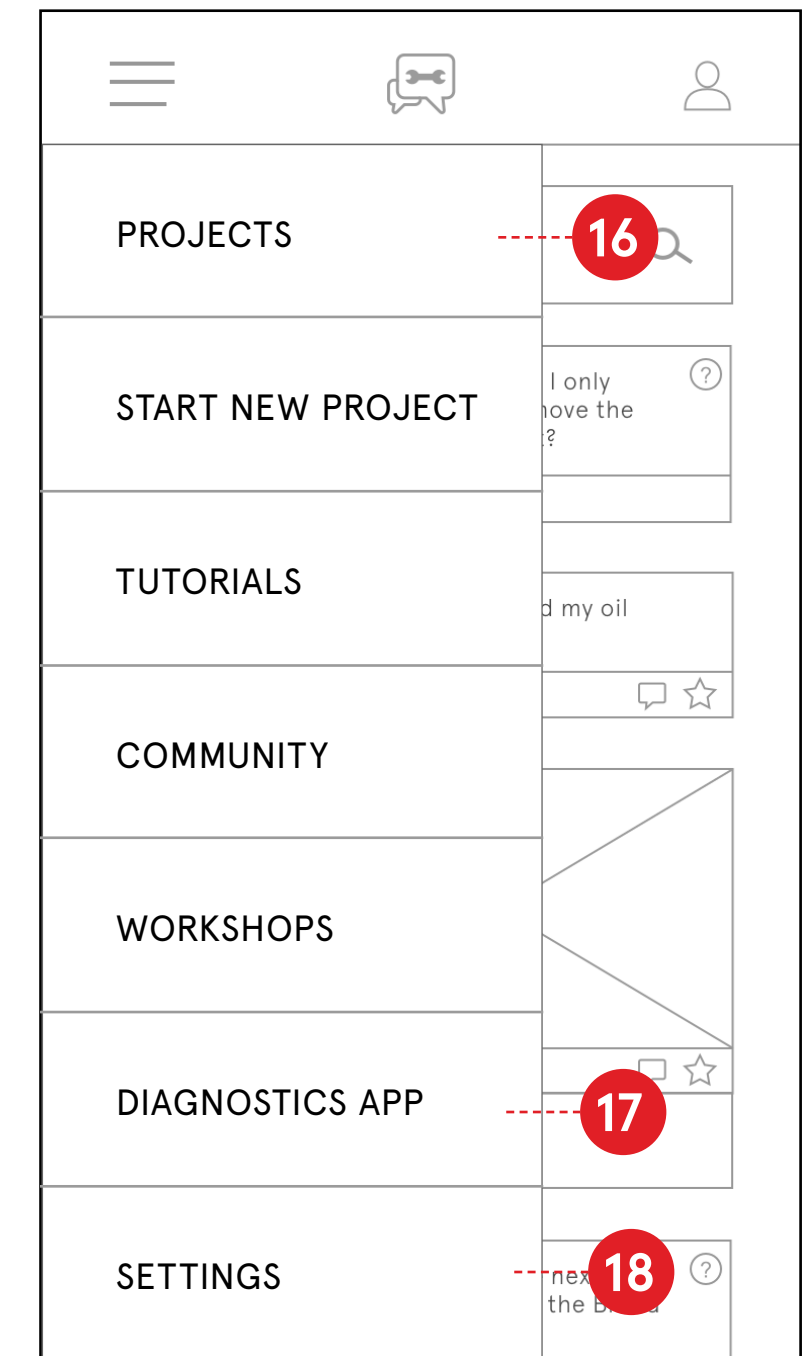
AUTOZONE COMMUNITY SIGN IN



AUTOZONE COMMUNITY HOME - NEWS FEED



SIDE MENU



1 AUTOZONE.COM MAIN MENU

Simplified the top navigation to Community and Shop to give more attention to the Community platform

4 WORKSHOPS

See schedule for weekly workshops held at Autozone, each week a different topic

2 TUTORIALS

Featured tutorials for the week's most popular project

5 LOCATION

If location services are turned on, will show closest Autozone

3 PROJECTS

Preview of the projects that members of user's local community are working on

6 SIGN IN/UP

Log in or create an account for the Community platform

7 CAR CARE TIPS

Scrolling cards of simple car maintenance tips, introduction to features and benefits of Autozone Community

8 PROFILE

Profile picture of member, links to their profile page

9 MENU

Opens side menu

10 HOME

Symbol of Autozone Community, links to home screen - the news feed

11 USER PROFILE

Links to profile, user name, car and expertise level, user can edit contact information and expertise level

12 SEARCH

Search within the news feed to find past questions or comments

13 QUESTION POST

Members can tag a post as a question to solicit feedback and responses from other members

14 COMMENT POST

General comments, can be liked with the star icon (☆) or commented on

15 IMAGE POST

Post questions or comments with images of car for reference

16 SIDE MENU

Full menu of features available

17 DIAGNOSTICS APP

Link to download Autozone's diagnostics app - helps user identify car problem

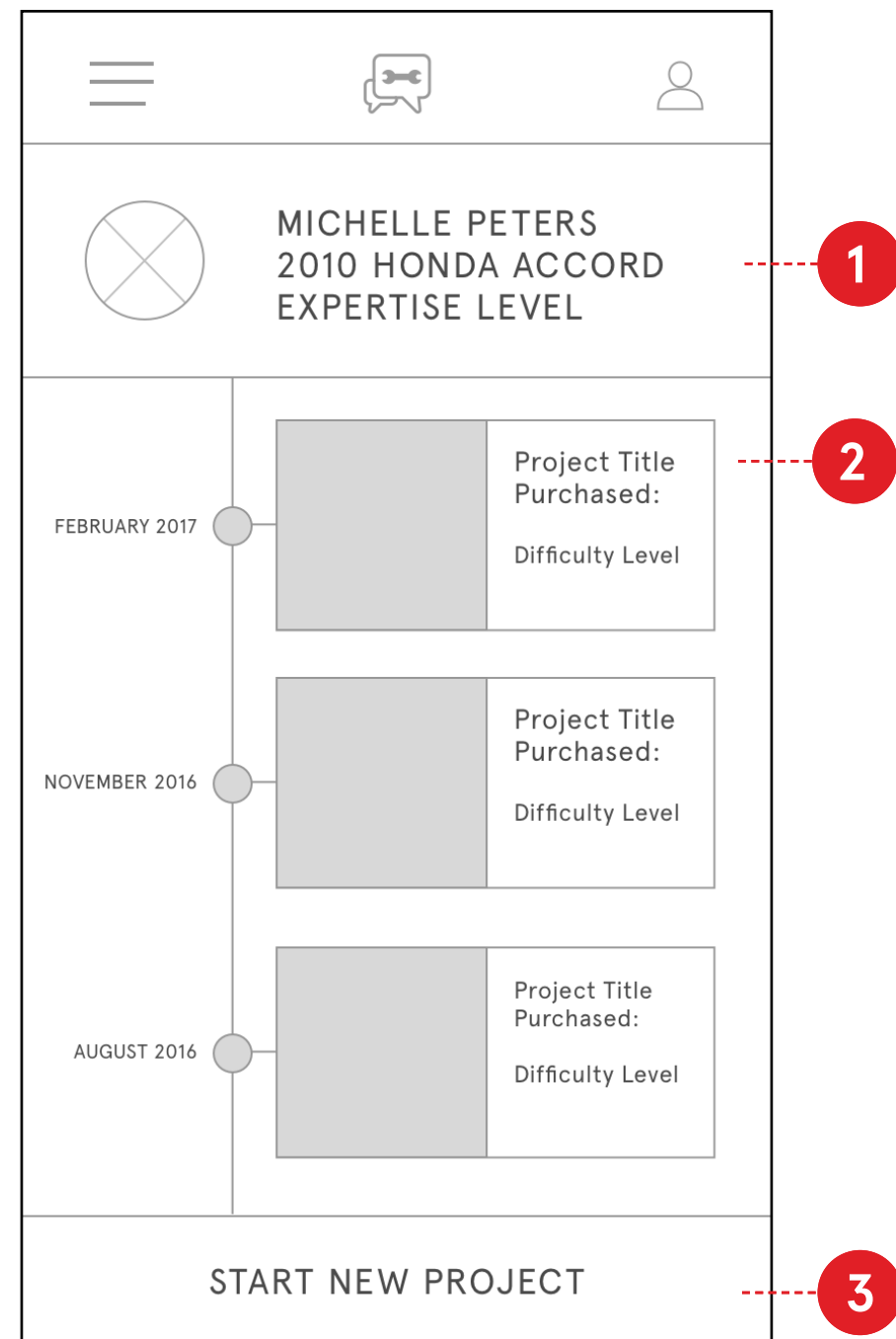
18 SETTINGS

Change contact info, notifications and expertise level

START + TRACK PROJECTS

COMMUNITY

USER'S PROJECTS



1 USER INFO

User name, car make and model and expertise level (Trainee to Pro). Expertise level is selected when creating a profile

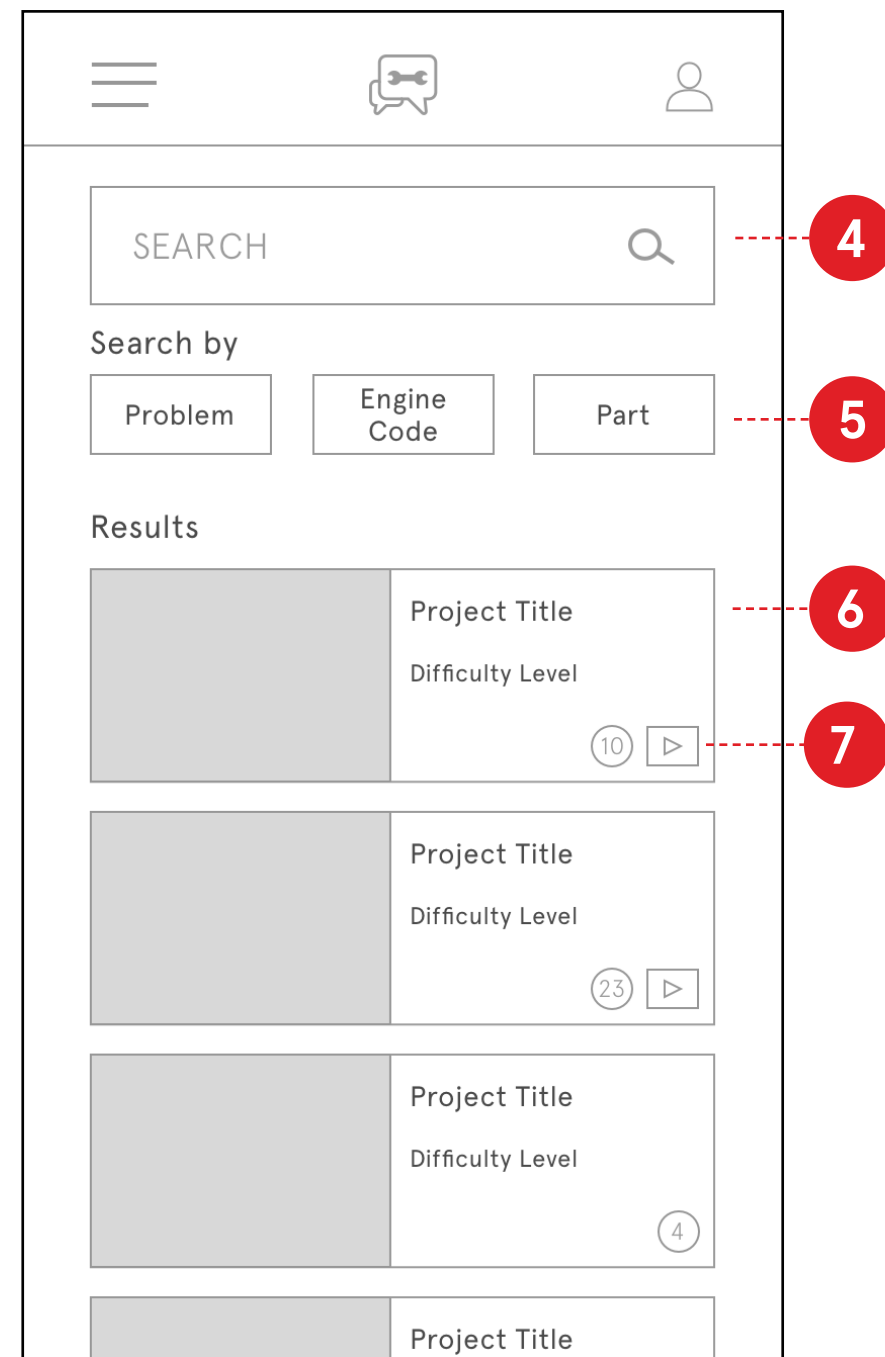
2 PROJECT CARD

User's completed projects and in-progress projects: shows date of completion, title, items purchased for project and difficulty

3 NEW PROJECT

Link to start a new project - goes to search page

START NEW PROJECT



4 SEARCH

Search by keyword to find project guide

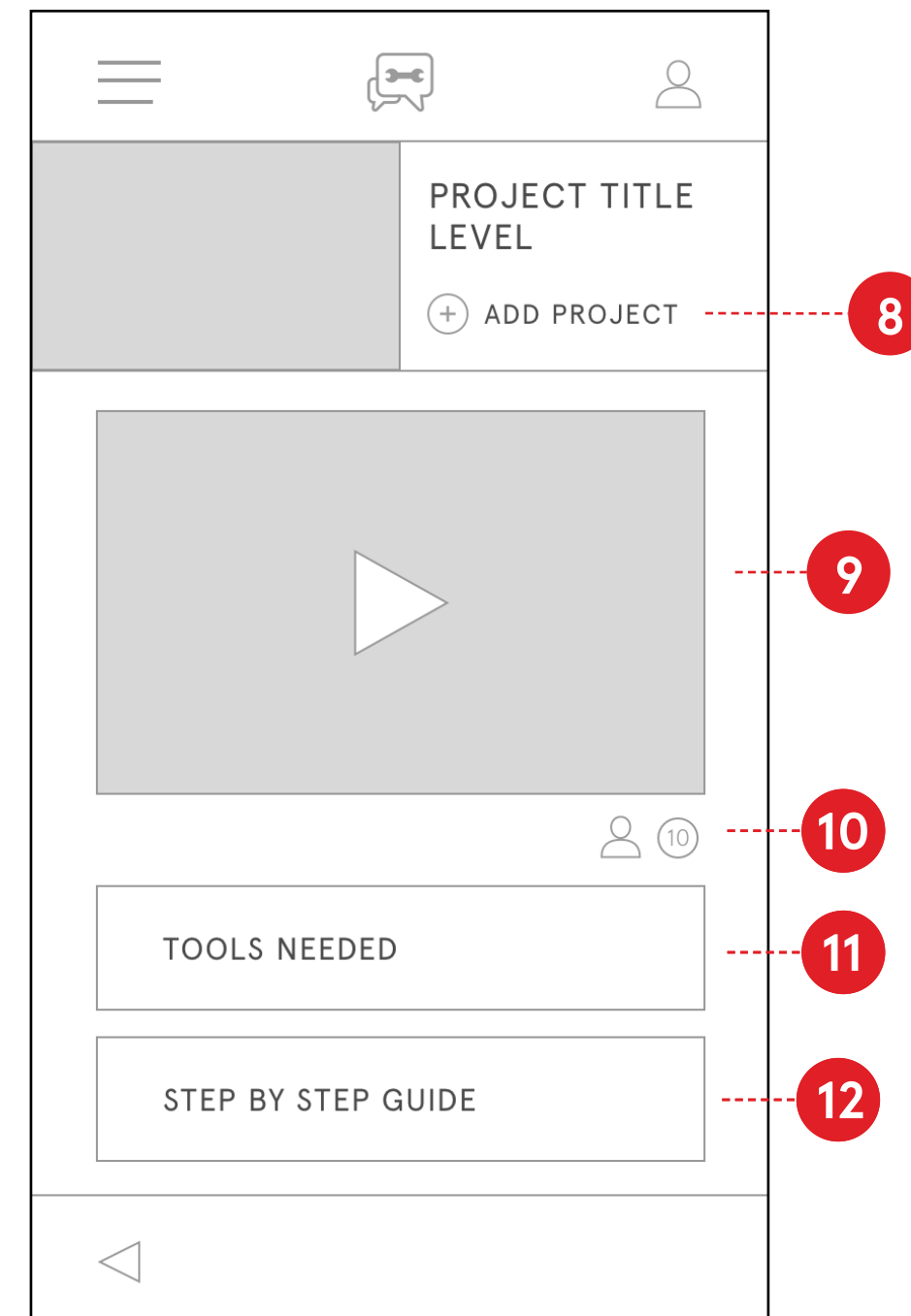
5 SEARCH FILTERS

Select filter to narrow down search results

6 PROJECT CARD

Project search results, shows title, difficulty level and image of project

PROJECT PAGE



8 ADD PROJECT

Add project to user's in-progress page

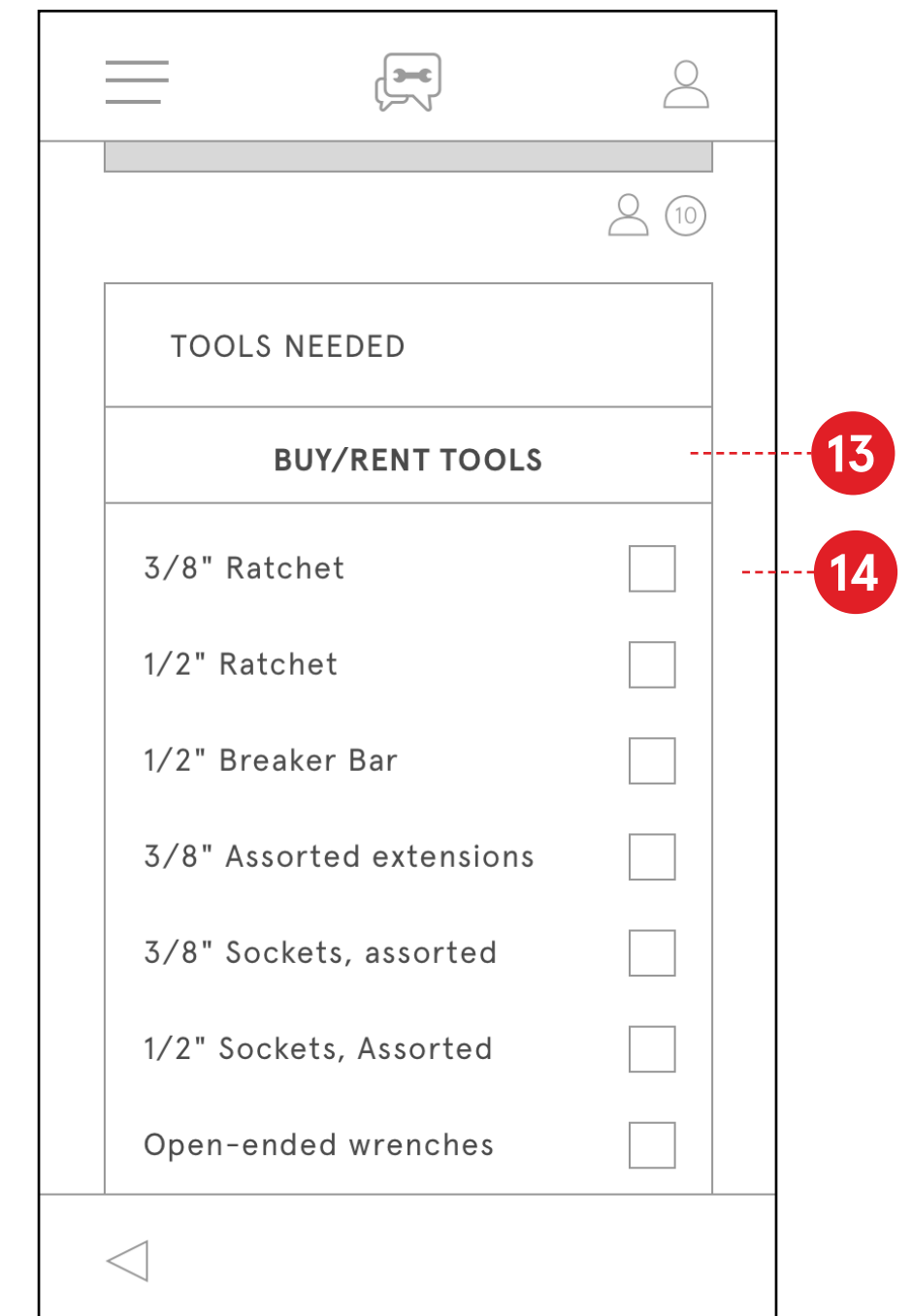
9 TUTORIAL VIDEO

Video step by step guide

10 MEMBER COUNT

Shows members who have completed project - click to expand and message them

PROJECT PAGE TOOLS CHECKLIST



13 SHOP

Link to purchase tools and supplies specific to selected project

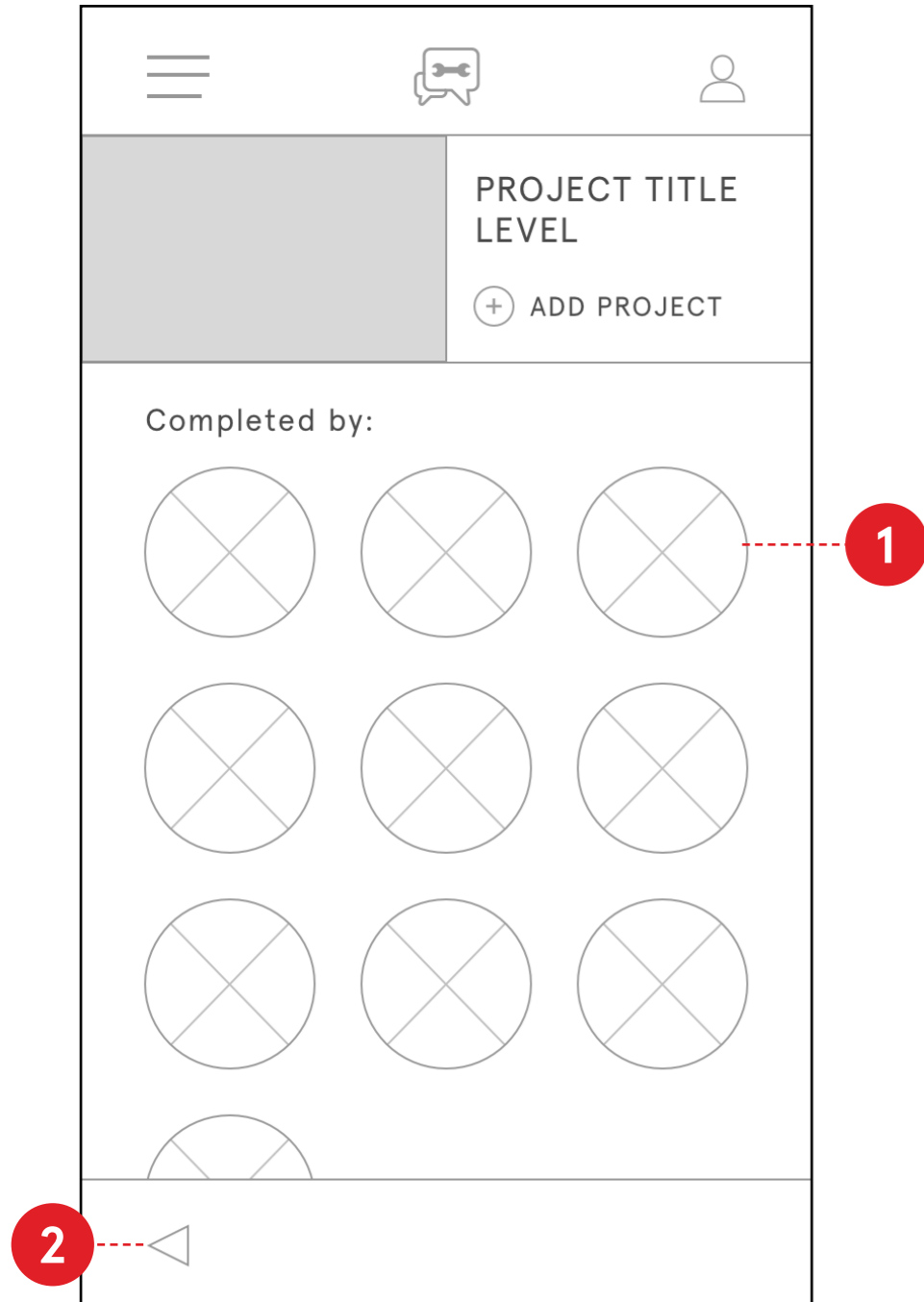
14 TOOLS CHECKLIST

Check off tools

MESSAGE MEMBERS

COMMUNITY

PROJECT PAGE
COMPLETED BY MEMBERS

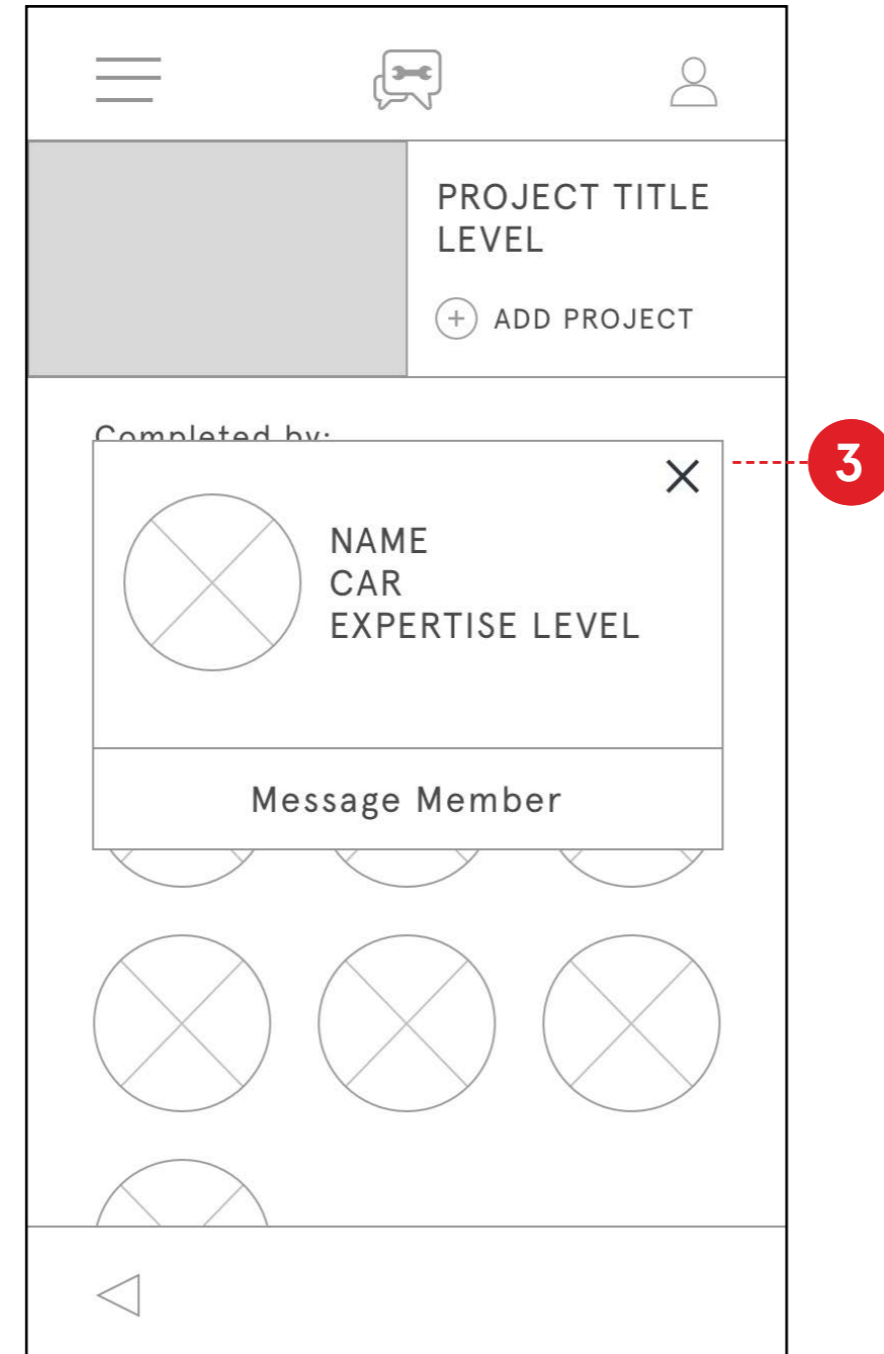


1 MEMBER PROFILE

Profile picture of member, click for option to message them

2 BACK

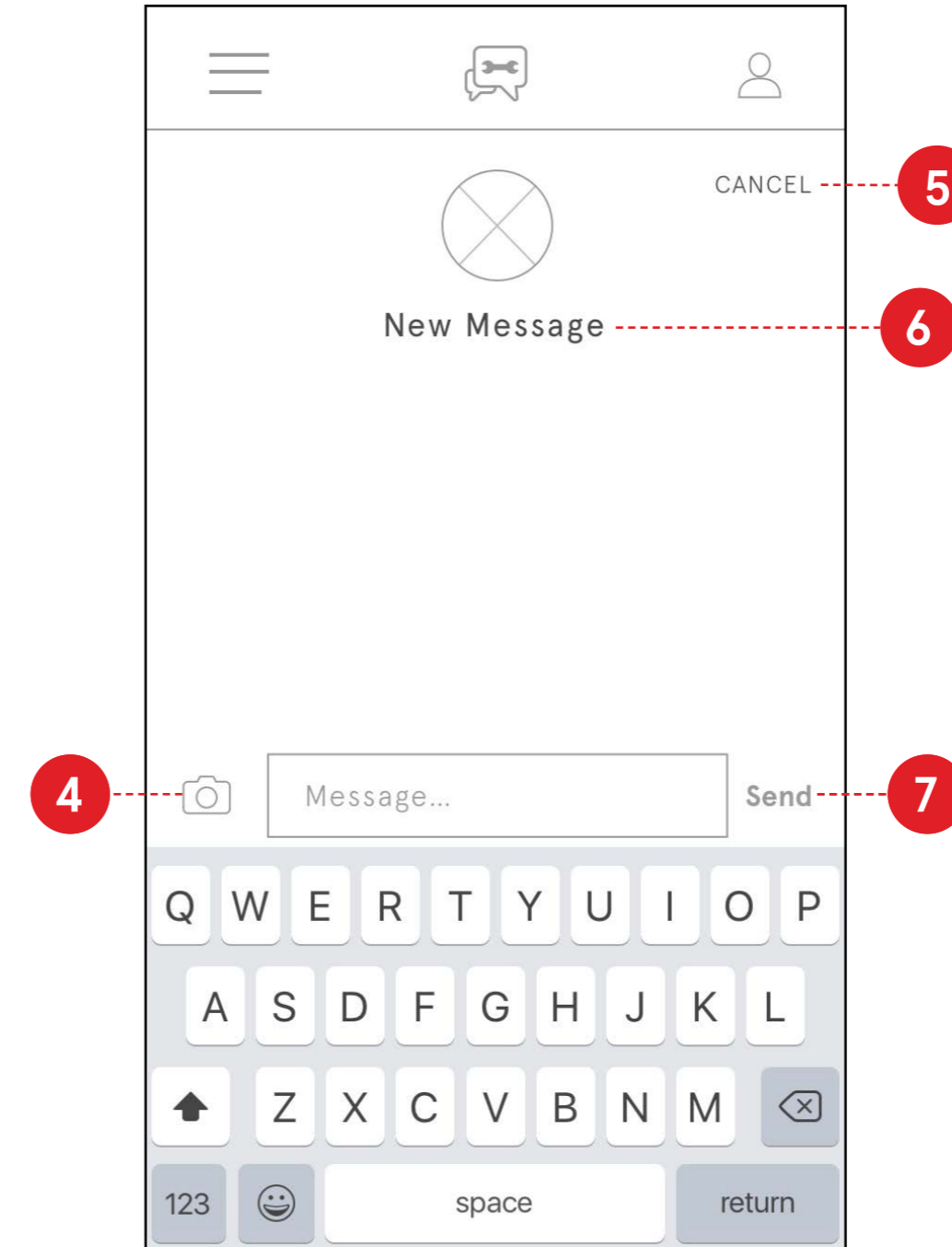
PROJECT PAGE
MESSAGE MEMBER



3 MESSAGE CARD

Message a member to ask questions about the project

NEW MESSAGE



4 ATTACH IMAGE

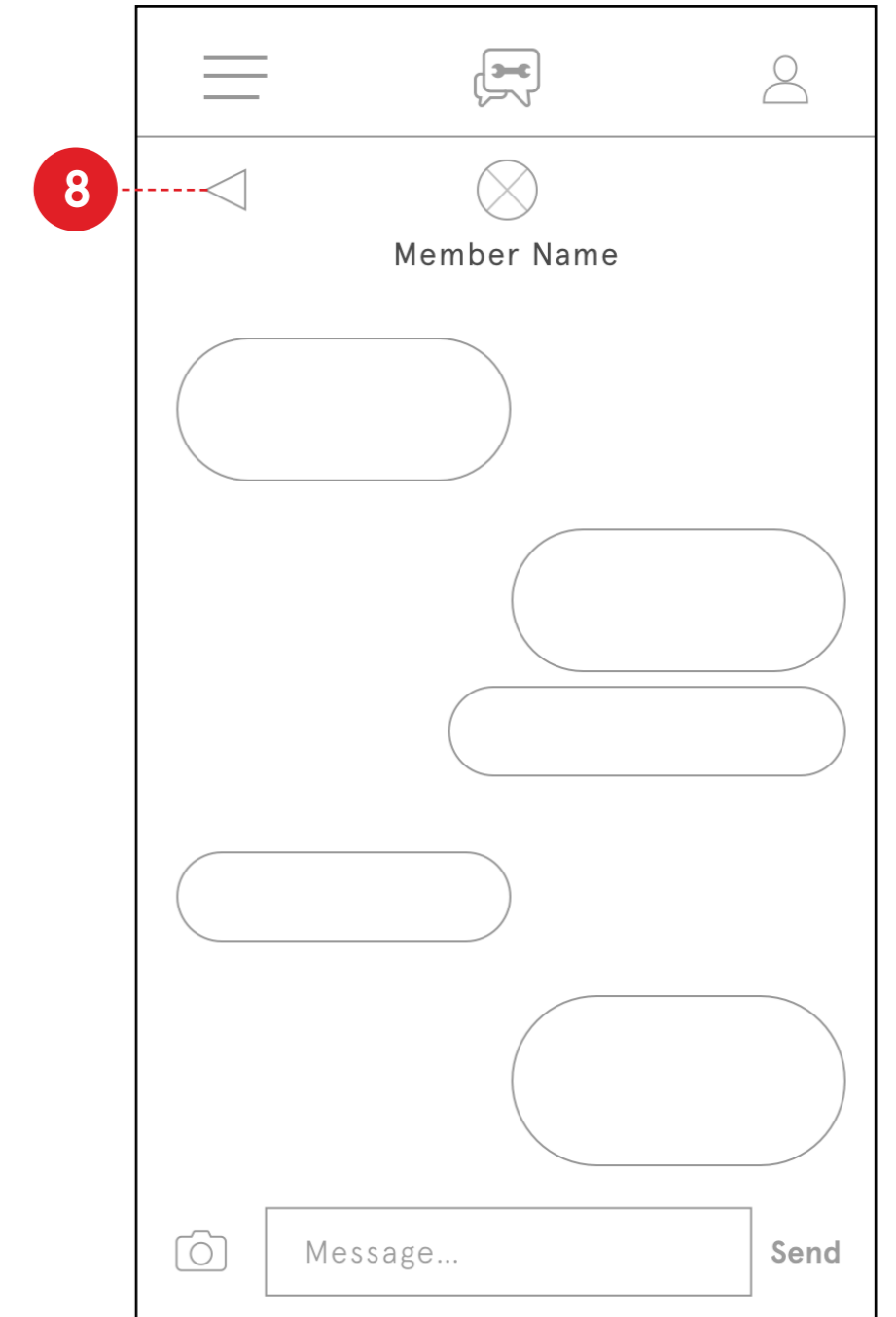
6 NEW MESSAGE

Appears when messaging a member for the first time

5 CANCEL/BACK

7 SEND MESSAGE

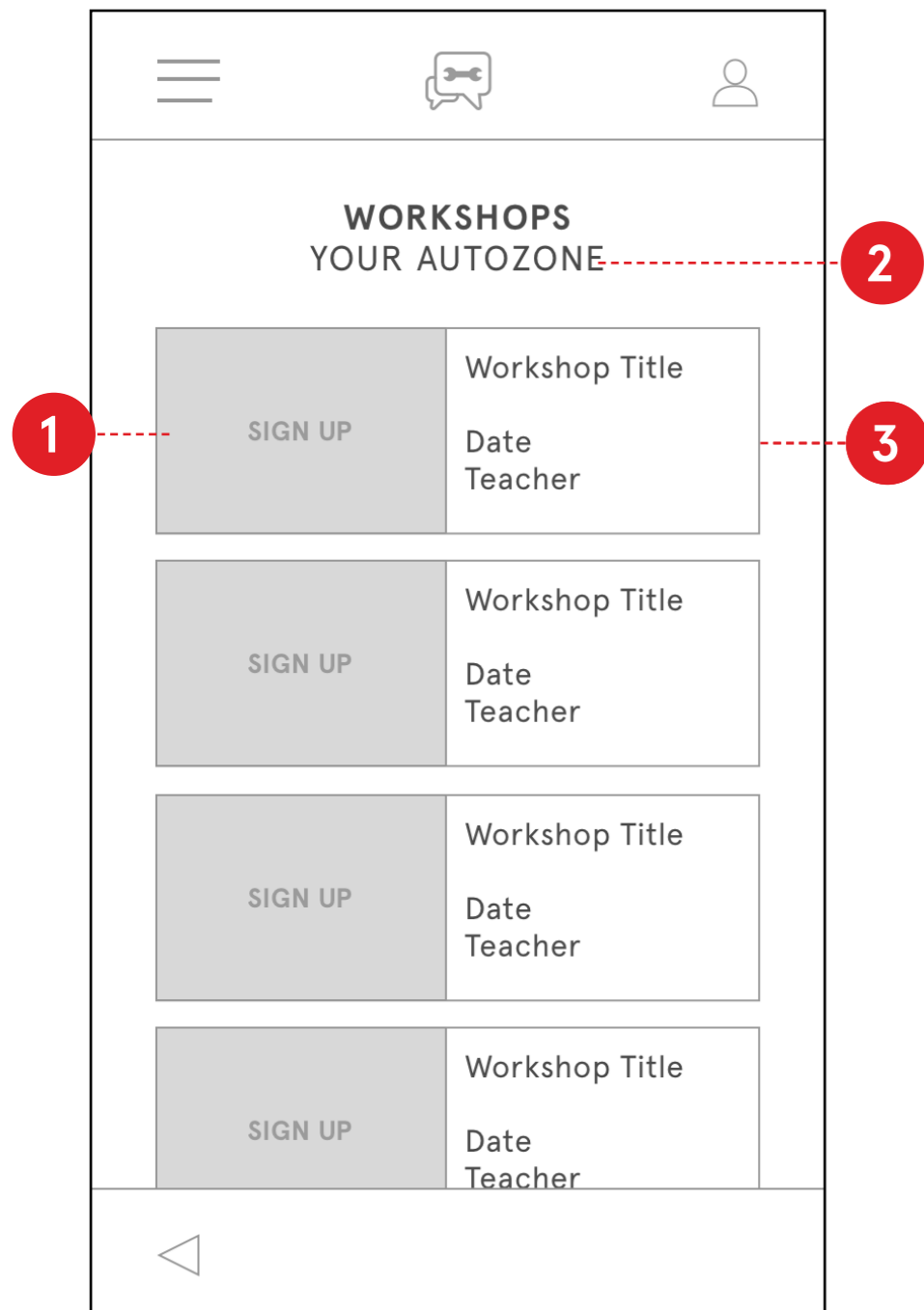
MESSAGES WITH MEMBER



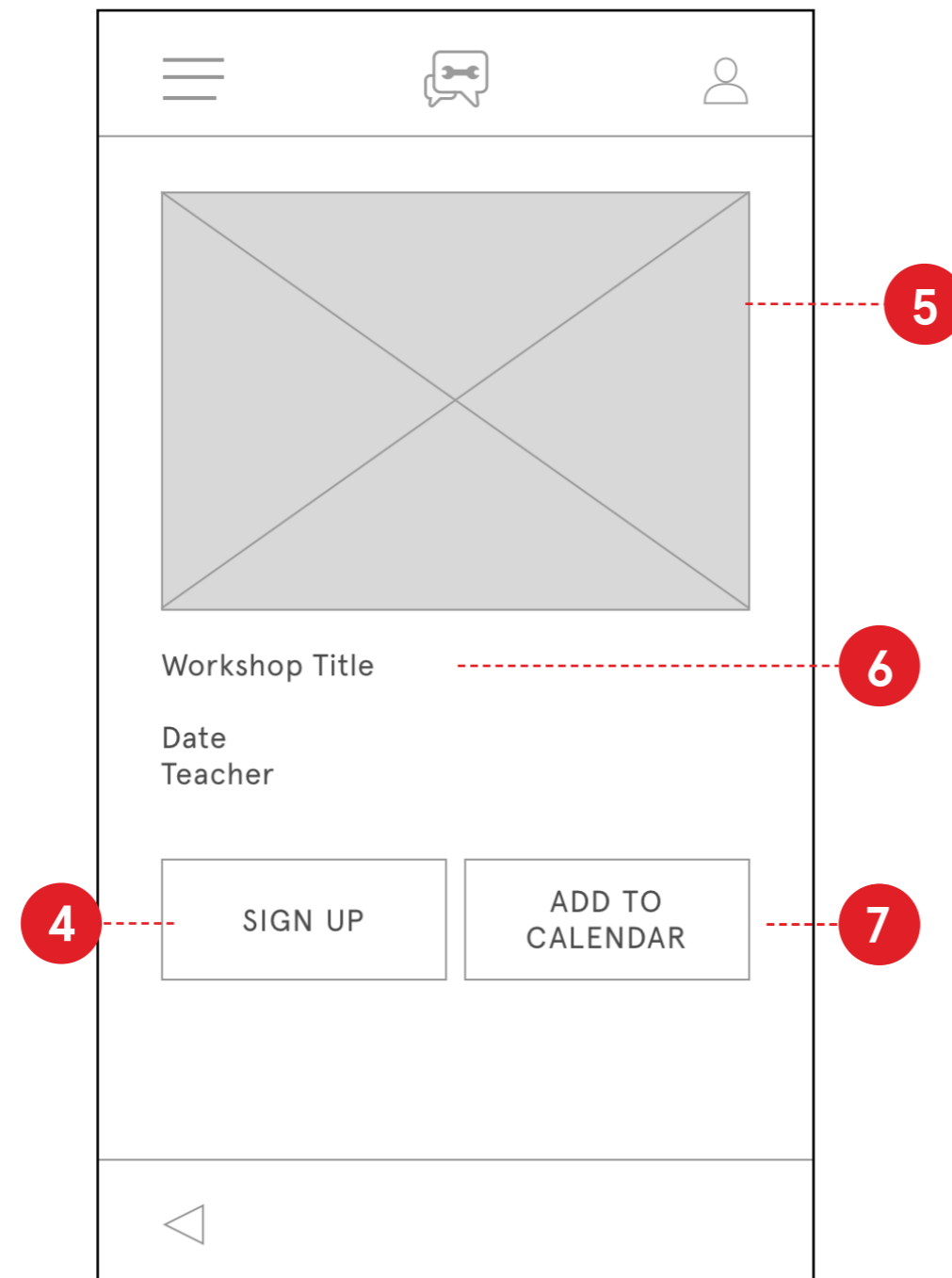
8 BACK

Back to project page

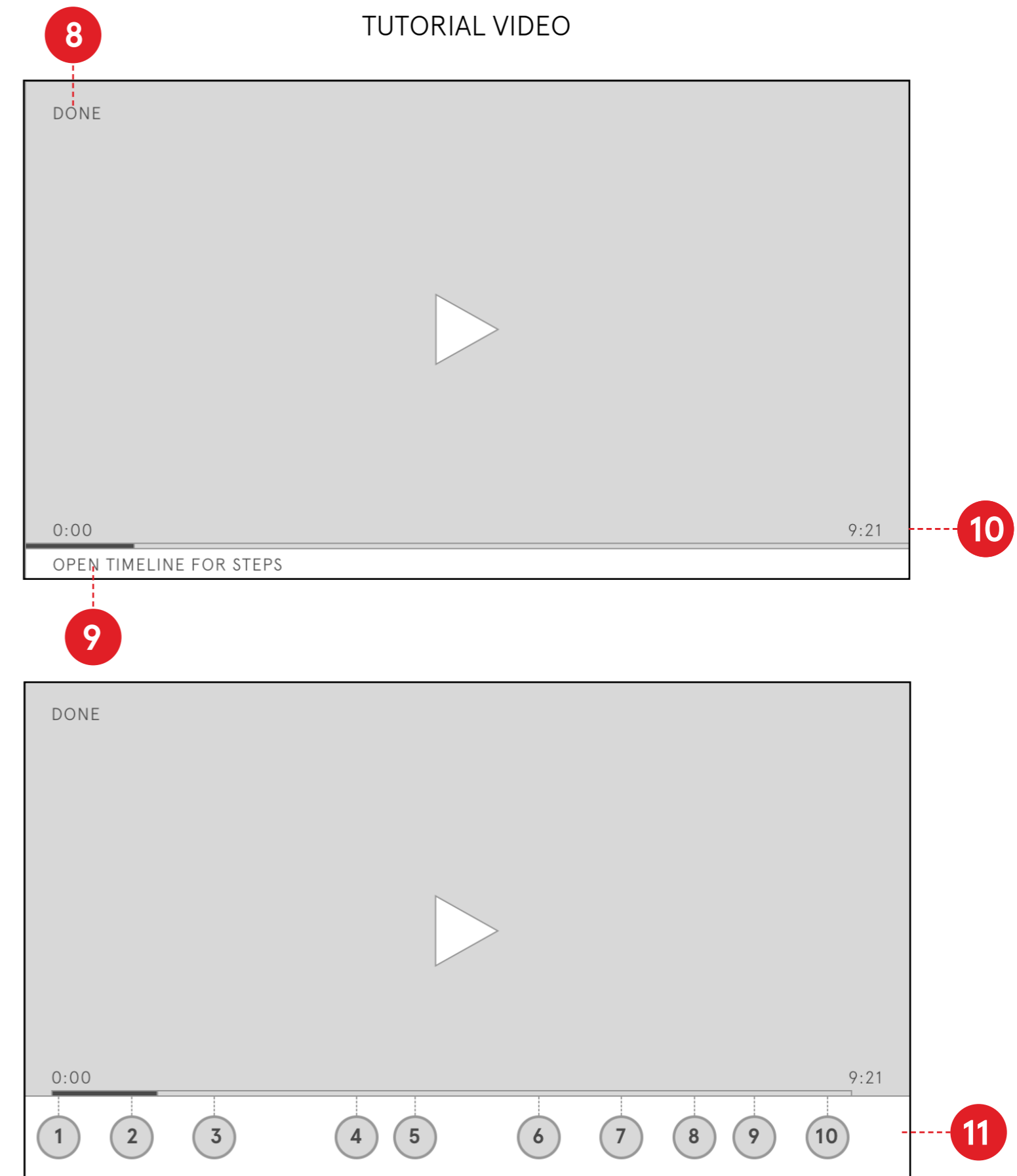
WORKSHOP CALENDAR



WORKSHOP DETAILS PAGE



TUTORIAL VIDEO



1 IMAGE/SIGN UP

Thumbnail image for workshop, click to sign up or get more information

2 LOCATION

User's closest Autozone or designated location

3 WORKSHOP CARD

Shows title and teacher of workshop

4 SIGN UP

5 WORKSHOP IMAGE

6 WORKSHOP INFO

Information about workshop content, teacher and time

7 CALENDAR

Set reminder through the platform or add to phone/Google calendar

8 DONE/BACK

9 TIMELINE

Tap to open timeline, shows steps associated with project

10 TIME

Length of video

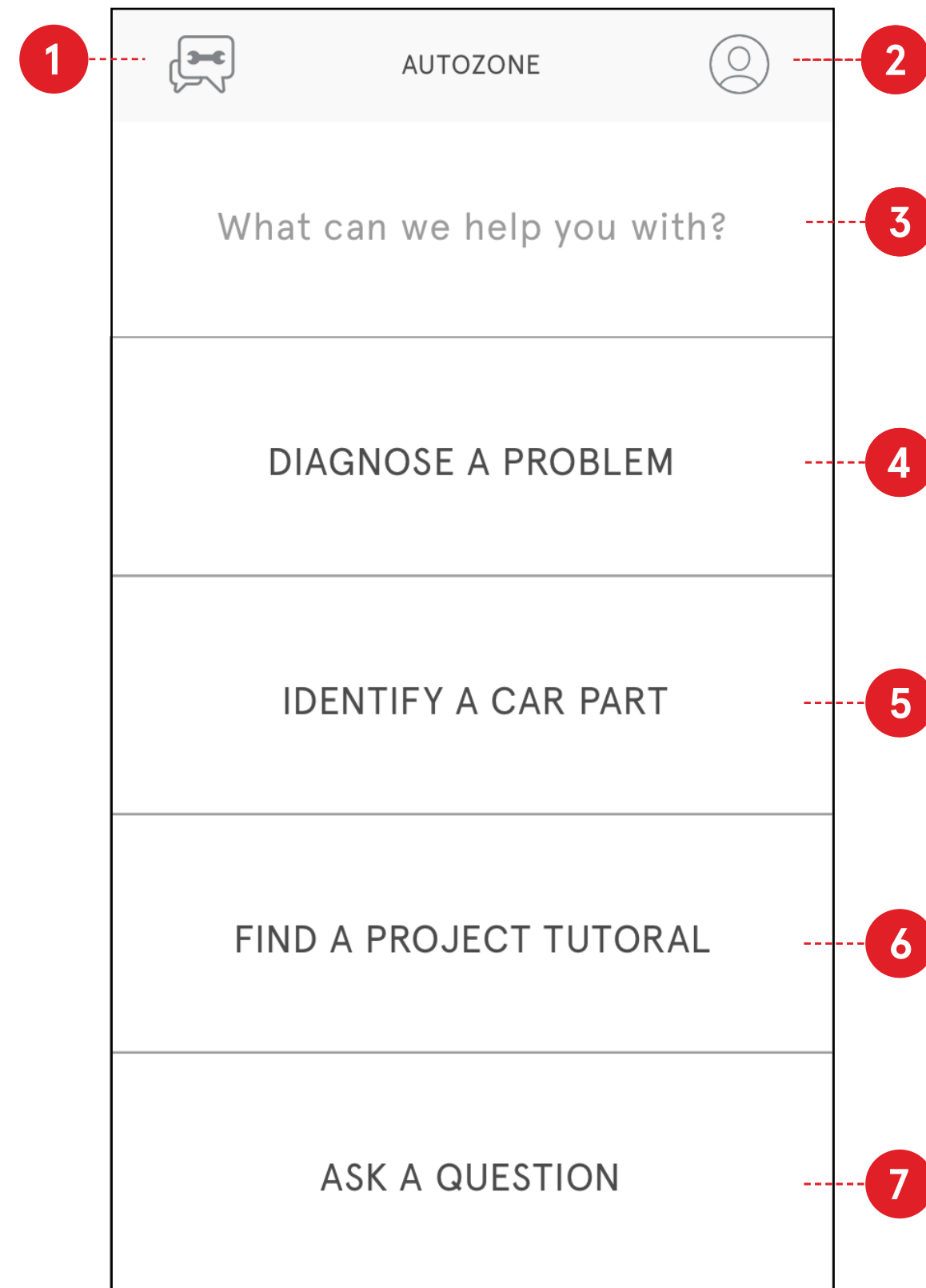
11 OPEN TIMELINE

Videos are tagged by step, tap numbers to skip to that step

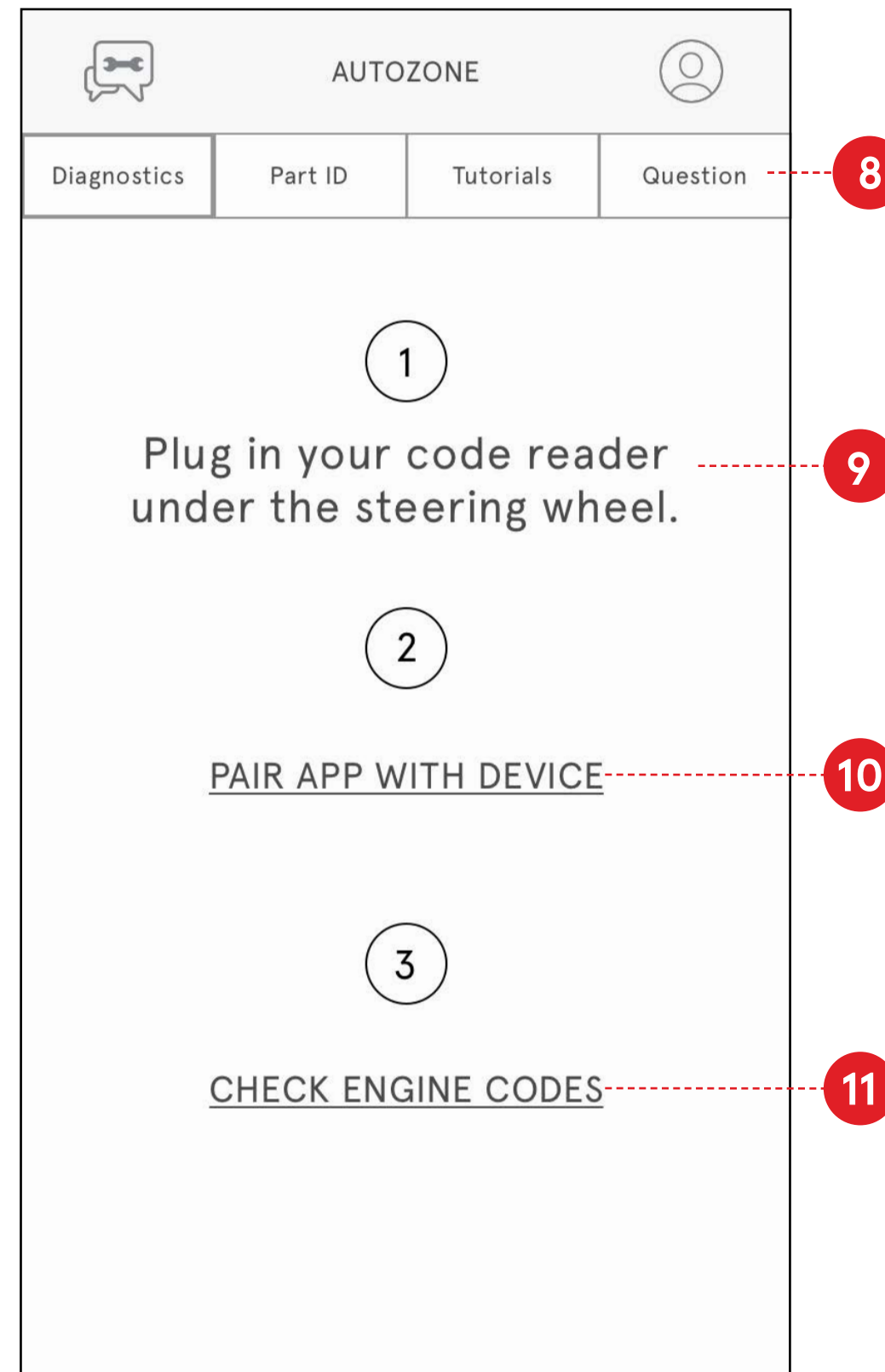
HOME + DIAGNOSE PROBLEM

DIAGNOSTICS APP

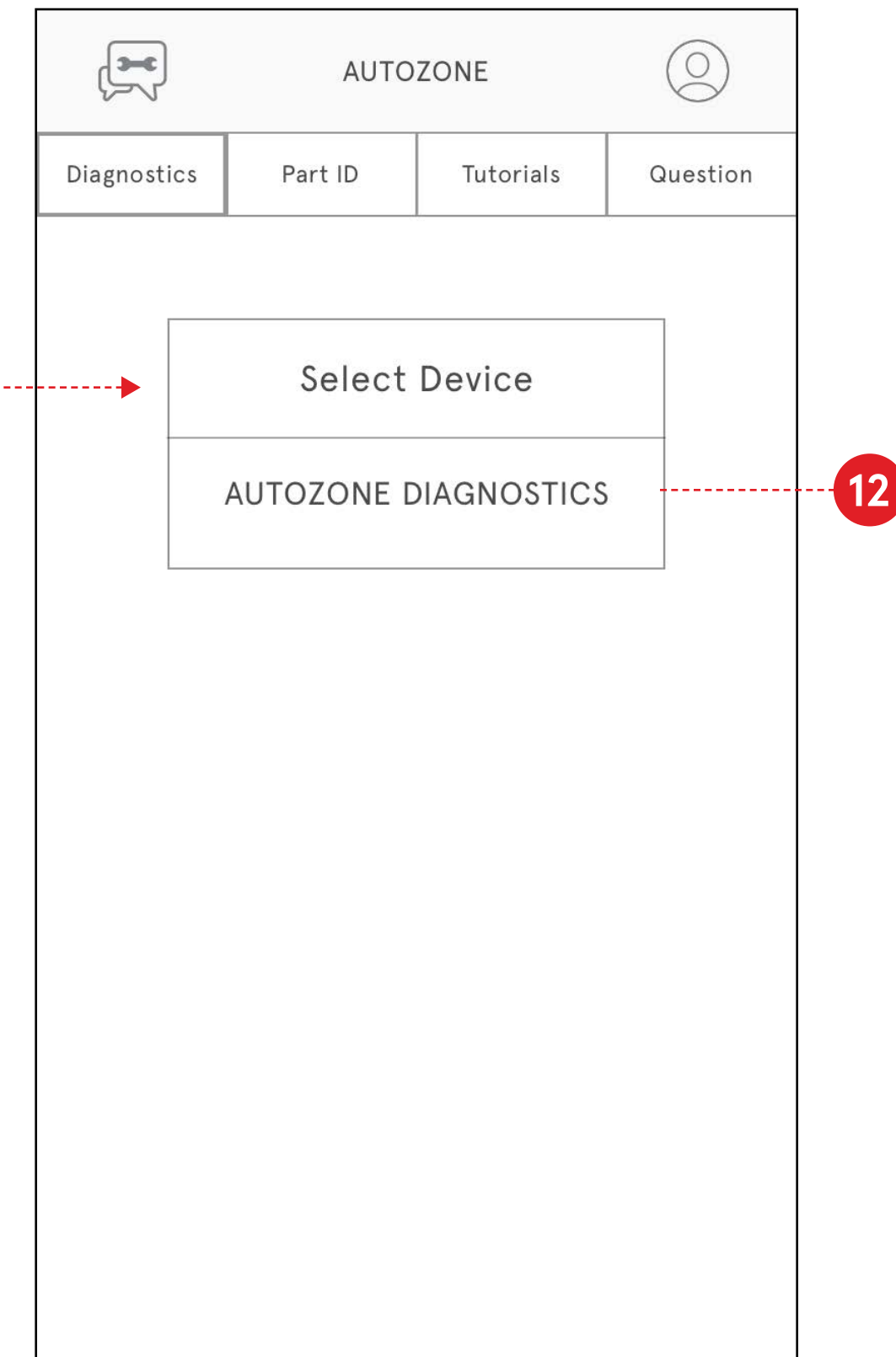
HOME/MAIN MENU



DIAGNOSTICS



DIAGNOSTICS - PAIR DEVICE



1 AUTOZONE COMMUNITY

Access Autozone Community through the app or website

3 WELCOME

Introduction to app and features, conversational tone

2 PROFILE

Profile picture of member, links to Community account if user has one

4 DIAGNOSE ISSUE

Select to access diagnostics tools

5 IDENTIFY

Identify any unknown car parts using a new augmented reality visual search feature

6 TUTORIALS

Tutorials from Autozone Community are available through the app as well

7 ASK QUESTION

Ask other members and Autozone professionals a question

8 FEATURES MENU

Menu of main app features, selected item bolded

9 INSTRUCTIONS

Instructions to check engine trouble codes, using Autozone code reader

10 PAIR APP

Link to open "Select Device" window, choose code reader

11 PULL ENGINE CODES

Starts pulling engine trouble codes, loading animation runs until complete

12 CONNECT DEVICE

Select name of code reader from list to connect

DIAGNOSTICS RESULTS

DIAGNOSTICS APP

DIAGNOSTICS - RESULTS

The screenshot shows the 'DIAGNOSTICS - RESULTS' screen in the Autozone app. At the top, there is a navigation bar with 'AUTOZONE' in the center, a wrench icon on the left, and a user profile icon on the right. Below the navigation bar is a tab bar with four tabs: 'Diagnostics', 'Part ID', 'Tutorials', and 'Question'. The main content area displays the following information:

- 1** P0420
- Catalyst System Efficiency Below Threshold (Bank 1)
- TRANSLATION:
- The catalytic converter, exhaust pipe and/or O2 sensor are not working as efficiently as they should be.
- 3** TROUBLESHOOT
- 4** SHOP FOR PRODUCTS

Red dashed lines connect the callout numbers 1, 2, 3, and 4 to their respective elements in the screenshot.

DIAGNOSTICS - RESULTS

The screenshot shows the 'DIAGNOSTICS - RESULTS' screen in the Autozone app, displaying troubleshooting steps for the P0420 code. At the top, there is a navigation bar with 'AUTOZONE' in the center, a wrench icon on the left, and a user profile icon on the right. Below the navigation bar is a tab bar with four tabs: 'Diagnostics', 'Part ID', 'Tutorials', and 'Question'. The main content area displays the following information:

- 5** TROUBLESHOOT
- Check for exhaust leaks at the manifold, pipes, catalytic converter.
- Use a scope to diagnose the oxygen sensor operation (The waveform of the sensor behind the converter should be more steady).
- Inspect the downstream heated oxygen sensor (HO2S), replace if necessary
- Replace the catalytic converter
- 6** WATCH TUTORIAL
- SHOP FOR PRODUCTS

Red dashed lines connect the callout numbers 5 and 6 to their respective elements in the screenshot.

1 DIAGNOSTIC TROUBLE CODE

Diagnostic trouble codes (or fault codes) are codes that are stored by the on-board computer diagnostic system. These are stored in response to a particular problem found in the car by the system.

2 TRANSLATION

Common language translation/meaning of the trouble code

3 TROUBLESHOOT

Link to see how to troubleshoot the particular problem

4 SHOP

Shop for parts related to this issue

5 TROUBLESHOOTING DIRECTIONS

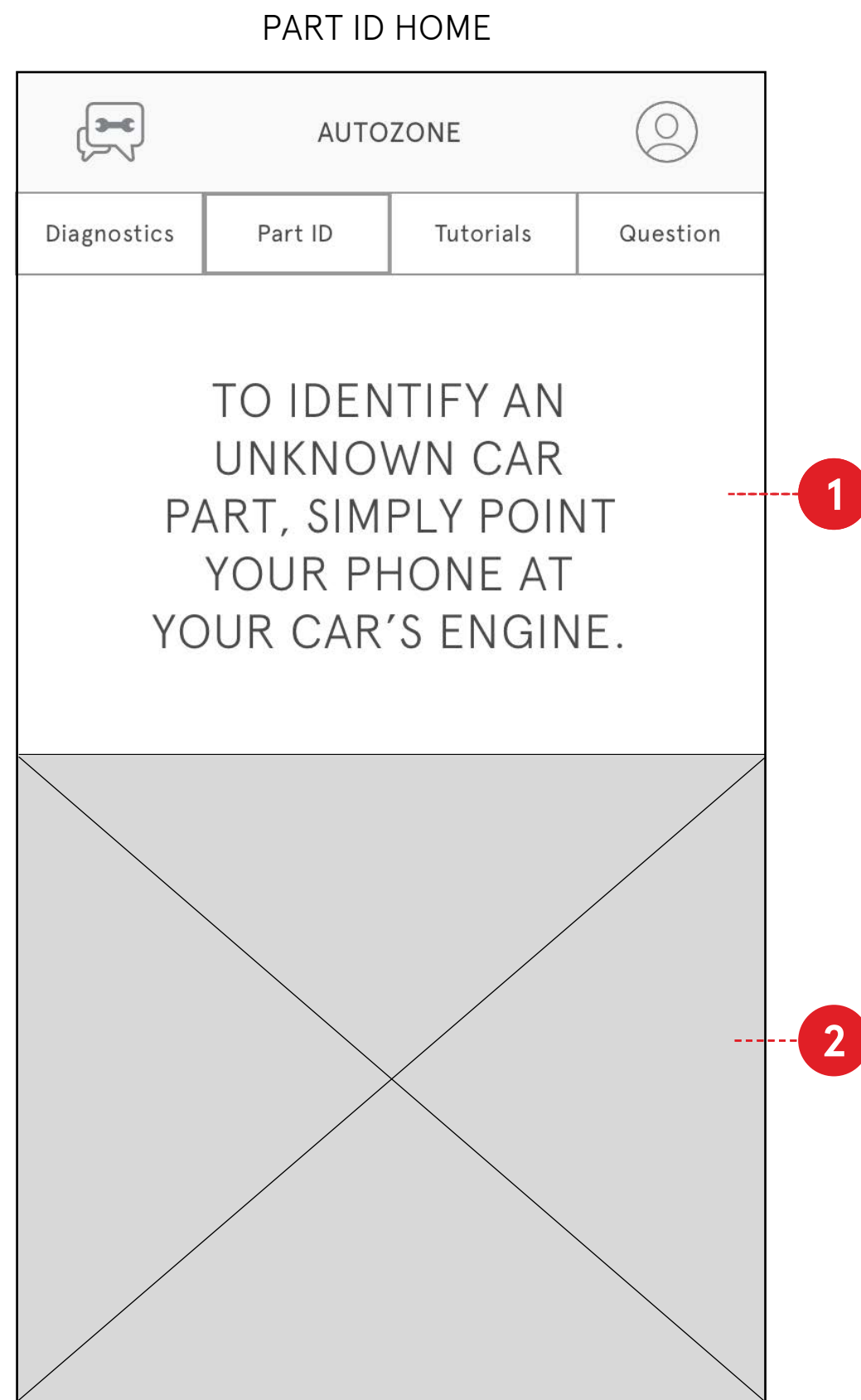
Directions on how to troubleshoot the issue

6 TUTORIAL

Watch a tutorial on how to troubleshoot or address the problem

IDENTIFY CAR PART

DIAGNOSTICS APP

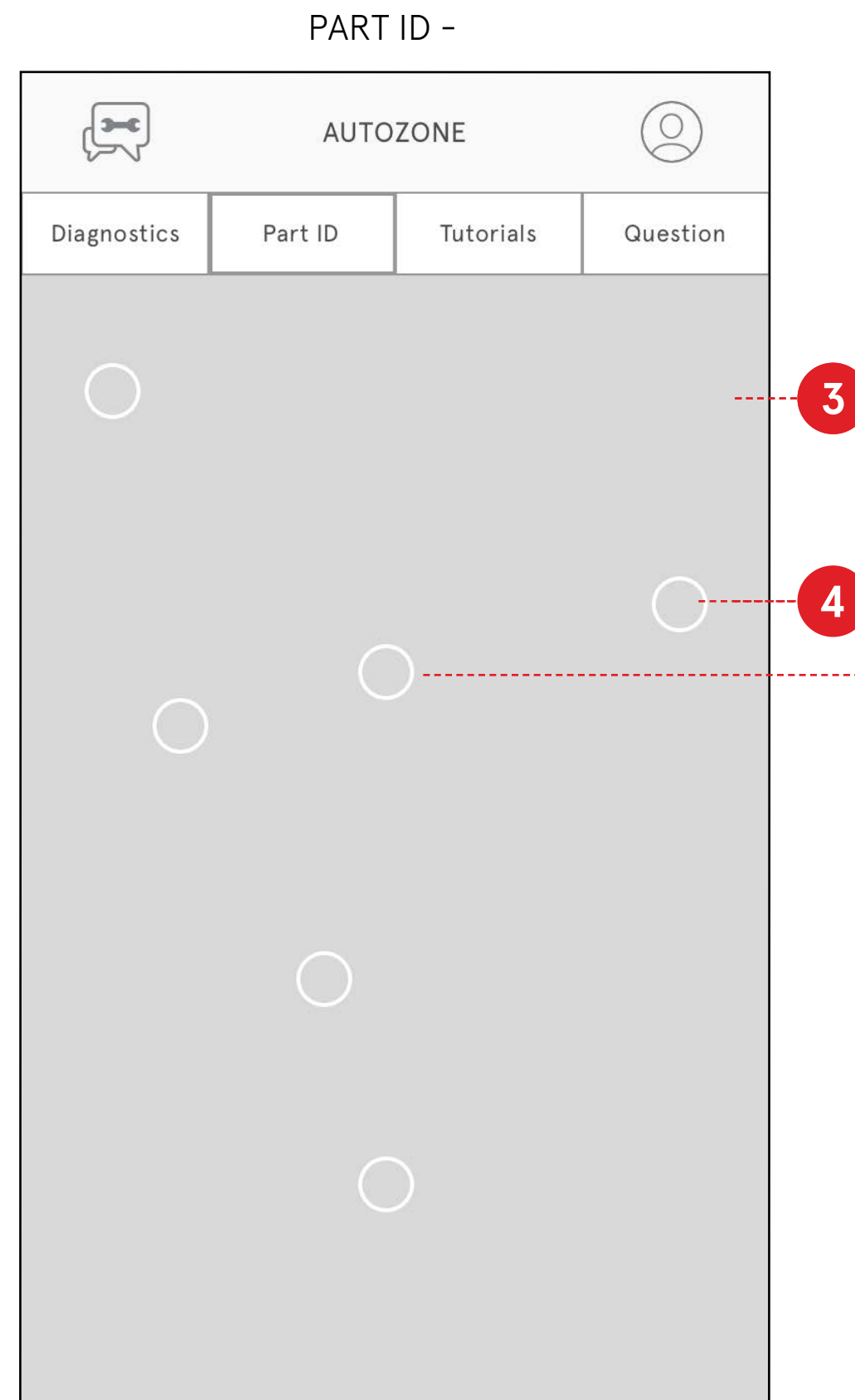


1 INSTRUCTIONS

Copy that gives user instructions on how to use Part ID - augmented reality visual search

2 DEMONSTRATION IMAGE

Visual demonstration of Part ID, shows car engine with phone directed towards it

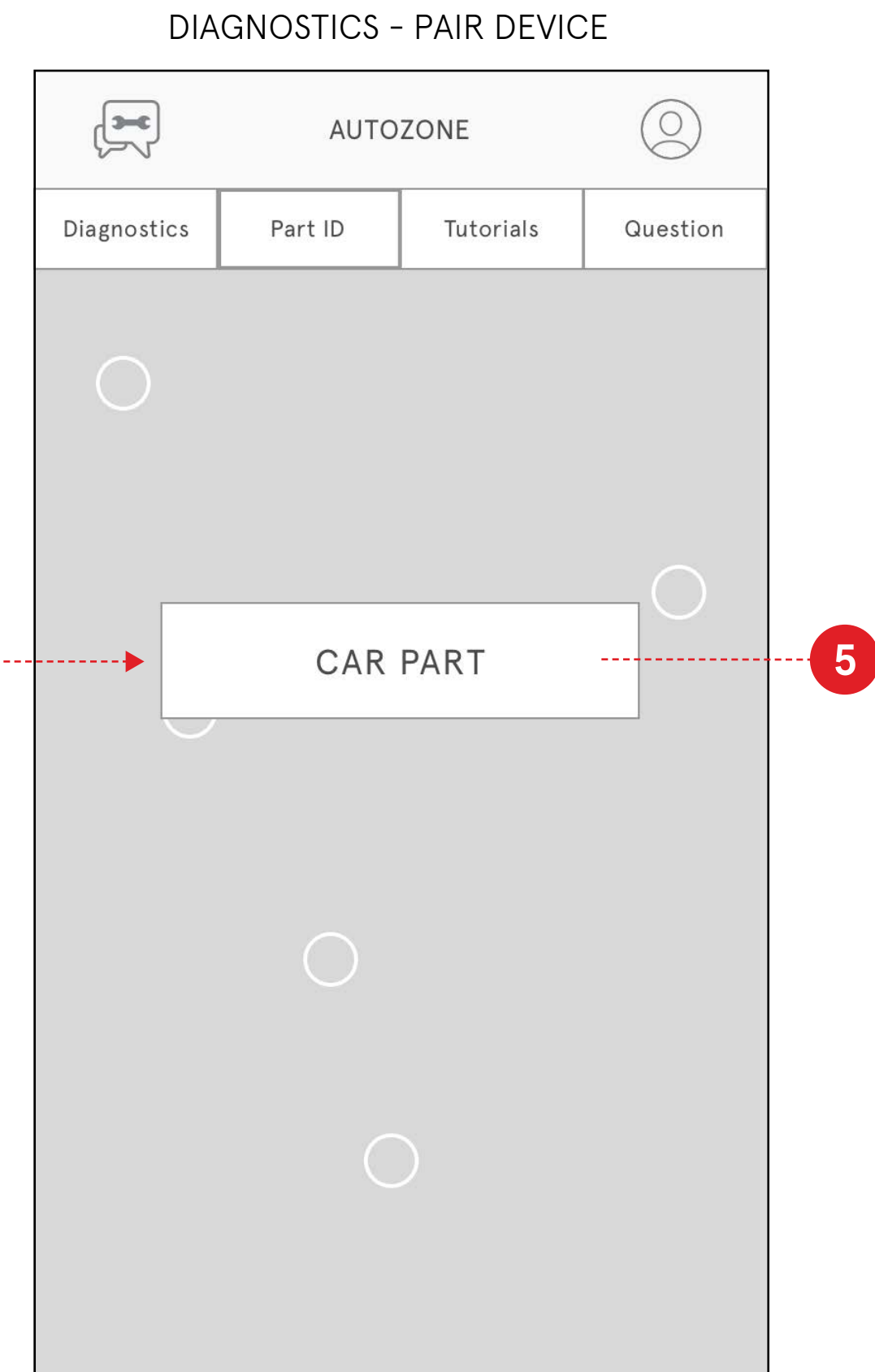


3 USER'S CAR

View of the user's car engine through phone camera

4 IDENTIFIABLE PARTS

Icons that show which parts have been identified through visual search, click to see label



5 PART LABEL

Show name of part that user clicks on, click outside of box to select another part or remove label

TUTORIALS

1 SEARCH

2 Search by
Problem Engine Code Part

3 Results

	Project Title Description Difficulty Level
	Project Title Description Difficulty Level
	Project Title Description Difficulty Level

QUESTION FORUM

4 ASK A QUESTION

5 Forum

6 Question

4	Community Answers	Date
2	Community Answers	Date
0	Community Answers	Date
5	Community Answers	Date

1 SEARCH

Search for a project tutorial

2 SEARCH FILTERS

Select filter to narrow down search results

3 TUTORIAL CARD

Tutorials search results, shows title and description, difficulty level and image of project

4 QUESTION

Post question to the forum for users or Autozone employees to answer

5 FORUM

Past questions and answers provided

6 QUESTION CARD

Shows name of question, how many responses it has received and the date it was posted