

Enhancing user Interface and Experience in an Online Car Rental Applications

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Abstract: This study explores the significance of enhancing user interface and experience in online car rental applications, revolutionizing the car rental industry. The paper evaluates the usability, accuracy, efficiency, security, portability, and maintainability, highlighting the positive outcomes of creating a seamless and intuitive platform for customers. The research showcases how efforts dedicated to enhancing the user interface have resulted in remarkable outcomes, providing customers with a seamless and intuitive platform to effortlessly browse, compare, and book rental vehicles. Usability evaluations emphasize the importance of intuitive designs and clear instructions, ensuring customers navigate through the application with ease. The efficiency of the system, with swift responses and fast-loading pages, contributes to a pleasant user experience and an efficient booking process. Efforts in user-centric design principles contribute to a pleasant experience, efficient booking process, and robust security measures. Minor improvements identified in accuracy, portability, and maintainability offer potential enhancements. Emphasizing user satisfaction, efficiency, and security ensures a competitive edge and future success in the online car rental market.

Keywords: Evaluation, online rental, user-interface, application, system

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