

CASE STUDY

First **Student** Charter Bus Rental





BUSINESS CHALLENGE

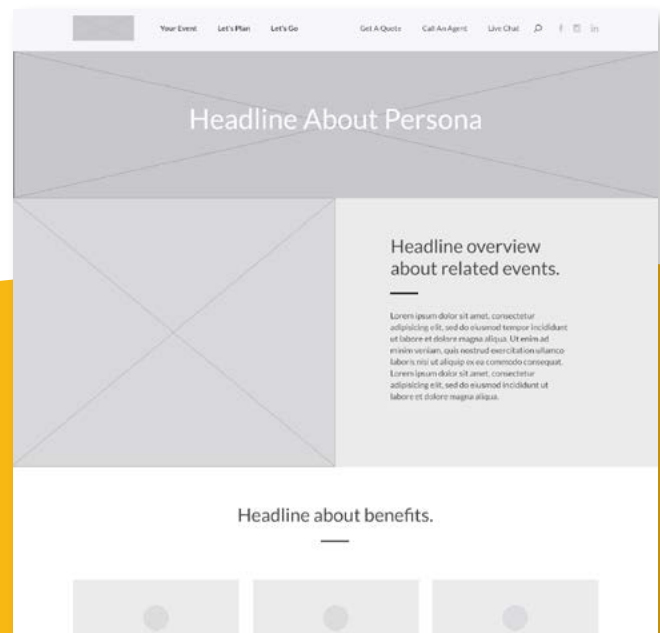
First Student operates one of the nation's largest school bus fleets, made up of more than 44,000 yellow buses. During the summer months, the fleet largely sits unused, prompting the creation of First Student Charter, a service that allows consumers and companies to rent the yellow buses.

The initial launch garnered interest but failed to effectively capture the nuance in consumer needs, for example the difference between a bridesmaid and baseball coach- both viable consumers but with very different needs.



THE SOLUTION

LEAP proposed a research project to more fully flesh out the distinctions in the target audience—calling out the key content and functional needs of each group. These personas then directly informed the development of a new website and on-going content strategy. All with the goal of creating a web experience that funneled each user type to necessary content and ultimately to a completed quote request.



SERVICES

- Primary and secondary research
- User Journey
- Content Strategy
- Design
- Development
- Measurement

RESEARCH

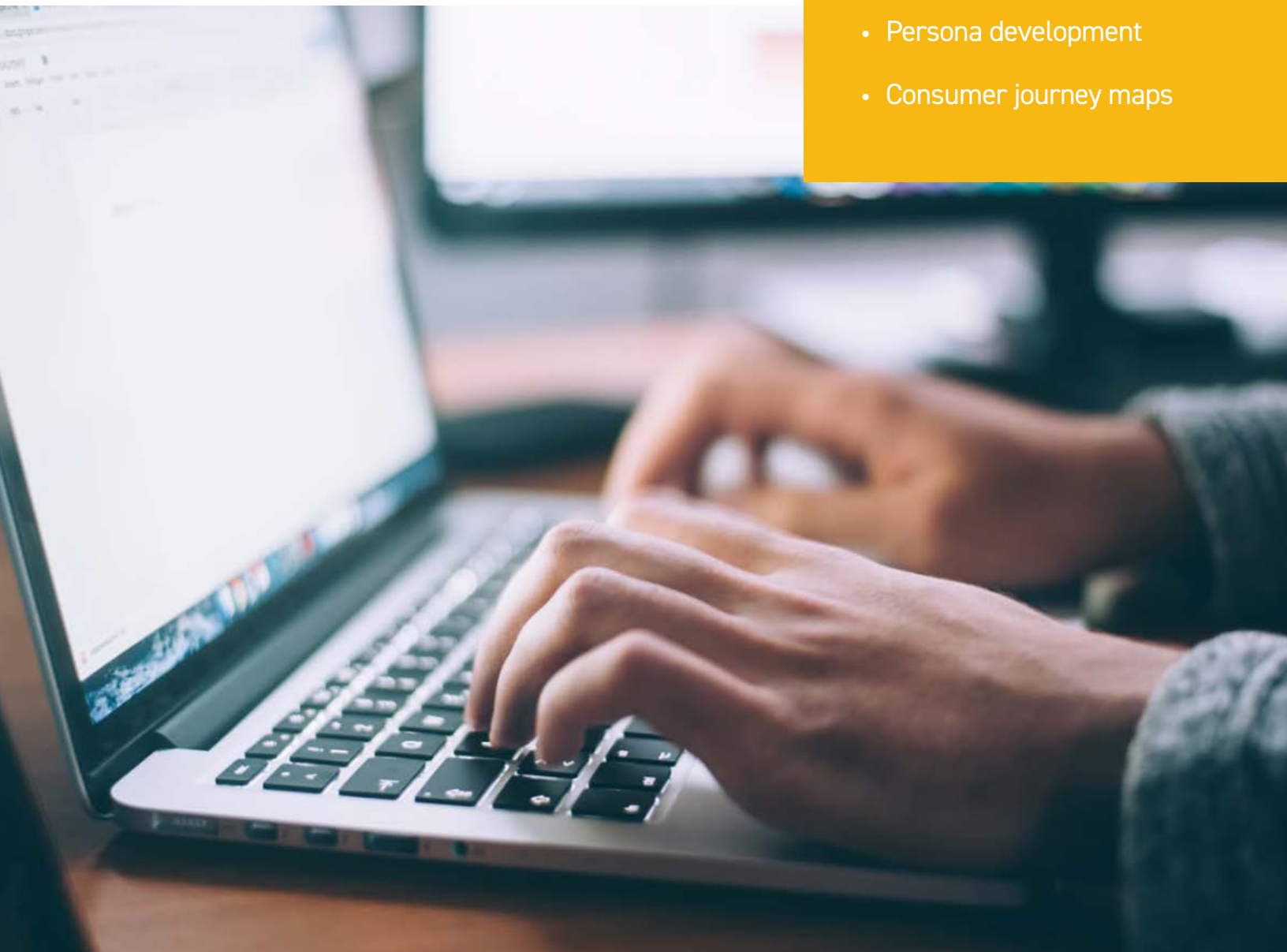
LEAP Agency conducted surveys targeting the key audience segments to understand the consumer journey, from initial awareness to conversion. Of interest were the role of search, content needs, challenges, and service differentiators.

Behavioral personas and journey maps were built upon findings from the user testing and audience surveys.

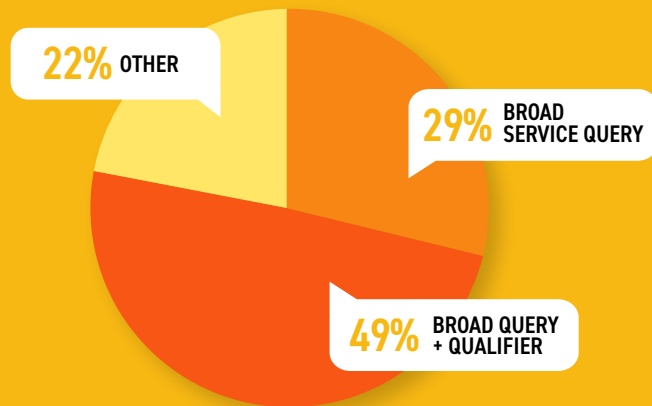
Upon the completion of an interactive prototype, users were surveyed to validate the design and UX.

RESEARCH SERVICES

- Audience survey
- User testing
- Validation survey
- Persona development
- Consumer journey maps



Event Planners	
Broad service query	29%
bus	7%
bus rental	7%
charter bus	6%
school bus rental	5%
bus transportation	4%
Broad query + location qualifier	15%
Broad query + pricing	11%
Broad query + quality	9%
Broad query + safety	8%
Broad query + flexibility	6%
Other	22%



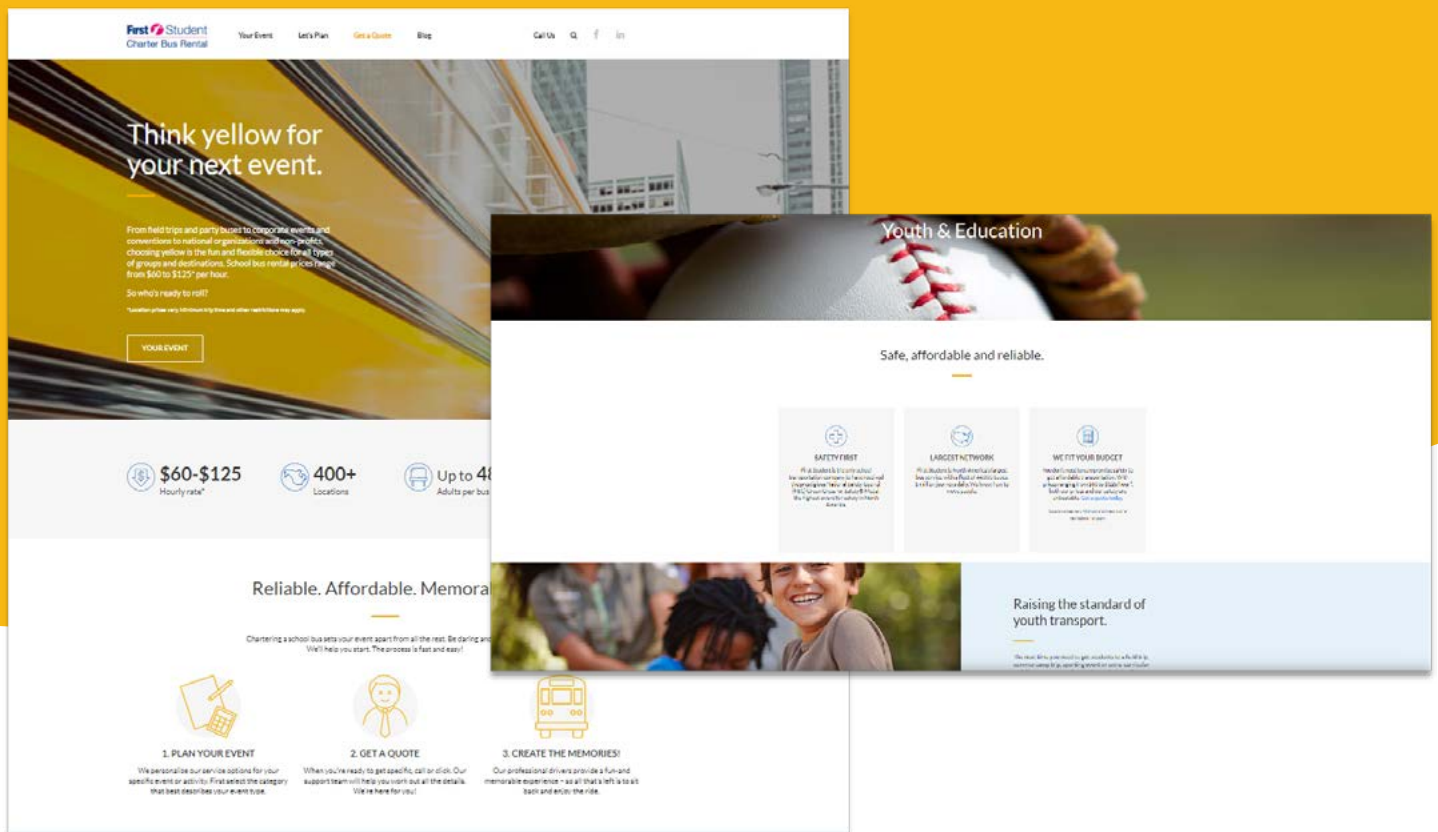
PERSONA NAME:	Max (Coach/Youth Minister)	SECTION 2: WHAT?
GOALS Primary goal? Secondary goal?	• Seeking safe and reliable transport for youth athletics • Build lasting business relationship with transport provider	
CHALLENGES Primary challenge? Secondary challenge?	• Measuring safety- everyone says their transportation is safe. "I want to see evidence" • Need flexible provider. Weather impacts outdoor athletics- leading to last minute cancellations and rescheduling	
WHAT CAN WE DO ... to help our persona achieve their goals? ... to help our persona overcome their challenges?	• Safety, safety, safety – Highlight maintenance program, driver training, awards • Point out driver difference- trained with 50+ hours of training • Tell safety story with testimonials and case studies • Highlight flexibility	

KEY LEARNINGS

- > Users search along broad service terms (e.g. school bus rental) or a combination of broad service with a need specific qualifier (e.g. safe school bus rental, affordable school bus rental)
- > The audience falls into clear and distinct personas along their service needs. Within these personas there are unique challenges and content necessities (e.g. coaches value safety above all else and need information on driver certification and background checks)
- > The request a quote form is too cumbersome. Users want to be able to provide minimal details for an estimate and nail down specifics of trip and final price later in conversion path.

BRINGING THE FINDINGS TO LIFE

A new website was designed, built, and hosted that brought to life the distinct user paths and needs of the key personas. The conversion path was streamlined, with the option to utilize a new price estimator or fill out a condensed request a quote form.



MAKING AN IMPACT

- Conversion skyrocketed in the first 90 days post launch with a 268% increase in quote requests.
- 35% of visitors used the estimate calculator tool. These users converted 2x more often than visitors not using the calculator.