

Carplanet.com Design Strategy

Business: Classic car sales

Type of Site: Brand Presence

Business Goals: Inform potential buyers of car inventory, provide information about cars, show cars, and provide communication flow.

Target Users: Anyone with money and interest in classic cars. Mainly men in their 40s and 50s.

General Tasks (Use the site to):

- Look at the latest cars available for sale.
- See cars in as much detail as possible.
- Contact someone to buy or ask questions.

Technological Constraints:

- Easy to update, add car inventory and details.
- Easy for clients to navigate the site.
- Viewable on smart phone and tablets.
- Stable and consistent on all browsers.

Marketing /Branding Goals:

- Classic, Clean, Reliable, and Consumer oriented.

Critical Success Factors:

1. Cars clearly viewable.
2. Detailed info displayed clearly.
3. Easy to navigate.
4. Easy to find contact info.

User Group to focus on:

Men – ages 40 to 60

User Profile for Carplanet.com

Characteristics	Customer	Site Admin/Content manager
Age/Gender	75% male – median age 50	Male
Education	Med - High	High
Language	85% English	English
Computer/Web experience	Med –High	High
Domain Experience (knowledge of cars)	Low-High	High
Task Knowledge	Low – Med	High
Expectation	Ease of use - search cars	Easy to update

Task Profile for Carplanet.com

Task	Customer	Site Admin/Content Manager
Browse / Check Inventory	X	X
Add/Update Inventory		X
Browse/Check Details	X	X
Contact Company	X	
Get Customer questions		X
Show Cars Sold		X
Check Cars Sold	X	X

Environmental Profile for user of Carplanet.com

Environment	Customer	Site Admin/Content Manager
Location	Indoor or Outdoor	Indoor or outdoor
Workspace	Home, Office or Outside	Office or cafe
Lighting	Bright, Dark, Good	Good
Hardware	Desktop, Laptop, mobile, Tablet	Laptop or Desktop
Software	All browsers	Dreamweaver, all browsers

Task Prioritization

Customer

	Importance Low		Importance High	
Frequency High			Check car details	Check Inventory
		Check cars sold	Contact company	
Frequency Low				

Site Admin/Content manager

	Importance Low		Importance High	
Frequency High			Add car details	Add Inventory
			Check Inventory Check car details	Get message and Reply to potential customer
Frequency Low			Add sold cars	

Persona – Tom

Man 45 years old is VP of Marketing at a large company. He is high energy and competitive. He is married with 2 children. He likes road trips, travel, and likes to collect classic cars.

Things Tom wants to know:

- Available cars.
- The details of the car's exterior and interior
- The engine condition.
- Car model and price.
- How to contact sales and learn more.

Things Tom wants to do:

- See cars available.
- Check condition of cars.
- Check prices.
- Contact sales with questions.

Scenario:

Tom is interested in classic cars, so he goes online and searches for cars. He prefers to search online first before going to the dealer because he is busy with work and family, so he is short in time. He also doesn't like high pressure dealerships. He is interested in classic Porsches especially.

Tom basically wants to browse cars and see what is available. He does not want to buy an expensive car online, so he does not care if the site provides online purchase option.

Tom wants to see as much detail as possible, such as different views and close ups of the exterior and interior of the car. He also wants to see the engine and hear it if possible.

Tom wants to contact someone easily for information and get on the mailing list and keep track of new cars added to the inventory.