

Module 2 - Discovery and Research

Product Validation - Value Proposition, and Product Assumptions

For Individuals who have the need to purchase a vehicle with financing and payment options
- do individuals want financing and payment options? Do all individuals purchase vehicles?

Amazon Cars is an online car dealership

That partners with financial institutions, insurance providers and local mechanics, allowing individuals to purchase and inspect vehicles from the comfort of their own home. - Are users uncomfortable going to a dealership in person? Will customers trust Amazon Cars to provide the same level of inspection as the competition?

Unlike other online car retailers

Amazon Cars is unique because it aggregates available vehicles from car dealerships, online retailers, and even individuals looking to sell their personal vehicles, providing more vehicle options and lets users inspect vehicles from their home.

Do users care about variety of vehicle sources? Do users trust online inspections?

We'll know this is true when we new and used vehicles are purchased through Amazon Cars more often than it's competitors.

Assumptions

- All individuals have a need to purchase vehicles
- Customers want financing and payment options when buying vehicles
- Customers do not want to go into car dealerships
- Customers trust inspections handled by a third party
- Customers want cars from a variety of sources

Customer Survey: Figure out what the common experiences and difficulties are in this process

Questions	Interviewee 1	Interviewee 2	Interviewee 3
Why did you decide to buy a car?	Live in the suburbs, Easier to go to work, easier to move around with kids.	Married couple - easy to manage, Covid limited public transportation, Groceries in bulk, Weather - Winter Especially, Feeling settled, Relatives that live far away	Getting around easier.
Did you check cars online to find options or did you go to a dealership? How did you find that experience? Why did you select the model that you selected?	Online. The best option, because you see all the specs and filter options. They knew what they wanted and so online is better.	Both - General check online to understand budget, Narrowed down the options and went to see the options physically., Covid restrictions were annoying.	Went to people she knew, private sellers in her network. Easy and practical. Didn't care about make or model or size.
Why did you select the model that you selected?	All wheel drive, low mileage, not too old, at most 5 years old, rear camera, space in trunk, hybrid was not an option because husband wants to fix it up, reliability - based on reputation.	Honda CRV - Withstands use over time, Maintenance cost is low, fuel consumption, spacious, durability, something that was 44 and high for the snow.	Didn't care about make or model or size
Did you get your car financed or did you pay for it with cash?	Paid cash, to avoid debt and loan	Financed - They were able to facilitate through the bank of their choosing.	Bought cash
Did you have the car inspected before you bought it? How did you find a mechanic?	Yes - self inspected, looking for a car with no accidents. Certified dealer.	Pre-owned but certified, dealership did the full check. Dealership was Certified Honda.	A friend checked it out, not a mechanic.
Did you experience any problems with the car you bought after you drove it for a while?	carfax reported no accidents, but there was a sticker indicating that the body was fixed.		No issues after driving it for a while.
How long did you decide to keep the car after you bought it? Why did you decide to get rid of it?	accumulation of issues would influence maintenance costs. new car needed to be bigger because children.		2-3 years. The car got vandalized and had to get totaled.

Car Buying Process

