COMPETITIVE ANALYSIS CAR RECOMMENDATION

Jordan Philbert
SN: 4472853
j.philbert@student.fontys.nl

1. Introduction

I researched various car recommendation websites for our team, including cars.com, Driverbase, AAMI, and ProProfsQuizzes. Based on how the websites ask questions and present the questions, I analyzed them to find the most important aspects

2. Phone Selector Principle

The majority of websites could recommend the most suitable car after only seven to ten questions. Other methods were also used, such as a slider, where each end represents a requirement, and the user could indicate which feature is most significant to them. Another way was to filter based on the features the user desired in their prospective cars. The most common questions asked by car recommendation websites are:

- Do you need a Car that accelerates quickly?
- How important are high-tech features?
- How important is ride comfort?
- Is handling important?
- Is a roomy cabin important?
- Are good crash-test scores important?
- How important is trunk space to you?
- First, how many people do you need to fit in your car?
- Will you do any off-road driving?

3. Design choice

Most of designs of the websites where in a classic quiz format with multiple choice questions or a scale the user would have to slide. Two of the websites had a primarily dark blue color palette while the other websites used purple and red.

4. Conclusion

In conclusion I found that using indirect questions and getting honest answers are the most important factors for getting a properly working recommendation website furthermore the idea of using the slider gives the user a clear indication of what they are sacrificing by choosing one option over the other.