Stage	Awareness	Research	Evaluate/Test	Purchase	Pay	Service
James Fletcher	"I am a new driver and I want to buy a cheap, affordable and small car."					
Actions / Events	Looking at advertisement	Researching a desired car	Test driving cars	Making choice	Settling payment	Seeking help
Involved Parties	Marketing	Marketing	● Sales	<ul> <li>Marketing</li> <li>Sales</li> <li>Accounting</li> <li>Service Department</li> </ul>	• Accounting	◆ Sales
Customer Experience						
Customer Thoughts	• Angry • Worry	Overwhelmed     Excited	• Excited • Concerned	Unsatisfied Lack features	● Troublesome	● Glad
Personas .5 Neutral - Unhappy - Angry -						
Brand and Value Perception	Don't trust dealers	Website capabilities make a difference	<ul> <li>Providing a good experience at the first touch point drives more visits</li> </ul>	Sales skills and approach vary	• Too much time on paperwork	<ul> <li>Excellent repair and other post sales services make a difference</li> </ul>
Recommendations						
Gap / Opportunity / Celebration	• Establish reputation	Professional website	Targeted testing support	• Good sales skills	Reduce paper work	More kinds of services     Periodical follow-up
Potential Solutions	<ul> <li>Place TV ad</li> <li>Spokesperson strategy</li> </ul>	Review and redesign current company website	Dedicated staff that assists the customer throughout the test drive process	◆ Training	Pre-written forms	Strengthen the existing service porfolio Introduce new service Reduce manpower by not to provide unpopular services