



# CARS24 USER EXPERIENCE

Presented by  
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# Navigation bar

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Overview

01 - 03

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Comparison

04 - 06

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**Feature  
Benchmarking**

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07-08

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**App/website  
improvement**

09-12





Overview



Comparison

Feature  
Benchmarking

## Finding the Hub

- Cars24 Lucknow hub was **hard to locate**
- **No visible signage** from the main road indicating the correct turn
- Local security guard's **directions were unclear**; they guided us toward a ramp
- The ramp led to the basement, which housed the Cars24 office
- The **building was under renovation**, adding to the confusion
- Guiding arrows were **not** present



## First Impressions and Entry

- Upon entering Spinny logo on glass office caused brand confusion
- Suggested the space was not fully rebranded for Cars24

- **Receptionist welcomed us** and took contact details
- **Directed us to a table**, where an **attendant engaged promptly**

App/website  
improvement



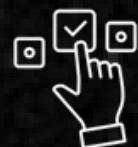
Overview



Comparison

Feature  
BenchmarkingApp/website  
improvement

## Customer Interaction and Process



### What are your preferences?

- The attendant began with standard questions about our car preferences and budget (**₹4-6 lakhs**)
- He used the Cars24 app to filter available options, presenting **28 cars** only **5 cars unbooked** within our budget on a tablet

### Are cars accidental?

- On asking about accident history, he **assured** that **none** of the cars were accidental, though minor scratches were possible due to their pre-owned status

### What is your decision?

- We shortlisted **Baleno** and **Tata Tigor** for further review
- The attendant provided details about previous ownership (1st owner) and the model year, and showed us the RC (Registration Certificate) for verification

### Comparison of cars



Maruti Baleno ZETA PETROL 1.2

2017



EMI starts

₹9,482/month

2017



₹8,429/month

Total price

₹4,95,000

₹4,95,000

Physical Condition

Good

Handles were old, Bumps



Tata TIGOR XZ PLUS PETROL

2021



EMI starts

₹10,694/month

2022



₹11,188/month

Total price

₹5,47,000

₹6,57,000

Physical Condition

Good

Good





## Overview

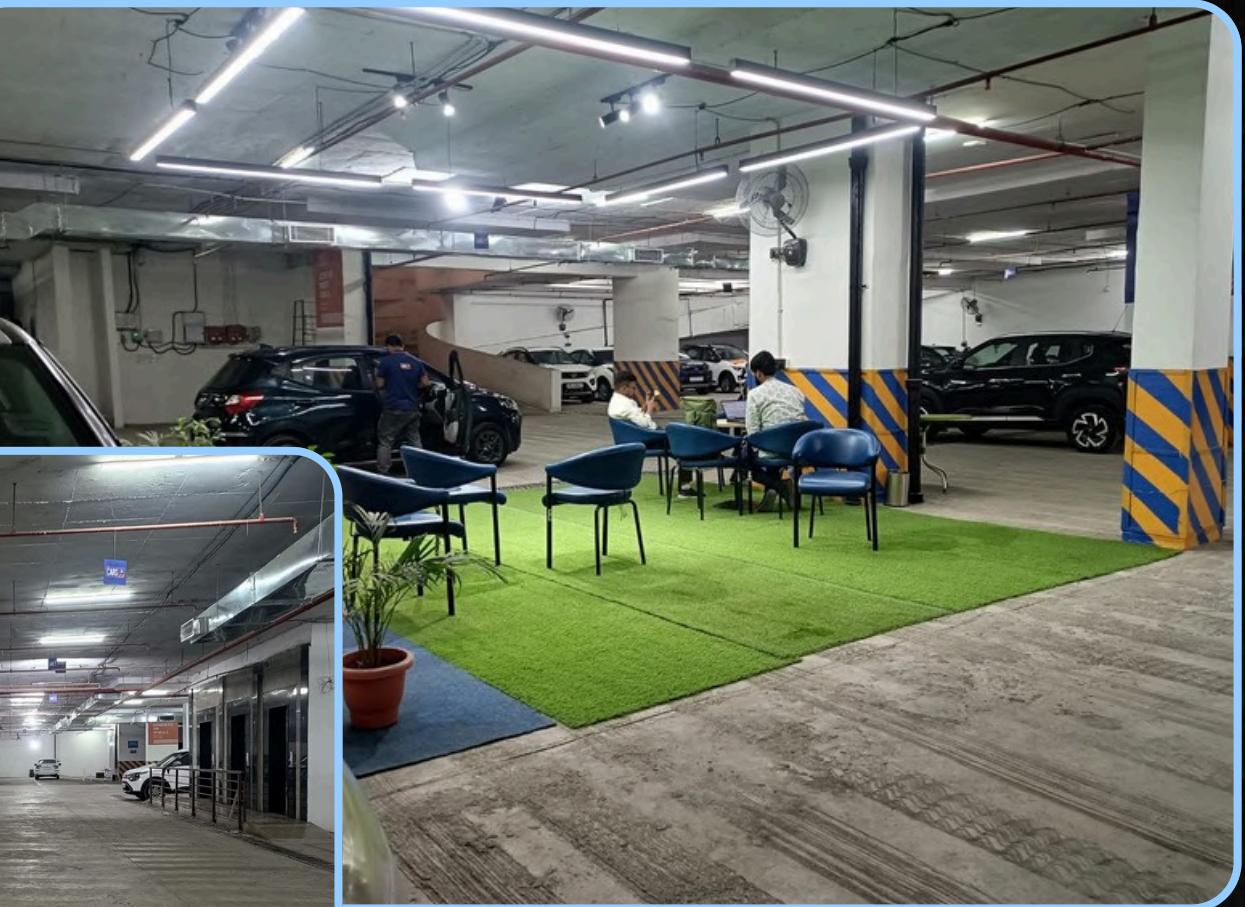
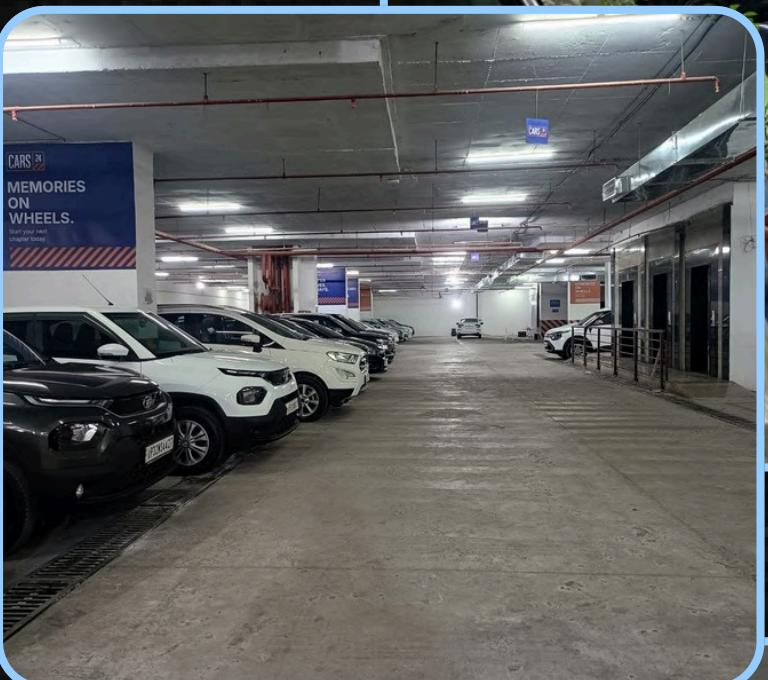


## Comparison

Feature  
BenchmarkingApp/website  
improvement

## Insurance and Loan Details

- The attendant explained three insurance options:
  - ₹12,000 for zero depreciation (full claim by company)
  - ₹8,000 for comprehensive (shared cost)
  - ₹4,000 for third-party (no claim)
- For loans, if the car was registered in the same district, the EMI was ₹7,500/month or ₹5,000 cash. For a different district, an additional ₹2,500 was charged.



# Cars24 Lucknow Hub V/S Spinny Park visit



Overview



Comparison



Feature  
Benchmarking



App/website  
improvement



- A huge banner was displayed on the highway marking its presence with a tagline - '**Muskariye aap Spinny park me h'**



- Located on the main highway

## Location



- High visibility** = more footfall
- Signage** builds trust
- Easy access prevents drop-offs
- Roadside presence boosts recall
- Hidden hubs need strong wayfinding

- No banner that can mark the way in of Cars24 since its not on the highway



- Located inside on a road away from the main highway

## Engagement After Interaction

- All the details of the car, insurance and loan was shared on my personal whatsapp instantly

Instant WhatsApp Sharing Works:  
Sharing car, loan, and insurance details instantly via WhatsApp creates a seamless, personal touchpoint

- No briefing of the details were send on any platform. Another suggestion of car was shared on another day



# Cars24 Lucknow Hub V/S Spinny Park visit

Overview



Comparison



Feature  
Benchmarking



App/website  
improvement



## Inventory

- Huge inventory gave more options in used cars than Cars24, **109** used cars in the range **4-6 Lakh** in Lucknow (**16 booked**)



They showed us the actual car (**general serviced**) and told that the **fully furnished car will provided once you buy it.**

- Space was available for a test drive in Park itself



**Inventory depth**  
directly impacts buyer confidence – More cars in a given price range increase chances of matching customer preferences

- Not much options provided, and only **5 car** in the range of **4-6 Lakh** were available out of **28 cars** in Lucknow



They have partnered with **TVS services** for providing **1<sup>st</sup> free service** of the car

- Need to go out for the test drive

## Staff Interaction and Feedback

- Staff was lounging around made us wait **15 min**
- No feedback was taken

- Staff was prompt in dealing customers
- Feedback form was asked to fill



Overview



Comparison

Feature  
BenchmarkingApp/website  
improvement

## Insurance and Loan details

- Spinny has specified people for dealing in insurance, Loan etc. they have a Loan expert guy who verified these details:
- **75%** down payment
- **14.5%** ROI
- Reducing Interest
- **₹9600** EMI tentative
- Downpayment: **1.34 L - 1 CIBIL on 5.39L**
- Spinny Capital

### Loan Requirements:

- Aadhaar
- PAN
- 3-month Salary Slip
- Current Agreement
- Personal Electricity Bill
- 6-month Bank Statement
- Co-applicant → add
- 1 year CIBIL

They used Customer profiling app called **Simpler**, added my details in a step by step format called - **“PITSTOP”** making a proper data of user

- At Cars24 loan and insurance information was briefed by the same person
- The attendant explained three insurance options:
  - **₹12,000** for zero depreciation (full claim by company)
  - **₹8,000** for comprehensive (shared cost)
  - **₹4,000** for third-party (no claim)
- For loans, if the car was registered in the same district, the EMI was **₹7,500/month** or **₹5,000 cash**. For a different district, an additional **₹2,500** was charged.

The attendant just added my specific detail in the app and showed me shortlisted cars



This metric reflects Cars24's ability to guide users from digital discovery to transaction-capturing product quality, UX, trust, and operational efficiency.

## Overview

## Tackled issue

- Drop-offs at discovery, shortlisting, or checkout stages
- Lack of trust in vehicle quality, financing complexity, and poor inventory clarity

## Target Personas

- Karan, 32, tech-savvy buyer, compares on multiple apps but hesitates due to lack of inspection confidence
- Neha, 26, prefers mobile-first experience, looking for financing & verified cars but frustrated by unfiltered inventory

## Customer Stage

- **App/website Visit → Car Discovery → Shortlist → Test Drive/Loan Inquiry → Purchase**

## Success Matrix

- |   |  |                             |
|---|--|-----------------------------|
| • App-to-Transaction Conversion Rate        | • Drop-off Rate at Loan & Booking Step | • Time to Purchase Decision |
| • % of Vehicles Viewed that are Shortlisted | • Trust-Qualified Inventory %          |                             |



## What is the opportunity

- India's online used-car market is growing 3x faster than offline-but 70% of customers drop off before test drive/loan booking
- Optimizing the app journey boosts both topline and user loyalty



## What can be done

- Introduce Trust Tiers + verified filters to increase shortlist confidence
- Enable instant loan/insurance preview during car browsing
- Add post-visit personalization (follow-ups, viewed car reminders)
- Improve app UX for filters, comparisons, and 360° car viewing



## What can be achieved

- Increase App-to-Purchase Conversion Rate from 3.5% → 6%
- Improve App Retention (Day 7) by +20%
- Reduce Drop-offs at Payment/Loan by 30%



## User Segments

- **High-Intent:** Viewed 3+ cars → Nudge with loan pre-approval
- **Window Shoppers:** No shortlist → Show reviews & inspections
- **Finance-First:** Early loan click → Push EMI-first view



## Data Insights

- Avg. Time to Purchase: **14-21 days**



## Conversion Boosters

- **Trust:** Verified badge, service record, 7-day return
- **Chats:** WhatsApp for discovery & loan help
- **Urgency:** Price lock, low stock alerts, buyer activity



**DHONI REVIEW SYSTEM**

## Feature Benchmarking

## App/website improvement

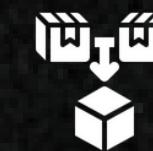
## App/website improvement



Overview

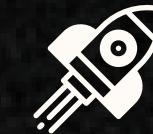


Comparison

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## Inventory Integration

- Integrate franchise inventory more transparently on the app/website, with clear labels and benefit distinctions.
- Allow customers to filter for “full Cars24 benefits” vs. “franchise cars” online



## “Certified by OEM” Inventory Section

**Action:**

- Partner with OEMs like Maruti or Hyundai to resell their certified cars via Cars24 (white-label their True Value/H Promise inventory).

**Benefit:**

- Instantly boosts inventory credibility.
- Bridges trust gap with high-quality cars.



## Accident History Disclosure

- Integrate with RTO, insurance databases (like CarInfo APIs) to auto-flag accident history
- Cross-verify with physical inspection reports
- Show a “Verified Accident-Free” badge only if double-cleared



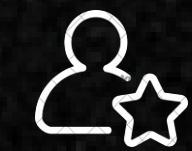
## Standard Operating Procedures

- Place high-visibility vinyl banners at the main road and key junctions leading to the hub, using bold fonts and Cars24 colors for instant recognition
- Train Guards to Guide Customers Properly
- Remove Spinny Office Branding
- Send personalized follow-ups, messages summarizing cars viewed, Loan and insurance information, and further process



## 360° Visuals of Cars

- Implement 360° Virtual Tours:** Integrate high-quality, interactive 360-degree views of both the exterior and interior of every car on the Cars24 website and app
- Use advanced imaging solutions and virtual tour software that allow users to zoom, rotate, and explore hotspots inside the vehicle



## Customer Profiling Platform

- Adopt a Robust CDP:** Choose a platform compatible with Cars24’s tech stack and tailored for automotive use cases
- Unify Data Sources:** Integrate all digital and offline touchpoints for holistic customer insights
- Optimize Continuously:** Monitor performance, collect feedback, and refine segmentation and engagement strategies

## Customer Profiling Platform



Overview



Comparison

Feature  
BenchmarkingApp/website  
improvement

The screenshot displays the Customer Profiling Platform interface. At the top left is the 'Customer Profile' section, featuring a profile picture of Devansh Rastogi (Age: 25, Male, Lucknow) and a 'Transaction Summary' box listing purchases, order count, and average transaction value. Below this is the 'Main Dashboard' with sections for 'Profile Overview' (notifying of birthday and insurance renewal), 'Transaction Summary' (orders placed: 2, total purchase value: ₹8,75,000, avg. order value: ₹4,37,500), 'Engagement Activity' (total interactions: 27, test drive bookings: 3, car wishlist updates: 5), 'Top Communication Channels' (WhatsApp: 4500 sent, 3800 delivered, 950 clicked; SMS: 1200 sent, 980 delivered, 150 clicked; Email: 500 sent, 400 delivered, 50 clicked; App Notification: 600 sent, 600 delivered, 300 clicked), and 'Devices Used for Interaction' (a donut chart showing 38% Mobile, 34% Desktop, 18% Tablet, and 10% Unknown).

## Top Communication Channels:

- Shows preferred messaging channels and effectiveness (click-throughs)

## Main Dashboard

## Profile Overview Notifications:

- Birthday Reminder: Prompt to engage with offers
- Insurance Renewal Alert: Suggests timely re-engagement

## Engagement Activity:

- Measures interaction frequency, test drive interest, and wishlist updates

## Devices Used for Interaction:

- Breakdown of which devices the customer uses, helpful for UX optimization and targeting.



# Product & Technology Improvement

Overview



Comparison



Feature  
Benchmarking



App/website  
improvement

Lucknow | Buy used car | Sell car | Car finance | New cars | Car services | Call us | Hello, Shreyash Singh | Account

**2024 KIA CARENS PRESTIGE**  
1.5 TURBO PETROL IMT 7 STR

Gomti Nagar, Lucknow | Call us

CARS24 Assured | EMI starts at ₹21,889/mo | Check eligibility → | Price breakup →

₹11.5 lakh ₹1.81L OFF +22,000 other charges

Book free test drive

## 360° View of Car

- Boosts Buyer Confidence:** Reduces uncertainty by showcasing every detail (scratches, upholstery, tires, etc.)
- Reduces Test Drive Dependency:** Customers get a showroom-like experience from home.
- Improves Transparency & Trust:** Helps debunk "accidental/damaged" car perceptions.
- Impact:**
  - ↑ Conversion Rate
  - ↓ Returns & Support Queries
  - ↑ Time spent per car listing

## Car cart and Comparison Feature

### Need:

- Aids Decision Making:** Users compare similar options across price, features, mileage, etc.
- Reduces Drop-offs:** Keeps users engaged on Cars24 instead of jumping to CarDekho or CarWale.
- Personalizes Experience:** Can suggest similar/better options based on comparisons.

### Impact:

- ↑ User engagement time
- ↓ Bounce rate
- ↑ Competitive positioning

Cart addition

Compare with other cars

Lucknow | Buy used car | Sell car | Car finance | New cars | Car services | Call us | Hello, Shreyash Singh | Account

**2019 MG HECTOR SUPER 2.0**  
DIESEL

Gomti Nagar, Lucknow | Call us

CARS24 Assured | EMI starts at ₹18,463/mo | Check eligibility → | Price breakup →

₹9.7 lakh ₹12.62L +20,277 other charges

Book free test drive



Overview



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## Car Battles

- Overview: Covers purchase cost, EMI cost, car gallery

- Features – Includes basic and advanced options (e.g., AC, infotainment, ADAS)
- Specifications – Engine type, power, transmission, and fuel efficiency
- Mileage – Fuel consumption and range (as per CarWale)

- Potential Risks: dent locations and tire quality, accidental, scratches, general functionalities
- Safety: Airbags, ABS, and advanced safety tech (e.g., lane assist, BSM)

- Mileage: Fuel consumption and range
- Performance: Acceleration, handling, and driving dynamics

## Car cart and Comparison Feature

Lucknow    Buy used car    Sell car    Car finance    New cars    Car services    Call us    Hello, Shreyash Singh    Account

**2022 MG HECTOR SHARP 2.0 DIESEL**

CARS24 ASSURED

**2019 MG HECTOR SUPER 2.0 DIESEL**

CARS24 ASSURED

Gomti Nagar, Lucknow

EMI starts at **₹18,463/mo**

₹9.7 lakh ₹12.62L  
+20,277 other charges

Check eligibility →

Price breakup →

Exterior   Interior   Imperfections   Features   Highlights   Tyres

Gomti Nagar, Lucknow

EMI starts at **₹24,935/mo**

₹13.1 lakh ₹12.62L  
+33,377 other charges

Check eligibility →

Price breakup →

Exterior   Interior   Imperfections   Features   Highlights   Tyres



Overview



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## Categorising cars on various car types

The screenshot shows the CARS24 homepage with a navigation bar at the top including 'Lucknow', 'Buy used car', 'Sell car', 'Car finance', 'New cars', 'Car services', 'Call us', and a user account section. Below the navigation is a section titled 'Cars by category' with a heading 'Popular Vehicle Styles'. A grid of twelve car icons represents different vehicle types: SUVs, Sedans, Trucks, Coupes, Minivans, Convertibles, Wagons, Hatchbacks, Electrics, Hybrids, and Plug-in Hybrids. Each icon has its name below it. To the right of the grid is a 'Shop All' button and a QR code with the text 'Download CARS24 app'.

### Need

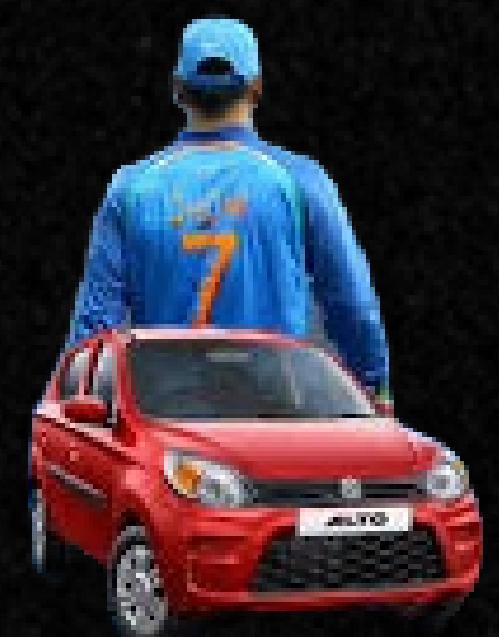
- Easy Navigation: Helps users quickly find relevant cars (e.g., Hatchbacks, SUVs)
- Better Personalization: Recommends based on user needs
- Improved Filters: Enables specific searches

### Impact

- ↑ Conversion Rate
- ↑ Cart Adds & Comparisons
- ↑ User Engagement & Retention
- ↑ Insights for Sales & Inventory

### Suggestions & glitches

- Survey is not working properly
- Include more questions on Quiz of the orbit sections
- if a person wants to give another round of quiz, include new questions
- Put logo of cars24 on every car in the warehouse





# Thank You

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