1. Inability to Compare Cars

- **Problem**: Customers might not know how to compare different car models side-by-side.
- **Solution**: Provide a dedicated "Compare Cars" feature that allows users to add multiple vehicles for direct comparison of features, pricing, and specs.
- **Customer Support**: Guide users through using the comparison tool via tutorials or live chat.

2. Confusion Over Vehicle Availability

- **Problem**: Customers may not understand whether a car is available in stock.
- **Solution**: Display clear indicators on each vehicle listing regarding availability (e.g., "In Stock," "Coming Soon," "Pre-Order").
- **Customer Support**: Direct users to the availability information on the vehicle's page.

3. Unfamiliarity with Leasing vs. Buying Options

- **Problem**: Customers may not know the difference between leasing and buying a car.
- **Solution**: Create a guide explaining the pros and cons of leasing vs. buying, along with financial implications.
- **Customer Support**: Help customers make informed decisions based on their financial situation and preferences.

4. Unable to Understand Trade-In Offers

- **Problem**: Users may not know how the trade-in process works and what value their car holds.
- **Solution**: Integrate a trade-in calculator that estimates the value of the car based on input data.
- **Customer Support**: Offer help in interpreting the trade-in value and explain how it affects the overall purchase.

5. Misunderstanding of Financing Terms

- **Problem**: Customers might be confused about terms like APR, down payment, and loan term.
- **Solution**: Provide detailed explanations and calculators for financing options.
- **Customer Support**: Offer to explain financing terms and direct users to the financial glossary or calculators.

6. Challenges in Using Car Customization Features

- **Problem**: The car configurator tool may overwhelm users unfamiliar with customization options.
- **Solution**: Offer a tutorial or guide on how to use the configurator and save configurations.
- **Customer Support**: Help users understand what options and packages are available for specific models.

7. Unclear Difference Between New and Certified Pre-Owned Cars

- **Problem**: Customers may not know the distinctions between new, used, and certified pre-owned cars.
- **Solution**: Clearly explain the differences in a guide or FAQ, focusing on pricing, warranties, and conditions.
- **Customer Support**: Offer one-on-one assistance to explain the benefits of each category.

8. Difficulty Understanding Electric vs. Gasoline Vehicles

- **Problem**: Customers may be unfamiliar with the differences in ownership between electric and gasoline vehicles.
- **Solution**: Provide educational content on maintenance, fueling, and overall cost differences between electric and gasoline vehicles.
- **Customer Support**: Direct users to available articles or videos explaining the benefits and challenges of each.

9. Issues with Filtering Search Results

- **Problem**: Users may not know how to filter search results effectively to find cars that meet their criteria.
- **Solution**: Offer an intuitive filter system allowing users to narrow results by price, make, model, and features.
- **Customer Support**: Guide customers on how to use the filtering system, either through chat or instructional videos.

10. Difficulty Navigating Mobile Site

- **Problem**: The mobile version of the site might be harder to navigate for some users.
- **Solution**: Ensure that the mobile site is optimized for usability, with large buttons and simple navigation.
- **Customer Support**: Offer troubleshooting for common mobile usability issues and direct users to mobile-friendly features.

11. Unclear Checkout Process for Online Purchases

- **Problem**: Customers might find the checkout process unclear when trying to complete an online car purchase.

- **Solution**: Simplify the checkout steps and offer a progress bar to show users where they are in the process.
- **Customer Support**: Provide live assistance during checkout and offer explanations for each step.

12. Uncertainty on How to Apply for Financing Pre-Approval

- **Problem**: Customers may not know how to start the financing pre-approval process.
- **Solution**: Provide a clear call-to-action for financing pre-approval and a simple form to submit details.
- **Customer Support**: Guide users through the form and explain how pre-approval affects their buying process.

13. Challenges in Understanding Vehicle Specifications

- **Problem**: Some customers may be unfamiliar with technical vehicle specifications like torque, horsepower, or fuel efficiency.
- **Solution**: Offer tooltips or a glossary explaining key vehicle specifications.
- **Customer Support**: Provide additional information on specs through chat or FAQs.

14. Lack of Clear Information on Extended Warranties

- **Problem**: Customers may not understand the benefits or costs of extended warranties.
- **Solution**: Provide clear explanations of extended warranties, what they cover, and pricing.
- **Customer Support**: Offer to help calculate the costs and benefits of adding an extended warranty to a purchase.

15. Difficulty Finding Vehicle Reviews

- **Problem**: Customers may want to read reviews but struggle to find them on the site.
- **Solution**: Add a dedicated review section for each vehicle that compiles both expert and customer reviews.
- **Customer Support**: Direct users to the reviews section and highlight key feedback.

16. Confusion About Test Drive Scheduling

- **Problem**: Users may not know how to schedule a test drive.
- **Solution**: Make the test drive scheduling button prominent on every car detail page.
- **Customer Support**: Assist in finding available test drive slots and confirm appointments.

17. Difficulty Understanding the Maintenance Costs of a Vehicle

- **Problem**: Customers may want to understand long-term maintenance costs but don't know where to find the information.
- **Solution**: Provide maintenance cost estimates alongside each vehicle listing.

- **Customer Support**: Direct users to maintenance resources or calculators.

18. Challenges in Locating Dealership Information

- **Problem**: Some customers may have difficulty finding dealership contact details or directions.
- **Solution**: Provide a clearly labeled "Dealerships" or "Locations" page that includes addresses, phone numbers, and Google Maps links.
- **Customer Support**: Assist with dealership-related questions, including providing directions or dealership hours.

19. Unclear on How to Apply Coupons or Discounts

- **Problem**: Customers may not know how to apply coupons or discounts during checkout.
- **Solution**: Add clear instructions or fields for applying promotional codes on the checkout page.
- **Customer Support**: Help users apply their coupons and ensure they are receiving the correct discounts.

20. Unfamiliarity with Contacting Customer Support

- **Problem**: Customers may struggle to find how to contact support for questions or issues.
- **Solution**: Offer a prominent "Contact Us" button on every page and ensure support channels (phone, email, chat) are easily accessible.
- **Customer Support**: Be readily available via multiple contact methods and respond quickly to queries.

21. Unclear on Vehicle Return Policies

- **Problem**: Customers may not understand the return or exchange policy when purchasing a vehicle online.
- **Solution**: Provide a clear explanation of return policies, time limits, and any associated fees on the checkout page.
- **Customer Support**: Offer assistance in explaining the return process and answering specific policy-related questions.

22. Inability to Find Roadside Assistance Information

- **Problem**: Customers may want to learn about roadside assistance but can't find the details on the website.
- **Solution**: Add a dedicated section for roadside assistance and link to it from each car listing.
- **Customer Support**: Provide information about what the roadside assistance covers and how to access it.

23. Unclear Understanding of Tax and Licensing Fees

- **Problem**: Customers may not be sure about additional costs like taxes and licensing fees.
- **Solution**: Offer a cost breakdown tool that shows taxes and fees based on location.
- **Customer Support**: Help customers calculate total costs, including fees and taxes for their specific region.

24. Difficulty Accessing Vehicle Recall Information

- **Problem**: Customers may want to check if a vehicle has been recalled but don't know where to find the information.
- **Solution**: Provide a recall checker on the website that allows users to input the vehicle's VIN to get recall details.
- **Customer Support**: Direct customers to recall information and explain any necessary steps.

25. Uncertainty About How to Sign Up for Newsletters or Updates

- **Problem**: Customers may be unaware of how to receive updates or newsletters about promotions and new models.
- **Solution**: Offer a prominent newsletter signup section on the homepage and vehicle pages.
- **Customer Support**: Assist customers in signing up for newsletters and explain the benefits of staying informed.

26. Unclear Process for Online Trade-In Appraisals

- **Problem**: Customers may not understand how to get an online appraisal for their trade-in.
- **Solution**: Provide a step-by-step online appraisal tool that explains the value assessment process.
- **Customer Support**: Walk customers through the appraisal tool and explain how the final value is determined.

27. Difficulty Understanding the Certified Pre-Owned Inspection Process

- **Problem**: Customers might not understand what goes into the certification process for certified pre-owned vehicles.
- **Solution**: Offer a detailed description of the inspection process for certified pre-owned cars.
- **Customer Support**: Help explain why certification adds value and what's included in the inspection.

28. Confusion Around Insurance Options

- **Problem**: Customers may not know how to integrate or purchase car insurance through the website.
- **Solution**: Offer a partnership with an insurance provider that allows customers to purchase or get quotes directly from the site.

- **Customer Support**: Guide users through the insurance application process and help them find the best deals.

29. Uncertainty on How to Apply for Incentives

- **Problem**: Some users might be unsure of how to apply for incentives like military discounts or loyalty programs.
- **Solution**: Add a dedicated section for special incentives, explaining who qualifies and how to apply.
- **Customer Support**: Assist customers in checking eligibility and applying for relevant discounts.

30. Confusion Over Subscription Services (e.g., Maintenance Plans)

- **Problem**: Customers may not understand how vehicle subscription services or maintenance plans work.
- **Solution**: Provide clear pricing and a description of what's included in subscription services or maintenance plans.
- **Customer Support**: Walk customers through the benefits and costs of subscribing to maintenance or service plans.