

Topic: Easy app car's purchase

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Problem Background

- Many people in Puerto Rico and the world has this problem that don't have a car and they wants to buy a new one. It's prefer to check all the offers on internet because they don't have a car to move dealer by dealer. Also the people notes that it's a difficult process to financing to buy a new car because they don't know the factors that car dealers consider to sell a car.
- So why don't exist an app that let you buy a car like Amazon or Ebay, with a profile that keep going updated with you finance information to approve or not and an easy selection of the dealer that must have that car I want?

Target

- The main goal and target is that all the people that want to buy a car, specially from 18 year and above.
- Implement easy process to buy a car by app or website.
- Reduce time in the finance process to approve the car loan.
- Centralize different marks in one app to compare models and prices.
- Facilitate with a current profile of your finance status to choose a car and buy it.

Causes

Problem: Many people in Puerto Rico and the world don't have a car and they wants to buy a new one by the best offer and easy way.

- The process of the loan approval is too long.
- The people have to go dealer by dealer searching for the best offer.
- If the buyer wants a better offer in the loan but the credit score is to low reduce the best offer.
- Auto sellers apply some bias to benefit himself in the process.

Countermeasures

- An app/web site centralized with different car's marks.
- The app expose all those car dealers with attractive deals filtered by the specifications and finance availability of the buyer.
- A profile constantly updated by finance requirements like credit score and income will help to make a fast and agile decision in the purchase of the car.

Check/Evaluate

- Feedback to optimize and create a better experience will be provided by the users, the auto dealers and banks.
- Evaluate what will be the method to centralize the information provided by the auto dealers.
- Understood the process of buy a car to create algorithms and workflows that can be substituted in the app/web site.
- Verify all the regulation and complexity in the finance area like credit score, loans, income and APR.

Act/Standardize

- Stablish a standard app/web for all auto dealers, banks and cooperatives, considering the complexity, regulations and approvals of the banks.
- Start this app in Puerto Rico and then move to global operations.