

Group 9 Carmax



Group 9

Effortless car buying experience for anybody.

Amando Nudo

Taylor Rockey

Leah Kim

Alex Lew

Project Vision

Project Name: Carmax

Team Members: Amando Nudo, Taylor Rockey, Leah Kim, Alex Lew

Persona: Michelle – an individual who is web savvy with low budget and car knowledge, mainly influenced by parents and online reviews.

What the user wants

Needs a reliable resource for discovering what cars are good for in specific situations to make the best decision for her needs. She also needs a site that is well designed, integrated with a social media aspect (comments, forums, etc.) and has multiple methods for access (i.e. mobile and home web access)

What the org wants

CarMax needs it to be easy for users to find and access the car finder tool to increase use, and to use this tool to drive clients into the car dealerships and sell a car.

How you will make both successful

Create a website that is easy to navigate, visually appealing and reliable. By integrating social tools into the car finding tool, users such as Michelle will be more trusting of the answers it provides, and more likely to do business with CarMax. Also, increase the visibility of Carmax on search engines to bring it to the forefront of search results

Heuristic Evaluation

Executive Summary

For the heuristic report, we chose to analyze amazon.com, carmax.com and autotrader.com for their product finding tools, as well as their sites in general. Amazon was chosen because it is a clear, successful site for shopping, which is ultimately what the carmax.com car finder tool is meant to facilitate. In addition to Amazon, we chose autotrader.com, for they are a very similar company to carmax in terms of goals and tools. By comparing these tools to carmax, we were able to discern different parts of the sites that were successful, and which were less so.

While performing the analysis, one of the largest roadblocks was finding similarities between Amazon and Carmax in terms of a comparable tool. While both had hierarchical menus, the implementation was different, so comparisons were more made among their effectiveness, not necessarily the design. Overall, Amazon had the most user friendly design, making it very simple to get from the home page to a desired product. Carmax and Autotrader both had good elements, such as Carmax's clutter free design, and Autotrader's clear process for picking a car, including pictures. Only Amazon had any real social tool built in, but both car companies had spaces where implementing social tools would be relatively simple.

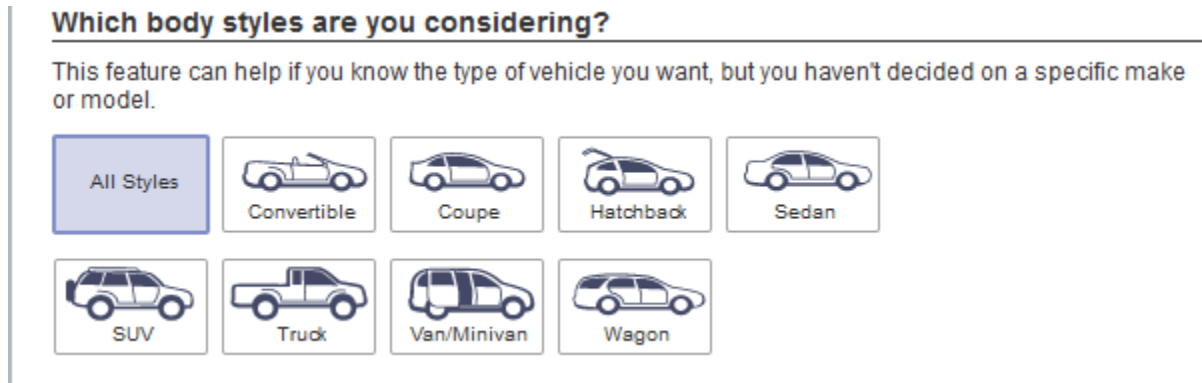
Methods

- For each page, using the persona as a guideline, we would attempt to find a product that suited our needs.
- We would start at the home page, and using only the tools presented on that page, would attempt to navigate.
- Along the process, we would document feel of the page, consistency of layout, ease of understanding, and other heuristic categories we defined before starting.
- Moving through the tests, we focused on taxonomy and ease of use, asking ourselves questions: "would our persona know what this means?", "Is the next step at this point very clear?"

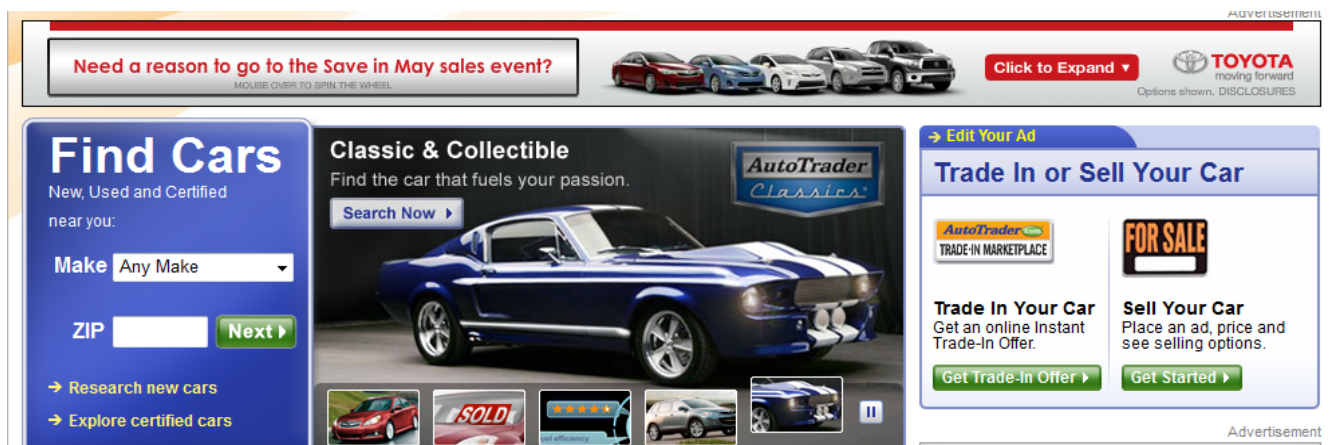
Results

After moving through the various websites, it was clear that Amazon still was in the lead in terms of ease of use and understanding. They do a fantastic job of making each step very clear. Carmax has a much cleaner interface than some direct

competitors, making the screen space feel more focused on the tool, but the language and taxonomy used is still a little more advanced than many users would know right from the start. Autotrader has a smart way to aid this, by including pictures of different car types to help explain the difference between a “sedan” vs a “coupe”, as seen below:



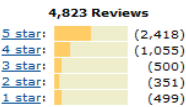
While the search tool on autotrader is very functional and useful, the site design leaves much to be desired, with floating ads and confusing page layout that may deter users. Much of the home page is filled with ads that mask the location of the actual car finding tool.



Neither car company had any sort of social network system, but Amazon’s commenting is something that could be well implemented into Carmax. Users could rate different dealers, models of car, and even specific cars for sale, helping shoppers decide what they feel comfortable buying.

Customer Reviews

Kindle Touch, Wi-Fi, 6" E Ink Display - includes Special Offers & Sponsored Screensavers



Average Customer Review
★★★★☆ (4,823 customer reviews)

Share your thoughts with other customers

Create your own review

Search Customer Reviews

☒ Only search this product's reviews

The most helpful favorable review	The most helpful critical review
<p>6,587 of 6,719 people found the following review helpful</p> <p>★★★★★ A Solid Successor to the Kindle Keyboard</p> <p>For my review, I'm going to focus it on the differences between the previous Kindle Keyboard, Wi-Fi, 6" E Ink Display - includes Special Offers & Sponsored Screensavers (which I'll refer to as the K3), and the Kindle Touch (KT)</p> <p>USE - As far as the reading experience, I really like the touch compared to the physical buttons on the previous generation. At first...</p> <p>Read the full review ></p> <p>Published 6 months ago by Scott</p> <p>> See more 5 star, 4 star reviews</p>	<p>2,344 of 2,559 people found the following review helpful</p> <p>★★★★☆ Not Very Impressed - Keyboard Version is Still Superior</p> <p>I am writing this review from the perspective of being a long-time Kindle user vs. someone brand new to the Kindle experience.</p> <p>Vs. From an overall experience, and considering the price of a Kindle with free 3G, WiFi capabilities, and a touch screen, this Kindle Touch Screen ("KTS") is a pretty good bargain. From a size standpoint, it is obviously not as long as my...</p> <p>Read the full review ></p> <p>Published 6 months ago by Michael Gallagher</p> <p>> See more 3 star, 2 star, 1 star reviews</p>

User Interviews

Executive Summary

We started this deliverable by developing a script for interviews with interviewees of our persona, Michelle. We set the main goals of our user interviews to be refinement of our persona and insight into user journey. In order to fulfill the client's goal of leading website users to their stores to buy a car, we included questions that help us understand how to influence the users' willfulness to continue so that they end up buying a car. We decided to not ask questions on budgeting because it would restrain the interviewees' decision making in user journey; we included instruction to answer questions reasonably, but not questions that emphasize financial limitation in reality because we want the interviewees to freely take their supposed user journey.

Our main problem arose in the process of finding suitable interviewees for our user interviews. Although we set our minds on some people who are planning to buy a car, they did not meet our need for web savvy individuals with little car knowledge. We decided to select individuals who are not looking for a car currently but have all other traits we want, since those traits can contribute to our research on. The team suspected biased, pointless, or confusing questions to be a potential problem. We successfully reduced a great number of those by doing rehearsal interviews within the team.

Analysis on data collected from interviews reveal that our persona consider online research to be the first step often taken for decision making. The persona's typical online research includes using Google search engine, social media, and official websites of the subject. The major contribution to the persona's choice of buying a car is information, advice, or suggestions from family and friends close to the persona, especially those who know about cars more than himself or herself. Other findings from user interviews include drop-off points on the current Carmax website, and vocabulary used by individuals like Michelle. We have created a single user journey, displayed under Results section, combining the two user journeys created with data collected from user interviews.

Methods

- Develop an interview script
 - Five sections: introduction, questions concerning the individual, questions concerning web proficiency, questions concerning car knowledge, and user journey on CarMax website.
- Find two individuals of similar traits as Michelle.

- Schedule interviews with an interviewee and two group members each.
- Perform each interview with at least two team members present.
 - Assign a notetaker.
 - Comforting interview atmosphere.
 - Give compensations.

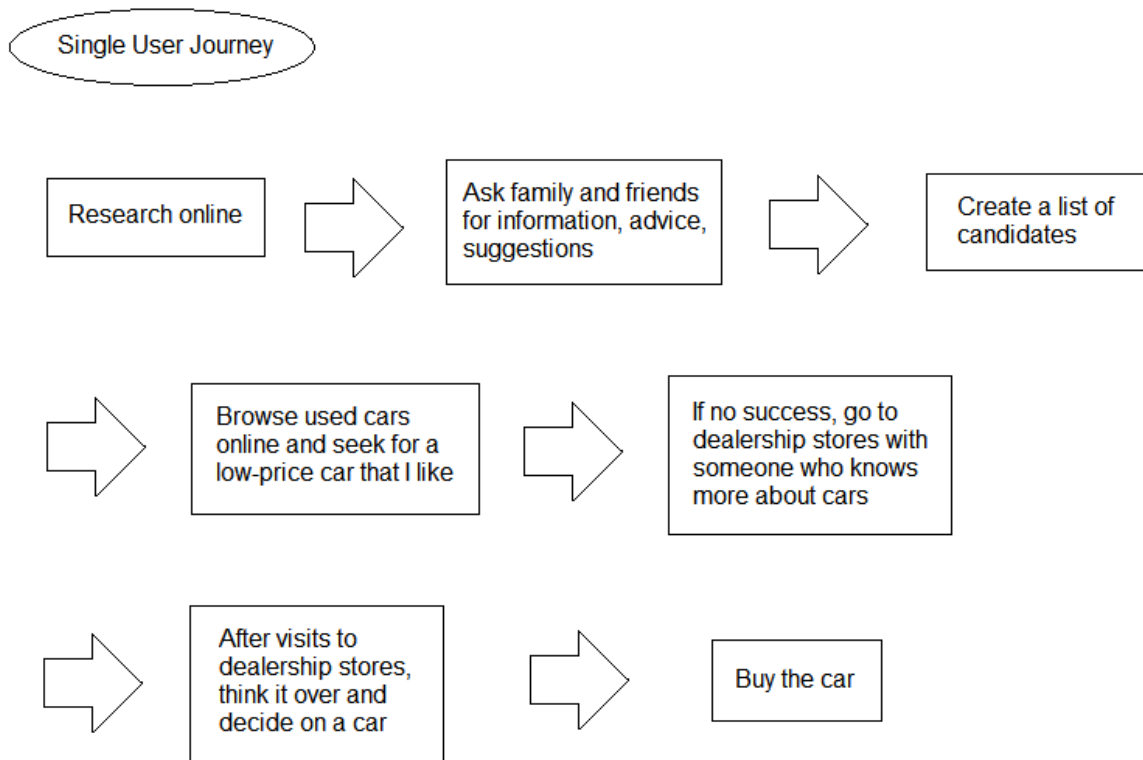
Results

Refined persona:

An individual who...

- lacks knowledge on car.
- wants a car that represents her lifestyle.
- is mostly influenced by parents and online reviews.
- relies on online community as a reference.
- is web savvy and fluent with information search online.
- acknowledges that he or she needs someone who knows more about cars to help buy a car, and spends a lot of time researching and asking close people.
- online research is a must before buying a car.
- use online reviews but don't trust all the reviews - only trust reviews supported by many.
- color of the car and good stereos are important.
- has low budget.
- does not like choosing the low-end sturdy cars (that their parents suggest) over the cars they personally like (for reasons like design)
- tends to categorize cars by brands.
- no hidden prices or scams
- does not like making compromises between a car they want and budget.
- would be frustrated and eventually drop off when a car search gives 0 or just a few results.
- would be frustrated and eventually drop off if dealership store is too far.
- would be frustrated and eventually drop off when having to start a search all over again in case of advanced search by filling out forms.

Single combined user journey of two interviewees:



Info Flow

Executive Summary:

The objective of an info flow is to model the stages in which the user progresses through when using a tool or a site. In this case, we wanted to model the stages a user goes through when buying a car and using the CarMax site to do so. The main outline used to model the info flow was the user journeys. Noted in the user journeys was the basic template of research, create a list of candidates, consult, refine, and select. Thus, in the CarMax site, we wanted the site to produce a similar flow, albeit with the influence of CarMax's information and tools involved.

As stated in the project vision, we wanted to streamline the process of buying a car; as such we redesigned the site and implemented a wizard that would assist in the consumption of information and selection of a car or type of car. Thus, the flow models the stages of the user getting on CarMax, selecting a tool and its subsequent stages and steps to selection of a car.

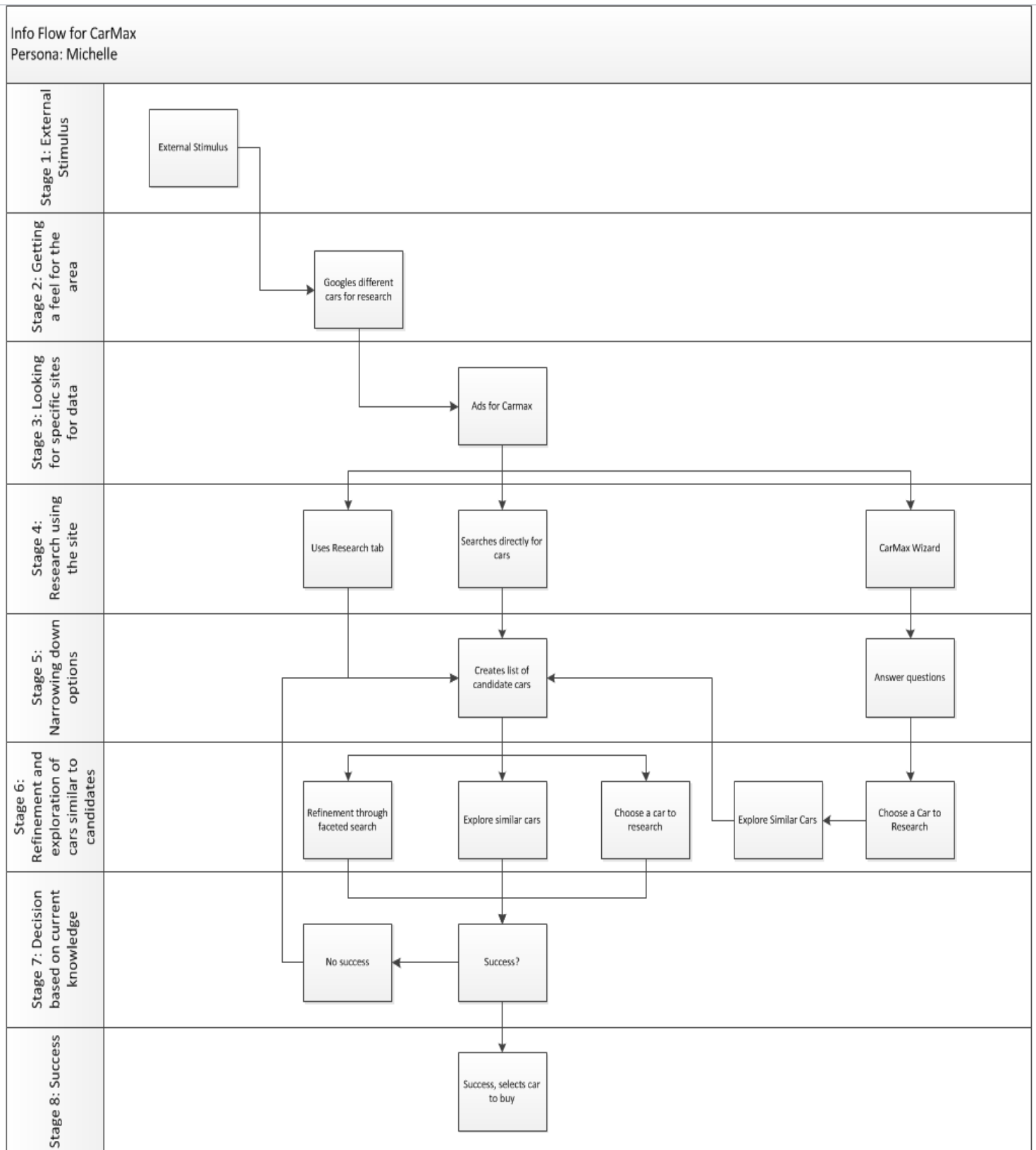
The main thing to note when viewing the flow is that it is a hybrid of the screens a user goes through when navigating the website and the stages that a user goes through when buying a car. This flow was designed to encompass all of these things. We wanted to illustrate the different paths the user could take when researching and selecting a car on CarMax and how each one lead to success. This allowed us to model the site accordingly with the flow.

Method

When designing and creating the info flow, the main template was the user journeys that we obtained from interviewing people. We observed that the user journey followed the similar pattern of research, create a list of candidates, consult, refine, and select. We also took into account the user navigation flow of the website and how the user moved through the website step by step.

The first thing we did was create a basic flow of screens in which a mock user would research, refine, and select a car based on the current CarMax website. This gave us an idea of how the user would step through the screens and options presented to them on the website. We then attributed each part of the user journey to a specific screen or option on the CarMax website. Finally, we added our wizard into the flow and refined the design of the flow and stages to encompass each option a user could take.

Results



Full resolution file of this Info Flow can be found in [Dropbox](#)

Preferred Actions and Drop off points for Stages:

Stage 2: Getting a feel for the area:

Preferred Actions: Seeing a result for cars and information that goes directly to CarMax.

Drop-off Point: Too much work to find information, need for car is less than motivation to research.

Stage 3: Looking for specific sites for data:

Preferred Actions: Clicking the ad.

Drop-off Points: Ad too flashy, ad is unappealing, ad is not located in a prominent location, ad is on a site that is not an authority/credible.

Stage 4: Research using the site:

Preferred Actions: Viewing the Research tab, going to the wizard, Consuming information about cars.

Drop-off Points: Site clutter, site too hard to navigate, too many advertisements, too much “trying to get you to buy a car”, too much information/too much jargon when consuming information, no search results.

Stage 5: Narrowing down the options:

Preferred Actions: Creating a list of candidates, narrowing down options through the use of the wizard and answering questions.

Drop-off Points: Too many cars to choose from, questions are too hard, questions do not relate to the user, questions and answers too specific, not user friendly, wizard too hard to use, no results that appeal to the user.

Stage 6: Refinement and exploration of cars similar to candidates:

Preferred Actions: Everything in this stage is a preferred action, we want the user to explore their list of candidates and other similar cars. The user should be able to navigate the site and explore other cars easily. This is the point in time where the user has the most control.

Drop-off Points: Results too cluttered, information not credible, information hard to consume, reviews for cars aren't good, not enough information.

Stage 7: Decision based on current knowledge:

Preferred Actions: Success, exploration of other cars.

Drop-off Point: User didn't like site or any cars, no search results, information not credible.

Stage 8: Success:

Preferred Action: Buy the car through CarMax.

Drop-off point: Found a better deal elsewhere.

Info Design

Executive Summary

The objective of developing an information model is to fully show how the content management system is going to organize the data. It is a critical process when developing a successful website. Before doing a fully intensive information analysis and design, we decided to look at three different websites that had similar objectives to CarMax. The three different webpages we looked at when developing an information model was Edmunds.com, Consumerreports.com and Craigslist.com.

The Edmunds website provided a different layout unlike CarMax and after doing an information analysis, provided a similar way of providing information. They had similar tables and features between each other but the rhetoric used was more fit for our persona Michelle. Consumer Reports furthers this when looking at automobiles. They rarely use automobile jargon and stick with simple vocabulary that people new to cars can understand. Craigslist was used to see the other side of the human psyche, the people selling the cars. Looking over numerous automobile postings on craigslist, we kept track of what vocabulary and features were mostly used in posts.

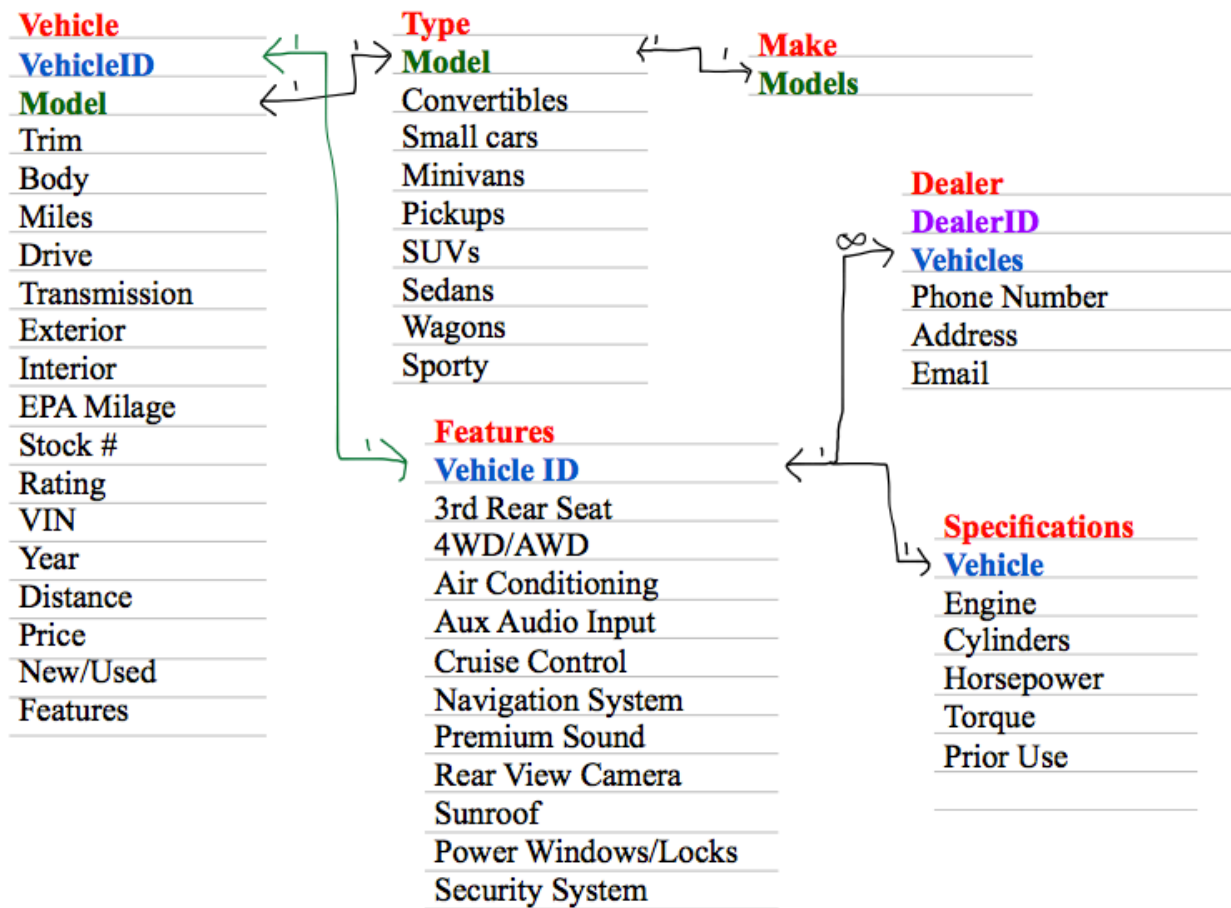
The biggest problem encountered in developing an improved information model for CarMax was deciding how to set up the relational databases. The hardest was developing these relational databases while trying to improve the navigational features of CarMax. In the end, we decided to use a Vehicle ID and a Model Type as the attributes that directly connect tables together. After directly developing a Wireframe along with the information model, we ended up developing a database schema with six tables that helped accomplish our mission statement.

Methods

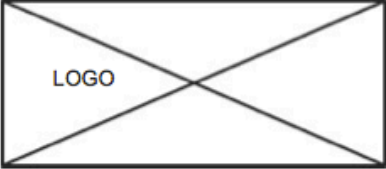
1. Observed three different websites that first time automobile purchasers would visit.
2. Collected information on how cars were presented. (Vocabulary, Features, Specifications)
3. Took note on how cars were organized along with navigation techniques.
4. With the data above, combine the best results into a database schema.

Results

Legend: Table Name



With this database schema, we are able to simplify the vocabulary used in the CarMax website along with improving the navigation flow for our users by funneling them into information they would be interested in. We incorporated our competitor's use of simplified diction along with Edmund's use of funneling users into a specific car they want. CarMax uses too much vocabulary words on the front page that may confuse interested car buyers. Instead of putting all of the information on there, we will use a Wizard that takes information from the six different tables that narrow down the search. The current weaknesses of this database schema are that it contains a fixed amount of features. Instead of having a Feature table, we can turn Features into an attribute that can live in the Vehicle table.



[About](#) | [Contact](#) | [Settings](#) | [Sign In](#)

[Find a Car](#) | [Sell Us Your Car](#) | [Research](#) | [Financing](#) | [Find a Store](#)

Search

Make

▼

Type

▼

Miles Per Gallon

▼

Features

▼

Located by:

Submit

[Advanced Search](#)

Refine Search

▼ Make

▶ Honda

▶ Toyota

▶ Civic

▼ Location

▶ Seattle

▶ Bellevue

▶ Everett

▶ Redmond

▼ Car Condition

▶ New

▶ Excellent

▶ Good

▶ Fair

▶ Poor

[VEHICLE TYPE](#) > [MILES PER GALLON](#) > [LOCATION](#) > [> \\$PRICE](#)

Showing 1 - X of Y Cars

Per Page

6

▼

Photos

Yes

▼

Sort By:







Make

Model

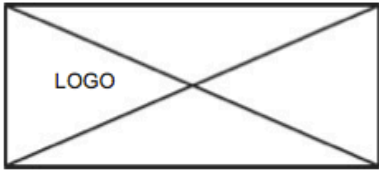
Price

Location

Compare

	MAKE	YEAR MODEL	\$XX,XXX	Seattle	<input checked="" type="checkbox"/> Select
	MAKE	YEAR MODEL	\$XX,XXX	Everett	<input type="checkbox"/> Select
	MAKE	YEAR MODEL	\$XX,XXX	Bellevue	<input checked="" type="checkbox"/> Select
	MAKE	YEAR MODEL	\$XX,XXX	Seattle	<input type="checkbox"/> Select
	MAKE	YEAR MODEL	\$XX,XXX	Seattle	<input type="checkbox"/> Select
	MAKE	YEAR MODEL	\$XX,XXX	Redmond	<input type="checkbox"/> Select

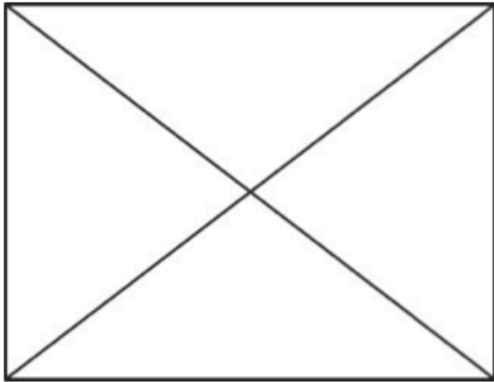
Our Wireframe query page represents how the information is represented visually and how the content management system handles data. Looking at the Results page shows how we use the Vehicle table to represent information.



[About](#) | [Contact](#) | [Settings](#) | [Sign In](#)

[Find a Car](#) | [Sell Us Your Car](#) | [Research](#) | [Financing](#) | [Find a Store](#)

[Economy](#) > [Over 30 MPG](#) > [Near Seattle](#) > [> \\$25000](#) > [\(BREADCRUMB NAV\)](#)
[Previous Car](#) | [Next Car](#) | [Back to Search Results](#)



[Overview](#) / [Reviews](#) / [Advanced Specifications](#)

Features

- Premium Sound
- Sunroof
- Air Conditioning
- Cruise Control
- AWD
- This grabs all the features out of database

YEAR MODEL TRIM

Price: \$XXX,XXX

★★★★★ XXX customer reviews

☐ Share This ☐ Add to Favorites

Specifications:

Miles: xxxK
Trim:
Drive:
Transmission:
Exterior:
Interior:
EPA Mileage
Stock #:
VIN:

Contact Us

(555) 555-5555

Email us:

Require more Info
Confirm car's availability
Trade in your Car

Visit Us

1234 Grab Address From Database
Seattle, WA 98105

[Write a Review](#)

[Map & Directions](#)

Wireframing

Executive Summary

The wireframe is a blueprint of the site, as such, it provides the framework and blueprint of all other parts of the website. It is the bare design of a website. For CarMax, we wanted to design a framework that would allow the user to easily step through parts of the site, getting to their destination in an effortless manner. To start, we wanted the site to have a fairly consistent design throughout; only the part of the screen where the user looks should be changed in any way. Thus, we designed a top nav bar as the template for the CarMax site. By incorporating a static header we eliminated any visual inconsistencies on the framework of the site, a new user would not be disoriented when moving between pages on the CarMax website.

The wizard tool was designed to provide a “baseline” car as the results. The design of the wizard was focused around offering a different experience from that of standard car websites. Due to the information flow following a fairly rigid pattern of research, create a list of candidates, consult, refine, and select, we realized that as opposed to other wizards attempting to offer success in one step, we instead decided to assist in the creation of the list of candidates, thus increasing the effectiveness of the tool and drawing the user into the site, allowing them to explore similar cars to the ones they were presented with in the wizard. Thus, on the site, in theory, the user could use the wizard, fulfilling the research step, then with the results of the wizard, begin the creation of the list of candidate cars. From the list of candidate cars, the user could then look at the candidates and read reviews about each car, while exploring similar cars, thus fulfilling the consultation step. Finally, the user could refine and select a car of their choice from their list of candidates. The result of following the user information flow is a website tool that more closely follows the train of thought for a user, as opposed to limiting the user’s options with a limited toolset.

The rest of the site was designed with speed and ease of use in mind. To that extent we wanted the user to be able to easily access links and other elements without having to reload the page or change the focus of the page often. We incorporated drop down menus with the top nav bar so that the user could easily switch focus between the homepage and the links they were looking at in the drop down menu without having to reload pages. We also designed many of the tools with tabs built in, thus allowing us to organize large amounts of information or different genres of information easily and effectively, all with one page load.

Methods

1. Made a list of design constraints to set wireframing scope.
2. Took each major step of info flow and made pen-and-paper wireframe sketches.
3. Created wireframes using an online wireframing tool, Mockingbird, keeping in mind the users' drop-off points from user interviews.

Results

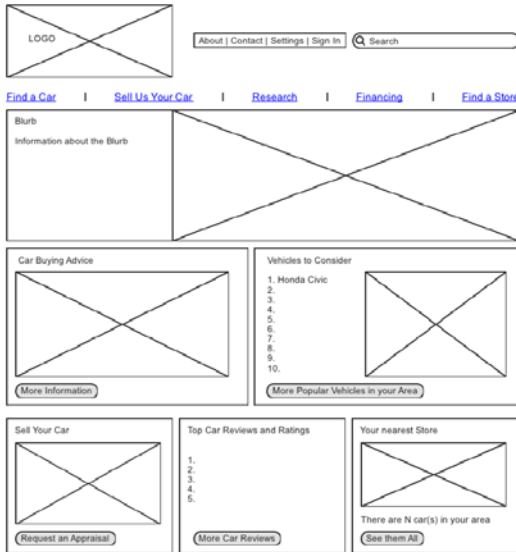
Global Design Constraints

- User interviews revealed that users' main drop-off point is when they could not locate a store nearby. The wireframes of website needs to include clear indication of where the nearest store is located.
- The current CarMax website is not satisfactory because it prompts the users to start a search all over again after a failed search. The new website should allow the users can save their searches.
- Data from user interviews tells that users consider creating a list of candidates a major step in the process of car buying. The wireframes should reflect this need.
- Michelle, the persona lacks car knowledge and therefore should streamline the process of finding a car so that users can learn about car buying process on the website.
- The persona considers online reviews and social networking major influencers. The wireframes should implement these tools.

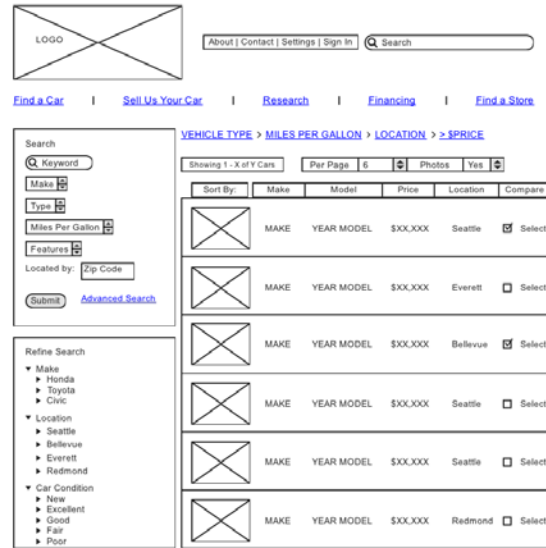
Wireframe Flow

Front Page → Query Page → Result Page → Reviews Tab

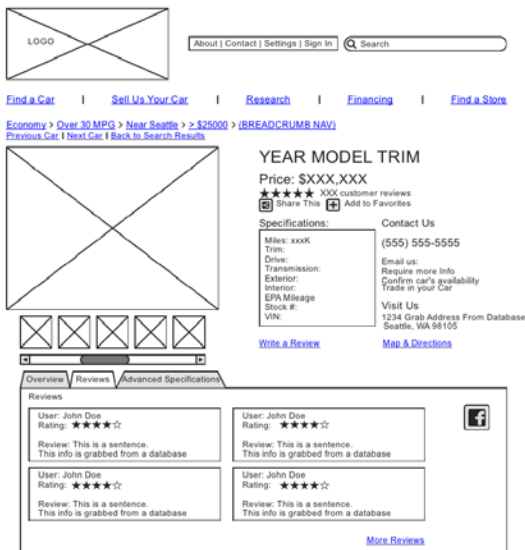
- Once the user entered CarMax website, the user would preferably search for cars with 'Find a Car' located on main navigation bar.
- Under 'Find a Car' tab, the user would create a search query with the user's requirements.
- On 'Query' page, the user would be able to see each query result's picture, brand, price, etc. Rough comparison of car candidates can be made.
- On each 'Result' page, the user would access detailed description of the car
- The user would take a look at 'Reviews' tab of the car to see what others thought about this car.



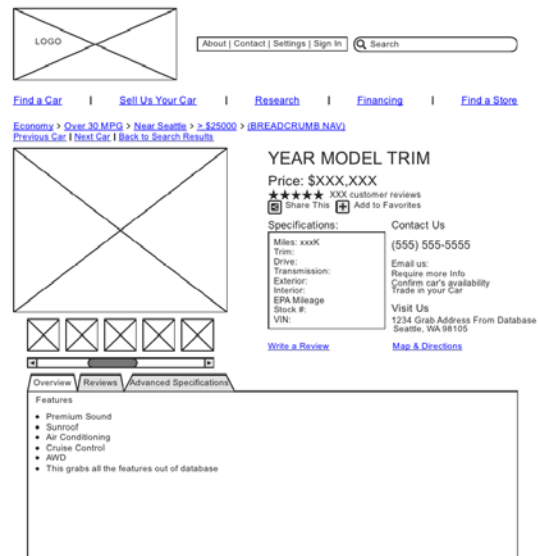
Front Page



Query Page



Reviews Tab

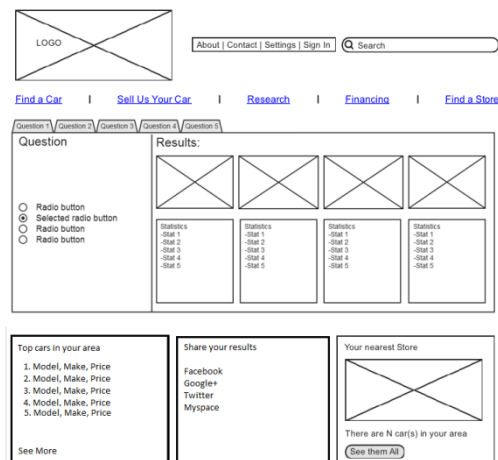


Result Page

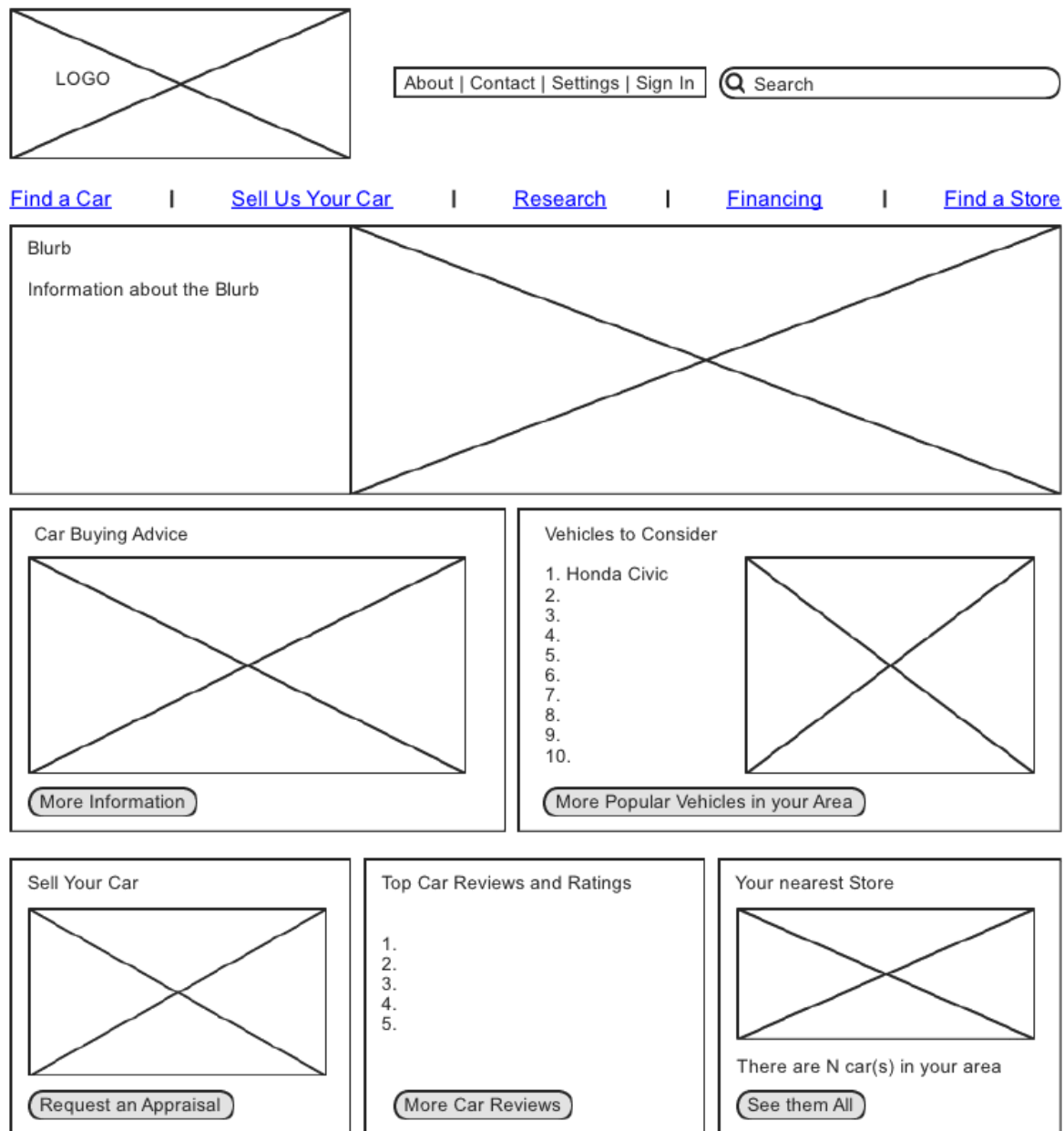
Front Page → Wizard Page

- The user would log in to CarMax website and would use his or her personal 'Wizard' page to make tailored research, and explore cars.

Wizard Page

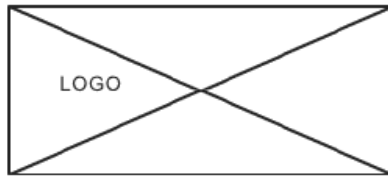


Wireframes



Front Page:

‘Car Buying Advice’ is provided to let the users with little car knowledge learn about car buying process. ‘Your nearest Store’ is located on the front page so it meets the users need noted in design constraints. ‘Top Car Reviews and Ratings’ is put on front page because these would be major influencers for the target persona.

[About](#) | [Contact](#) | [Settings](#) | [Sign In](#)[Find a Car](#) | [Sell Us Your Car](#) | [Research](#) | [Financing](#) | [Find a Store](#)

Search

Located by:

[Advanced Search](#)

Refine Search

▼ Make

- ▶ Honda
- ▶ Toyota
- ▶ Civic

▼ Location

- ▶ Seattle
- ▶ Bellevue
- ▶ Everett
- ▶ Redmond

▼ Car Condition

- ▶ New
- ▶ Excellent
- ▶ Good
- ▶ Fair
- ▶ Poor

[VEHICLE TYPE](#) > [MILES PER GALLON](#) > [LOCATION](#) > > [\\$PRICE](#)

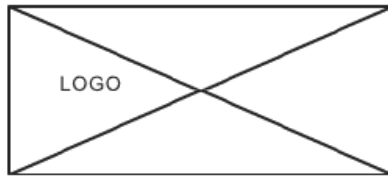
Showing 1 - X of Y Cars

Per Page6PhotosYes

Sort By:	Make	Model	Price	Location	Compare
	MAKE	YEAR MODEL	\$XX,XXX	Seattle	<input checked="" type="checkbox"/> Select
	MAKE	YEAR MODEL	\$XX,XXX	Everett	<input type="checkbox"/> Select
	MAKE	YEAR MODEL	\$XX,XXX	Bellevue	<input checked="" type="checkbox"/> Select
	MAKE	YEAR MODEL	\$XX,XXX	Seattle	<input type="checkbox"/> Select
	MAKE	YEAR MODEL	\$XX,XXX	Seattle	<input type="checkbox"/> Select
	MAKE	YEAR MODEL	\$XX,XXX	Redmond	<input type="checkbox"/> Select

Query Page:

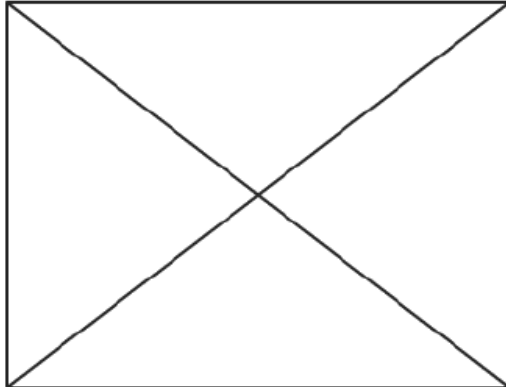
Search system is upgraded to have easy vocabulary and less car knowledge for the targeted persona. Breadcrumbs is also made so that the users can correct their query easily, which was demanded in user interviews. Users can select multiple cars using checkboxes and make quick comparisons to help decision making.



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[Find a Car](#) | [Sell Us Your Car](#) | [Research](#) | [Financing](#) | [Find a Store](#)

[Economy](#) > [Over 30 MPG](#) > [Near Seattle](#) > [> \\$25000](#) > [\(BREADCRUMB NAV\)](#)
[Previous Car](#) | [Next Car](#) | [Back to Search Results](#)



[Overview](#) [Reviews](#) [Advanced Specifications](#)

Features

- Premium Sound
- Sunroof
- Air Conditioning
- Cruise Control
- AWD
- This grabs all the features out of database

YEAR MODEL TRIM

Price: \$XXX,XXX

★★★★★ XXX customer reviews

 Share This  Add to Favorites

Specifications:

Miles: xxxK
Trim:
Drive:
Transmission:
Exterior:
Interior:
EPA Mileage
Stock #:
VIN:

Contact Us

(555) 555-5555

Email us:

Require more Info
Confirm car's availability
Trade in your Car

Visit Us

1234 Grab Address From Database
Seattle, WA 98105

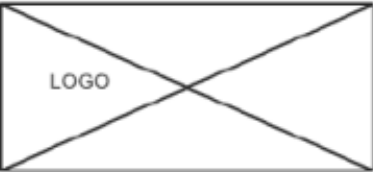
[Write a Review](#)

[Map & Directions](#)

Result Page:

This page would contain information in conversational language for the targeted persona. 'Share this' and 'Add to favorites' buttons are added so that the users can get feedback from their social network by sharing this car's information, and add to their list of candidates before making a final decision to buy a car.





[About](#) | [Contact](#) | [Settings](#) | [Sign In](#)





[Find a Car](#) | [Sell Us Your Car](#) | [Research](#) | [Financing](#) | [Find a Store](#)

Question 1 | Question 2 | Question 3 | Question 4 | Question 5

Question

☐ Radio button
☒ Selected radio button
☐ Radio button
☐ Radio button

Results:

Statistics

-Stat 1
-Stat 2
-Stat 3
-Stat 4
-Stat 5

Statistics

-Stat 1
-Stat 2
-Stat 3
-Stat 4
-Stat 5

Statistics

-Stat 1
-Stat 2
-Stat 3
-Stat 4
-Stat 5

Statistics

-Stat 1
-Stat 2
-Stat 3
-Stat 4
-Stat 5

Top cars in your area


1. Model, Make, Price
2. Model, Make, Price
3. Model, Make, Price
4. Model, Make, Price
5. Model, Make, Price

See More

Share your results

Facebook
Google+
Twitter
Myspace

Your nearest Store



There are N car(s) in your area

See them All

Wizard Page:

In this personalized page, the users are able to find popular cars in the neighborhood and learn about their peers' preferences. Because the design constraint was that car buying experience should be effortless for the targeted persona with little car knowledge, this wireframe implements a tool that makes queries come to the users. This tool would ask questions to users on their preferences, and generate a list of cars that meets the users' preferences. The users can also access their selected favorites and social media on this page.

User Testing

Executive Summary

For the user testing, there were two main sections we wanted users to give us feedback on. These were the car information page (for once you have selected a car), and the car finding wizard tool. When searching for users, we attempted to find a diverse set of users to give us feedback. This proved more difficult than initially planned since most people in the immediate area are like minded college students in similar situations as our persona Michelle.

While the focus of users being similar to Michelle helped us reach our goals of designing around her, it is unfortunate that we were unable to gain a more diverse set. We chose to have each of the users we tested look over the wireframes as if they were complete websites, and tell us what they thought as they were moving through. We watched where they tried to navigate to as well as asked for input on what they did or didn't like.

We then took down their main takeaways or interesting notes about how they used the wireframed site. The overarching theme we took away was that there was a need to differentiate the wizard from the main home page more in terms of design to help users figure out where they are, as well as make the social media aspect more obvious and consistent.

Methods

First, we sent out the wireframes onto social media sites, in hopes to gain some feedback from the masses. Unfortunately, this failed so we then directed our focus to gathering a few in-person testers to look at the wireframes. After asking around, we had 3 testers agree to help us in our testing.

For each user, we presented the wireframes as a slideshow, helping to create the sense of it being a functioning web page by allowing clicks to move users to the next page. We then took notes on where they attempted to click, any feedback they gave while working verbally, and once they were done, we asked them for their biggest critique of the wireframe. All of the subjects were tested separately to help eliminate bias.

Results

As stated in the summary, the main takeaways that were consistent across the user testing were that the difference between the home page and the wizard were not distinct enough, leaving user confused about their location, and that social media input was not clear enough. One tester presented a strong case for the need of a “cars bought in your area” section on the car finder wizard. We chose to use this in place of the “Top car Ratings and Reviews” Section on the home/wizard page. Most users also did not find a use for the “Sell your Car” section in the car finder wizard since the whole point of the tool is simply to help find a new car.

Upon completion, we created 2 major edited sections of the wireframe: The wizard, and the car found page, particularly the reviews tab.

Wizard:

ChangeList:

- Removed Sell your Car section
- Removed Top Reviewed Cars section
- Added Top Cars in your Area section
- Added Share Your Results section

Car Review Page:

ChageList:

- Expanded fuctionality of Share This button
 - Added drop out menu for social media site
- Incorporated reviews from external sources
 - Segmented reviews into sections based on source
- Removed Facebook button from reviews section

Appendix

Data from User Interviews

User Interviews Script

Hi there. It's good to meet you. How are you doing today? I am (discussion leader's name) and this is my team. Thanks for taking part in our user survey for Carmax. We are not here to judge you, if anything we want you to judge whether we understand you or not. Please be reasonably realistic when answering our questions.

Questions concerning the individual:

1. Are you looking for a car? Even if not, where would you start?
2. When would you use your car?
3. Do you ever use a car buying site?
4. Is there a specific car brand you prefer?
5. Do you own a car? Are there aspects from previously owned cars that you liked?
6. What aspects of buying a car do you find frustrating? What would make you stop?

Questions concerning their web experience:

7. How experienced are you as a web user?
8. What social networks are you on?
9. Do you read reviews/ratings online?
10. Have you make any decisions based on reviews/ratings online?
11. What specific resources do you find helpful when you are making a decision?

Questions concerning their car knowledge:

12. Where would you begin if you were looking to buy a new car?
13. What aspects whether it be online or in the dealership would help you easily find this car?
14. How comfortable are you with these terms?
 - a) Sedans, Convertibles, Minivans, Pickups, Compacts
 - b) MPG, Diesel, Hybrids
 - c) 4WD/AWD,
 - d) HP, PHP
 - e) USDM, JDM
15. Describe a car that fits your current needs.

Introduce Carmax website to individual. Please simulate your actions if you were to buy a car using this website. You may exit this website whenever you want to.

Thank you very much for taking the time out of busy schedule to participate in this interview.

User Interviews Notes

Daniel Char

1. Are you looking for a car?
A. I am interested.
2. User Journey: First decide which brand of car I like. To decide on car brands, I would read reviews online. i would go to autotrader.com (the only place I know). I would ask family and friends for information, it is important to get insight from those who know more. Then I directly go to dealership of the car. no multibrand dealership. if I ever buy a used car: definitely would find someone who knows a lot about cars and bring the person to the dealership with me.
3. When would you use your car?
A. Every day.
4. Would you ever use a car buying website?
A. I go there to research. I don't wanna buy online. I would go to the dealership and buy a car based on the research on the website.
5. Are there specific car brands you prefer?
A. Toyota, Honda > Mazda, Subaru. If not limited by financial difficulty, Lexus.
6. Do you own a car?
A. yes.
7. What aspects from previously owned car did you like?
A. Toyota Corolla; Acceleration, durability even if it was a low-end car. Solidly made. Mazda 6: drives smoothly, solidly made. trunk opening remote controller (minor feature that helps everyday life)
8. What aspects of buying a car do you find frustrating?
A. Car dealerships are annoying and deceitful. When buying a new car, it never falls on the budget you expected because market price and actual paying price are different - taxes, new features that dealerships require me to buy; hidden budget.
9. How experienced are you as a web user?
A. extremely fluent; part of my bodily function.
10. What social networks are you on?
A. Facebook, Google+, Twitter.
11. Do you read and reviews/ratings online?
A. I read reviews before buying anything.
12. Is reading reviews before buying a car important?

A. If it is a new type/model of a car, it is important. But if I were to shop for lower-end cars, I would just straightly go for Toyota/Honda (Corolla/Civic); the car brands I trust.

13. What resources do you find helpful when you are making a decision to buy a car.

A. friends' input, resale value (if it's a low-end car), mileage per gallon.

14. How comfortable are you with these terms? Sedans, Convertibles, Minivans, Pickups, Compacts, MPG, Diesel, Hybrids, 4WD/AWD, HP, PHP, USDM, JDM.

A. Sedans, Convertibles, Minivans, Pickups, Compacts, MPG, Diesel, Hybrids, 4WD.

15. Describe a car that fits your current needs?

A. a sedan with black leather car seat, ABS break, side airbags, AUX and Bluetooth stereo (very important), 4WD, gasoline car preferably, no hybrids, sunroof, big trunk optional.

Daniel's journey on Carmax website:

1. facebook (got distracted)

2. click thru color tabs

3. fill out forms on Model & price. (make: imports, type: sedans, price: \$35000, located 50 miles from (entered zipcode).

4. 0 cars found (frustrated)

5. used back, all search results removed. (frustrated)

6. un-refined search results by using 'remove' button.

7. click 118 cars within the store nearest of 98133 (finding nearest store is important)

8. Can't edit search query of make (domestic, imports, etc) even though it was on front page search form.

9. start over from front page and make new search (make: Lexus, type: sedan, price: same)

10. 1 car found. ☐

11. I asked, "Do you want to continue your search on this website, or go to other website?". Interviewee said no, "I will try for other brands"

12. lowered price on new search, and chose Honda for make.

13. 1 car found. :(

14. "There's not much variety of cars in this website...I would exit the website because there are no low budget cars that I want"

15. When tried luxury vehicle for fun, he found many Lexus cars. "o Lexus is under Luxury car category. I didn't know that)

16. "Why are there so many used cars? Does this website only deal with used cars? It doesn't specify anywhere...."

Shanna

1. Are you looking for a car?

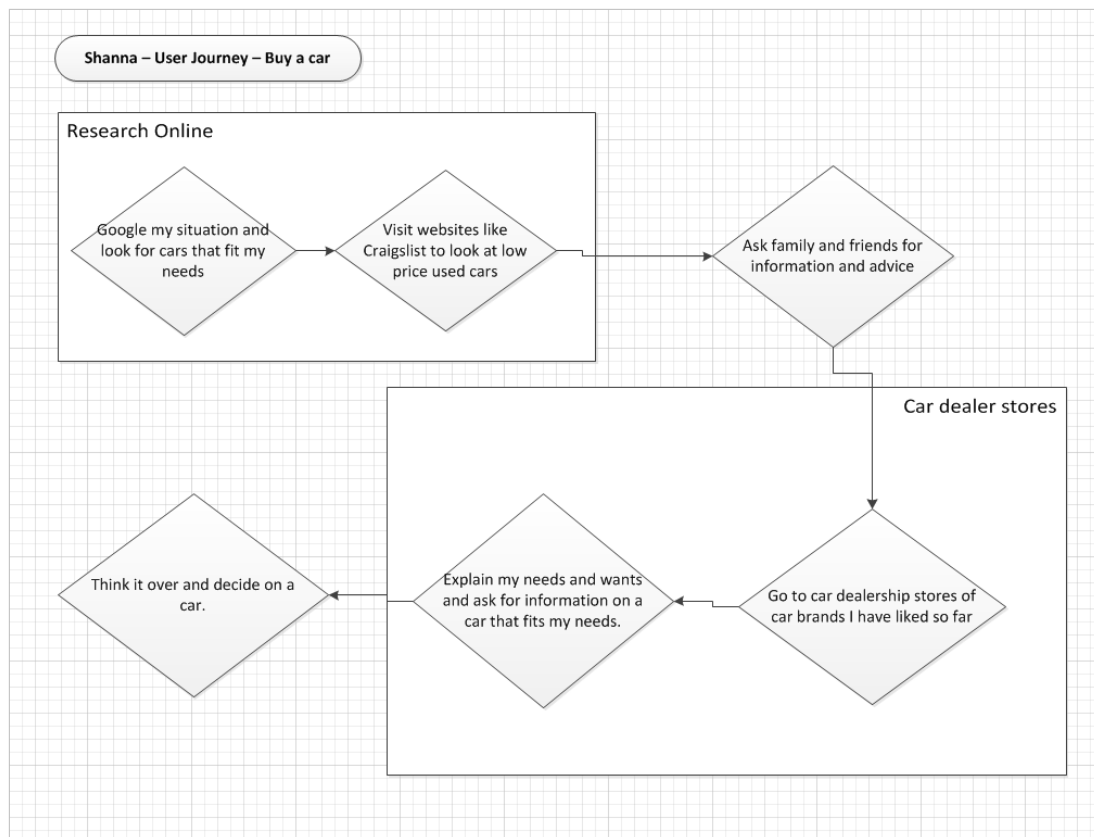
- A. Not currently. I plan to buy a car after I graduate college.
2. User Journey: Research online; Google my situation (current needs and a car fit for me), visit websites like Craigslist, visit car brand websites. Ask family and friends for information. Go to car dealership store directly. Explain my situation to the car salespeople and ask for information on a car that fits my needs. Think it over. Buy a car.
3. When would you use your car?
 - A. most of the time. for work.
4. Would you ever use a car buying website?
 - A. I have never been to a car dealership website. Why not.
5. Are there specific car brands you prefer?
 - A. Audi, Mini, Volkswagen. I have average knowledge on car brands.
6. Do you own a car?
 - A. no.
7. What aspects from previously owned car did you like?
8. What aspects of buying a car do you find frustrating?
 - A. Making compromises between a car I want and budget.
9. How experienced are you as a web user?
 - A. experienced.
10. What social networks are you on?
 - A. Facebook.
11. Do you read and reviews/ratings online?
 - A. not really. I only trust reviews/ratings of large population – trust the posts with many approvals or ‘likes’.
12. Is reading reviews before buying a car important?
 - A. Buying a car is a heavy decision to make so I will make efforts to decide wisely. Reviews/ratings do not affect my decision very much.
13. What resources do you find helpful when you are making a decision to buy a car.
 - A. Even though the others’ input is valuable to making decisions. I would do what I want to do.
14. How comfortable are you with these terms? Sedans, Convertibles, Minivans, Pickups, Compacts, MPG, Diesel, Hybrids, 4WD/AWD, HP, PHP, USDM, JDM.
 - A. Sedans, Convertibles, Minivans, Pickups, Compacts, MPG, Diesel, Hybrids, 4WD, AWD.
15. Describe a car that fits your current needs?
 - A. a sedan, dark gray, simple, chic, dashboard with blue light, white headlights, shiny wheels, great speakers and soundproof.

Daniel’s journey on Carmax website:

1. Click thru color tabs.
2. Make -> Volkswagen

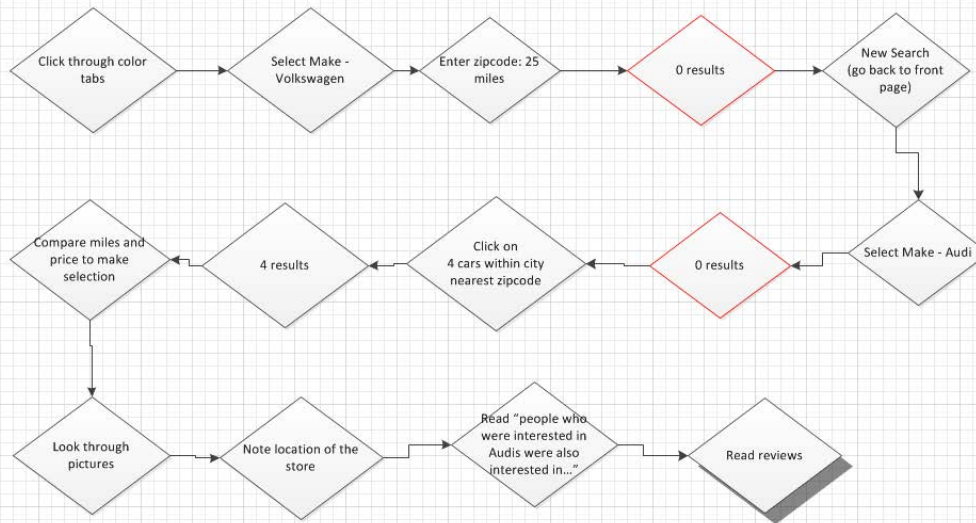
3. Land on a page for entering zipcode: 25 miles. (nearest location possible)
4. 0 results.
5. New search
6. Make -> Audi
7. 0 results.
8. click on 4 cars within city nearest of zipcode
9. 4 results
10. compare miles/price to make selection.
11. look thru pictures
12. note location of the store
13. read "People who were interested in Audis were also interested in..."
14. look at reviews posted.

User Journeys



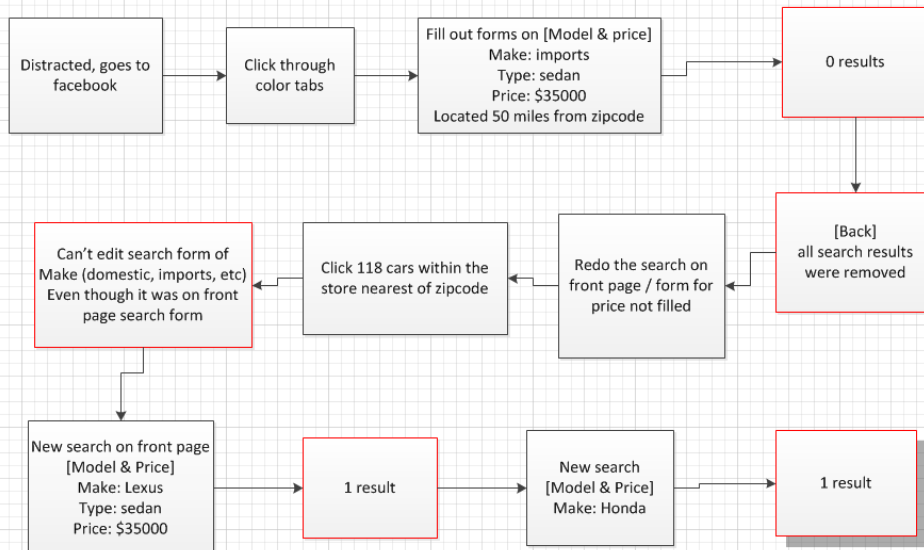
Shanna – User Journey on Carmax

Red line marks frustration and potential drop-off point



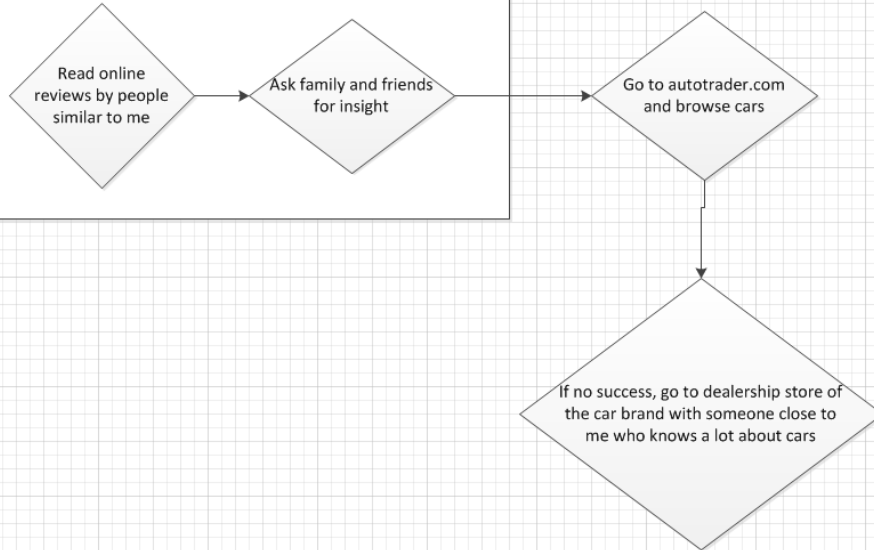
Daniel – User Journey on Carmax

Red line marks frustration and potential drop-off point




Daniel – User Journey – Buy a car


Decide on which brand of car I want



Data from Info Design

Edmunds.com





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BMW	Ford	Land Rover	Mercury	smart	
Buick	GMC	Lexus	MINI	SRT	
Cadillac	Honda	Lincoln	Mitsubishi	Subaru	
Chevrolet	Hyundai	Lotus	Nissan	Suzuki	
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Car Safety

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Make

Model

Go

Car type

Convertibles

SUVs

Small cars

Sedans

Minivans

Wagons

Pickups

Sporty

New car selector (beta)

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CR's reliability Ratings are based on our most recent annual survey reflecting 1.3 million vehicles and 10 model years.

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Chevrolet Impala

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Subaru XV Crosstrek

Toyota Avalon

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Small cars

Large SUVs

Small hatchbacks

Craigslist

2011 RAM Ram Pickup 1500 ram (ELMA)

Date: 2012-06-03, 2:23PM PDT

Reply to: see below [\[Errors when replying to ads?\]](#)

[prohibited](#)

[spam/overpost](#)

[best of craigslist](#)

WHITNEY'S VALUE FORD

1-800-332-1837

"The Budget Corral on Highway 12 in Elma!"

2011 RAM Ram Pickup 1500 ram



Location: ELMA, 98541

We have the best selection of used cars and trucks in Grays Harbor. We also have a friendly, knowledgeable sales staff, great financing options and highly qualified auto service technicians.. This is the one. 8 cyl., 5 speed automatic, loaded with air conditioning, cup holder, am/fm stereo - cd, mp3 player, sirius satellite radio, power steering, power brakes, power door locks, power windows, gauge cluster, tachometer, tilt steering wheel Give us a call to schedule your test drive.



Information

Contact Information

Whitney's Value Ford
Call : **1-800-332-1837**

Price
\$Call

Location

Photo Gallery



Data from User Testing

User Test 1

Navigation:

Moved directly to the “find a car” tab up top of nav

Remarked on preference of traditional search

“Can you add additional criteria to the features search?”

Was unsure how the “Share this” function worked

“Where do the reviews come from?”

Final Takeaway:

“The wizard looks way too much like the home page, I didn’t realize I had changed to a new screen at first.”

User Test 2:

Navigation:

“How do I get to the wizard?”

“Is there a submit button for the questions?”

“Why is there a Sell Your Car section on the car finding wizard?”

“I really like the car page layout”

Final Takeaway:

“I wish there was a more clear way to find and use the wizard. It seems really helpful, but I got lost trying to find it and I don’t quite get how the questions work.”

User Test 3:

Navigation:

“Where does the search bar take me if I search?”

-To a page we haven’t actually created is the answer

“What would go in the blurb? If it’s ads, it should go somewhere else.”

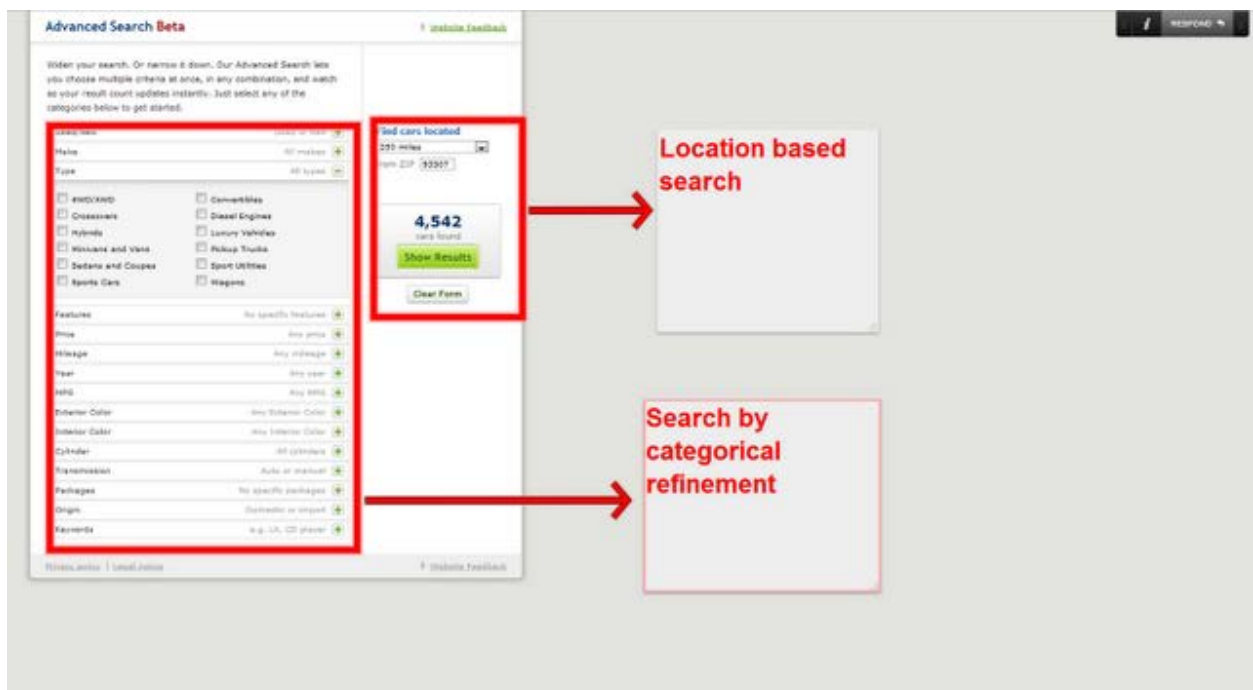
“Is there a difference between the wizard and the “research” tab?”

“Where would I find my favorites after I save a car to it?”

Final Takeaway:

“Without knowing how much of the rest of the site is being made, it is tough for me to really evaluate this. The tools seem to be designed well enough, but I don’t know how well they are integrated to the rest of the site.”

Data from Info Flow



Selection of predetermined primary categories

The homepage features a navigation bar with links like 'Find a Car', 'Sell Us Your Car', 'Research', 'Financing', and 'Find a Store'. Below this is a search bar and a 'MyCarMax' button. A sidebar on the left allows filtering by 'Make', 'Vehicle Type', 'Model & Price', 'Features', and 'MPG'. The main content area is divided into 'Find cars by...' and 'What fits your lifestyle?' sections, each displaying various car models with their prices. Below these are promotional banners for appraisals, store locations, and mobile shopping.

Refinement by category selection: Leads to a results page with refinement based algorithm

Refinement by keyword and other criteria

The results page shows a list of cars with columns for year, make, model, price, miles, and location. On the left, there are filters for 'Refine your search by' (Keyword, Price, Mileage, Year, Location) and 'Refine further' (Make, Body, Type). A testimonial at the bottom reads: 'My experience with CarMax was one of the most pleasant, easiest transactions I've ever had in a car purchase. I was in and out of the dealership and on my way back home in less than one hour. - Dalton Wilson, NC'.

Listing of selection of cars based on refinements

Refinement based on predetermined categories

Quick overview and photo of the car

2010 BMW 128i 2D Convertible
 Sports Package, Leather Seats, Power Windows, ...
No-haggle price \$28,998*
 5-Day Money-Back Guarantee! ...
 Clear Title Guarantee! ...
 Certified Quality Inspection ...
 Estimate monthly payments ...
Quick Glance
 Make: BMW
 Drive: 2WD
 Transmission: Automatic
 Exterior: Gray
 Interior: Black Leather
 EPA Mileage: 18/23 MPG
 Stock #: 7709924
 Rating: 5.0 ★★★★★
 See all details | Save a car
VIN: WBANR335K9M12379
[View history report](#) | [AutoCheck](#)

Easily accessible contact information

Tab able to be changed to see features of the car

Features
 Sports Package
 Leather Seats
 Front Seat Heaters
 Automatic Transmission
 Cruise Control
 Air Conditioning
[See all features](#)

Pricing and Financing
 We believe you shouldn't have to argue to get a fair price, which is why all of our prices are "no-haggle." You'll get a great car at a great price, without all the stress and worry of traditional used-car sales.
CarMax No-haggle price \$28,998*
[Financing tools & calculators](#)

Extra information about buying the car

Warranties and Guarantees
 5-Day Money-Back and Clean Title guarantee*
 30-Day Limited Warranty (50-Day in CT, 90-Day in MA)†
 Certified Quality Inspection

Manufacturer Warranty may apply!
 Balance of 4 Years or 50,000 Miles

Visit this car at our Escondido store
 Call Us: (760) 705-3154
 (555) 700-1488
 Email Us: ...

Similar to carmax base category selection

Location base search, Carmax has this built in using zipcode entry prior to beginning to search

Links to saved cars and advanced search

Variation of faceted search

You Searched For
New

2011 | Save Search

Narrow Your Search

Price

- \$15,001-\$20,000 (182)
- \$20,001-\$30,000 (960)
- \$30,001-\$40,000 (2493)
- \$40,001-\$50,000 (2916)
- \$50,001-\$75,000 (138)
- \$75,001-\$100,000 (37)
- \$100,001-\$125,000 (18)
- \$125,001-\$150,000 (18)
- \$150,001-\$200,000 (14)
- \$200,001-\$250,000 (13)
- \$250,001-\$350,000 (6)
- \$350,001-\$450,000 (3)
- Not Priced (37)

Choose More Than One...

Year

Make

Model

Body Style

Exterior Color

Transmission

Drivetrain

Fuel

Door Count

Dealer Reviews

Listing Date

Photos

Additional Keywords:

Chassis	Sort By	Year	Mileage	Date Added	Image*	Name
	2012	10000	2012	10/10/2012		2012 Rolls-Royce Ghost Diamond Black, 4 door, RWD, Sedan, 8-Speed Automatic, 6.6L V12 48V GDI DOHC Twin Turbo, Stock# AC013. Dealer: Desert European Motorsports, Ltd (Rancho Mirage, CA ~ 4 mi. away) \$166,870-0370 Email Dealer
	2012	10000	2012	10/10/2012		2012 Rolls-Royce Ghost Diamond Black, 4 door, RWD, Sedan, 8-Speed Automatic, 6.6L V12 48V GDI DOHC Twin Turbo, Stock# AC008. Dealer: Desert European Motorsports, Ltd (Rancho Mirage, CA ~ 4 mi. away) \$166,870-0370 Email Dealer
	2012	10000	2012	10/10/2012		2012 Bentley Mulsanne Antic White, 4 door, RWD, Sedan, 8-Speed Automatic, 6.8L V8 16V WPI SOHC Twin Turbo Flexible Fuel, Stock# DC087. Dealer: Desert European Motorsports, Ltd (Rancho Mirage, CA ~ 4 mi. away) \$166,870-0370 Email Dealer
	2012	10000	2012	10/10/2012		2012 Rolls-Royce Ghost Diamond Black Metallic, 4 door, RWD, Sedan, 8-Speed Automatic, 6.6L V12 48V GDI DOHC Twin Turbo, Stock# AC014. Dealer: Desert European Motorsports, Ltd (Rancho Mirage, CA ~ 4 mi. away) \$166,870-0370 Email Dealer
	2012	10000	2012	10/10/2012		2012 Bentley Mulsanne Sedge Black, 4 door, RWD, Sedan, 8-Speed Automatic, 6.8L V8 16V WPI SOHC Twin Turbo Flexible Fuel, Stock# BC090. Dealer: Desert European Motorsports, Ltd (Rancho Mirage, CA ~ 4 mi. away) \$166,870-0370 Email Dealer
	2012	10000	2012	10/10/2012		2012 Rolls-Royce Ghost Darkest Tuxedo, 4 door, RWD, Sedan, 8-Speed Automatic, 6.6L V12 48V GDI DOHC Twin Turbo, Stock# AC010. Dealer: Desert European Motorsports, Ltd (Rancho Mirage, CA ~ 4 mi. away) \$166,870-0370 Email Dealer
	2012	10000	2012	10/10/2012		2012 Rolls-Royce Ghost English White, 4 door, RWD, Sedan, 8-Speed Automatic, 6.6L V12 48V GDI DOHC Twin Turbo, Stock# AC008. Dealer: Desert European Motorsports, Ltd (Rancho Mirage, CA ~ 4 mi. away) \$166,870-0370 Email Dealer

2012 Chevrolet Corvette ZR1 Convertible Grand Sport - \$75,965

Dealer: Speedway Chevrolet

Vehicle Information

Value Your Trade-In

Photos

Map & Directions

Finance & Loan Calculators

Specs & Reviews

Safety & Reliability

Manufacturer Photo (Not Actual Vehicle)

About This Corvette

Body Style: Convertible

Exterior Color: Carbon Flash Metallic...

Interior Color: Ebony

VIN: 1G1YR3DWH3CS108E2

Fuel: Gasoline

Engine: 436 hp 6.2L OHV 16 valve V-8

Transmission: 5 SPD AUTO TRANSMISSION

Drivetrain: RWD

Doors: 2

Wheelbase: 105"

Source: GM

Features:

- CARBON FIBER EXHAUST
- CONVERTIBLE TOP COLOR BLACK/CONVERTIBLE TOP COLOR BLACK WOOD
- DUAL-MODE PERFORMANCE EXHAUST
- CARBON FIBER WOOD
- DUAL-MODE PERFORMANCE 5 SPD AUTO TRANSMISSION 4 SPD AUTO TRANSMISSION MAGNETIC RIDE CONTROL MAGNETIC RIDE CONTROL CALIPERS - RED/CALIPERS - RED

Standard Equipment:

- 5 YEAR / 100
- 100 MILE POWERTRAIN LIMITED WARRANTY SEE DEALER FOR DETAILS*** MECHANICAL **** POWER STEERING
- 4 WHEEL DISC**** INTERIOR **** SEATS
- 6-WAY POWER DRIVER'S SEAT CONTROL WITH RESUME* POWER DOOR LOCKS-PROGRAMMABLE* ELECTRIC REAR WINDOWS DEFROSTER* THEFT DETECTION SYSTEM* WINDOWS
- 6-STEER MANUAL**** SAFETY &
- 6.2L V8 W/ SPI* TRANSMISSION

[View Additional Standard Equipment](#)

[View Additional Standard Equipment](#)

Not exactly what you're looking for? We can find what you want. [View your own options and colors.](#)

Chevrolet Ownership Benefits

- 100,000 mile/5-year* transferable powertrain limited

Email the Seller

Speedway Chevrolet

Enter Your Message Here

First Name*

Last Name*

Email*

Phone* Day ☐ Evening ☐

Street Address*

City*

State* Choose

FIP Code*

Do you have a trade-in? ☐ Yes ☐ No

* Required [Click on "Show Details"](#)

Base refinement search, faceted search

Site structure is similar to carmax

Base refinement search, faceted search

Research, not part of the carmax website

Placement similar to carmax

Faceted search, not as comprehensive as other car websites

Easily accessible information about cars

Alternative comparison method using popular vehicles

Results not as informative as carmax

Overview of the car with photos and pricings

Shows other models of the car with options

Search for other models of cars

Insurance estimator

Recently Viewed

Edmunds.com interface showing car details for the 2013 Acura ILX Hybrid. The page includes navigation tabs (Pricing, Features & Specs, Photos, Inventory, Quick Quotes), a main car overview with a photo and price (\$28,900 MSRP), and a sidebar with search filters and recently viewed cars. Red arrows point from descriptive text boxes to specific sections of the page.

Navigation: Pricing, Features & Specs, Photos, Inventory, Quick Quotes

Main Car Overview:

- 2013 Acura ILX Hybrid
- MSRP from \$28,900
- What Edmunds Says: The new 2013 Acura ILX will be the brand's new entry-level model. It remains to be seen whether it will be upscale enough to appeal to shoppers, however.
- Pros: Three powertrain options, including a hybrid; cutting-edge infotainment features; new design.
- Cons: Entry-level luxury buyers may balk at a glorified luxury Civic.
- Consumer review: ★★★★★
- Fuel economy: 39 city/38 hwy mpg
- Calculate Monthly Payment
- True Cost to Own: Not available
- Features & Specs
- Safety
- Reliability
- Photos/Videos

Available Models:

- Base: 1.8L 4-cyl. hybrid engine, Continuously variable transmission, Up to 39 city/38 hwy mpg, Bluetooth, iPod input, Side-Curtain Airbags, Stability Control, Traction Control. MSRP from \$28,900.
- w/Technology Package: MSRP from \$34,400.

Search Filters:

- Select vehicle make: All models
- Select vehicle year: All years

Edmunds Insurance Estimator:

TCO® insurance data for this vehicle coming soon...

For an accurate quote, contact our trusted partner below.

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