When users search for a new car, they often encounter several challenges, including:

1. **Overwhelming Information**: There’s a flood of specifications, features, models, and price points, making it difficult to understand and compare options effectively.
2. **Complex Comparisons**: Evaluating features like fuel efficiency, safety, maintenance costs, and reliability can be tough, especially when trying to weigh different brands and models side-by-side.
3. **Lack of Reliable Reviews**: Users often face difficulties finding trustworthy and unbiased reviews, which can lead to confusion or doubt about the car's real performance, especially on newer models.
4. **Pricing Transparency**: It’s hard to find consistent pricing due to varying deals, hidden fees, and inconsistent information between online sources, dealerships, and marketplaces.
5. **Confusing Offers and Discounts**: Users can struggle to understand and compare various financing options, manufacturer incentives, and limited-time offers, making it hard to determine what’s truly a good deal.
6. **Difficulty Accessing Relevant Information**: Many buyers want details tailored to their needs, such as family-friendliness, off-road capability, or city fuel economy, but search platforms don’t always make this easy.
7. **Limited Knowledge on Resale Value**: Some users want to consider long-term factors like depreciation and resale value but may not know where to look for reliable insights on these aspects.
8. **Time-Consuming Process**: The whole process of researching, comparing, and visiting dealerships can be lengthy, leading to buyer fatigue and indecision.
9. **Difficulty in Trusting Sales Tactics**: High-pressure sales tactics at dealerships or online marketplaces can add stress, making it challenging to feel secure in the purchasing decision.
10. **Lack of a User-Friendly Platform**: Many users report frustration with car comparison tools and sites that are not intuitive or mobile-friendly, making the research experience even more cumbersome.