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| Manager | a report of the most matched car types monthly | I can prioritize importing more of those | update monthly, put in database | M |
| Sales Person | determine relationships between customers and their choice of car | I can prepare a sales pitch for the customer in assumption of what they might want | Update month in database, review information at least weekly and look for new trends | M |
| Customer Service Rep | to help each person with whatever concerns that they may have about the car | I can help with whatever questions they may have | Answer more than 75% of questions | H |
| User | a car that matches my budget and lifestyle | i can select a vehicle that suits me best | match within 95% accuracy | H |
| Developer | factors and characteristics of people that correlate to types of vehicles | I can code the site accordingly and satisfy customers | Update as trends change | M |
| Inventory Manager | keep detailed reports of what cars we have available and what we need | i can stay on track of what products we have | Update weekly | H |
| Receptionist | An easy to follow report of cars available and potentially new cars coming | Communicate easily on the phone with interested customers | Update weekly with brief descriptions | M |
| Auto. Technichian | have detailed reports on what cars need fixed and what on them | I can work on them and get the cars fixed | Update Daily | H |
| Accountant | Have detailed reports on the financing options associated with the cars in database | it is easier to inform clients of pricing options and to record for bookkeeping | At least 2 pricing plans associated with each car | H |