•	# RESEARCH	# VIEWING INVENTORY	Ⅲ TEST DRIVE	# PURCHASE	# ADVOCACY
E Consumer goals	Understand which vehicle     type is right for their lifestyle	<ul> <li>Comparing vehicles for options and features</li> <li>Viewing inventory in and around the consumer's area</li> </ul>	<ul> <li>Get a feel for the vehicle</li> <li>Being hands on with the features and understanding how they work</li> </ul>	Purchase vehicle with little to no stress	Sharing their new vehicle purchase with friends and family
Consumer expectations	Accurate vehicle information	<ul> <li>Real inventory on lot</li> <li>Ability to talk to sales person about vehicle of interest</li> <li>Schedule Test Drive</li> </ul>	Good or bad, the test drive is     a major influencer in the     purchasing process	Understand monthly     payment and get keys to     vehicle	Informing friends and family about the process (good or bad)
Process	<ul> <li>Visit franchise websites</li> <li>Visit care review websites</li> </ul>	<ul> <li>Search for dealerships around the area</li> <li>View their inventory to see if the dealer has vehicle</li> <li>Contact dealer about vehicle</li> <li>Drive to dealership</li> </ul>	<ul> <li>Arrive at dealership and talk to salesperson about test drive</li> <li>Test drive vehicle</li> </ul>	<ul> <li>Credit check</li> <li>Review amount to put down</li> <li>Custom unhappy about interest rate and/or monthly payment</li> <li>There's a back and forth about how the down affects the monthly</li> </ul>	Sharing the experience on social media (facebook, instagram, youtube, twitter etc.)
: Touchpoints	<ul> <li>Ads</li> <li>Blog</li> <li>Banner</li> <li>Newsletter</li> <li>Landing Page</li> <li>Form</li> <li>Vehicle Display Page</li> </ul>	<ul> <li>Dealership website</li> <li>Live Chat</li> </ul>	<ul> <li>Salesperson in vehicle talking up benefits of owning the vehicle</li> <li>Or no salesperson in vehicle. Allows consumer to feel more comfortable with test drive and purchase</li> </ul>	Direct contact with customer throughout process	<ul> <li>Review page on dealership website</li> <li>Friends</li> </ul>
≅ Experience <b>‡</b>	trust joy admiration apprehension boredom				
Problems •	Ads not showcasing unique vehicle features.	<ul> <li>Inventory on lot doesn't match what is on the website.</li> <li>Vehicle Presentation has inaccurate information.</li> <li>Not enough photos of vehicle.</li> <li>No pricing.</li> </ul>	Consumer feels pressured having the sales person in the vehicle.	<ul> <li>Long process.</li> <li>Add-on services increase price of vehicle.</li> <li>Doesn't feel like the dealer has your best interest in mind.</li> </ul>	Account set up required for reviews web page
∷ Ideas •	Make ads more attractive and informative.	<ul> <li>Less CTA's (Test Drive,         Request More Info., Make a         Deal, etc.) These clutter up         the vehicle presentation.</li> </ul>	Copy drivers license and allow the customer to test drive without a sales person.	Take the human factor out of the add-on services. Use a tablet for the customer to use. If they have questions they can ask.	Eliminate required account to leave a review.