

Raja THAD

Car Salesman, 37 years old
Pittsburgh, PA

Goal

Raja is in need of quick search capabilities to assist the "on the lot" and "call in" customer. Leads must be readily available to read and act upon.

"Leads must be readily available..."

EXTROVERT

INTROVERT

SENSING

INTUITION

THINKING

FEELING

JUDGING

PERCEIVING

PERSONALITY

Inspector



DEVICES & PLATFORMS

FRUSTRATIONS / PAIN POINTS

MOBILE

Galaxy 8

- A clunkly user interface. Why can't I just search for the vehicle the customer is requesting?!

BROWSER

Edge

LAPTOP

Surface



SOCIAL PLATFORMS

TECHNOLOGY USE



Using the internet

Using desktop applications

Using mobile apps

Using social media

Monica WALLER

Student, 24 years old
Atlanta, GA

Goal

Being a recent college grad, Monica needs a vehicle that is within budget, reliable and gets great gas mileage. She doesn't like the usual dealership back and forth when buying a vehicle.

"She doesn't like the usual dealership back and forth..."

EXTROVERT

INTROVERT

SENSING

INTUITION

THINKING

FEELING

JUDGING

PERCEIVING

PERSONALITY

Counselor



DEVICES & PLATFORMS

MOBILE

iPhone 7

BROWSER

Safari

LAPTOP

Macbook Air

FRUSTRATIONS / PAIN POINTS

- The slow process of buying a vehicle at the dealership.
- Slow page load speeds on a mobile device or tablet.



SOCIAL PLATFORMS



TECHNOLOGY USE

Using the internet

Using desktop applications

Using mobile apps

Using social media

Emilie & Greg ENGLAND

Married Couple, 28 & 32 years old
Denver, CO

Goal

She wants a safe SUV. He wants a quick and nimble coupe. Can they compromise? Maybe they can agree on installed features.

“Maybe they can agree on installed features...”

EXTROVERT

INTROVERT

SENSING

INTUITION

THINKING

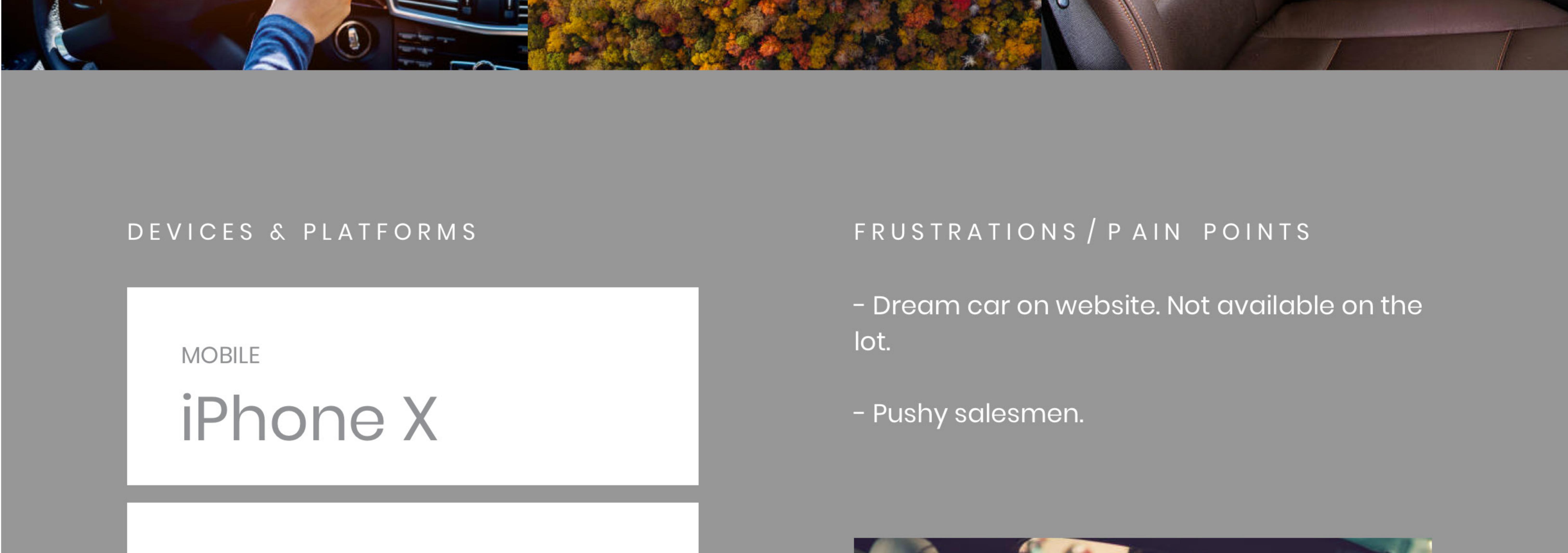
FEELING

JUDGING

PERCEIVING

PERSONALITY

Thinker



DEVICES & PLATFORMS

MOBILE

iPhone X

BROWSER

Chrome

LAPTOP

Macbook Pro

FRUSTRATIONS / PAIN POINTS

- Dream car on website. Not available on the lot.
- Pushy salesmen.



SOCIAL PLATFORMS



TECHNOLOGY USE

Using the internet

Using desktop applications

Using mobile apps

Using social media