Smart Car Finder:

Function:

For user who do not have a target car in mind or do not have knowledge about cars, car find will give them recommendations according to their needs.

How it works:

User will take a short multiple choice survey. Car finder transfer the user-answers and transfer to proper keywords to browse the database and filter out the undesired results. After finishing the survey, what final results will show on the page.

Design:

The questions in the survey are written in descriptive words instead of professional terms of a car. For example, survey will have expression like “big car”, “large cargo space” instead of “SUV” since user may not know what is SUV. The survey will ask user in an easy way and get the following information from user: Price range, car type, mpg range, year of manufacture or other feature like backup cam, FWD/AWD, etc.

Survey can be accessed by clicking “help me to find a car “button.