CS 355 project 2

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1. What is your business?

We sell luxury cars from around the world right in New York City.

1. What is the business ethos?

With professionalism and dedication to our client’s specific needs, satisfaction is guaranteed.

1. What do you produce/make/offer/sell?

We offer/sell luxury cars like Porsche, Bentley, Lamborghini etc.

1. Who is your target audience

We target those who are in search of these luxury cars, whether it be pre-owned or new. Because we offer a large variety of different brands, we can say we have a very large pool of customers.

1. What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?

We always tell our customers to check out our website because a lot of frequently asked questions are answered right on the website itself. Also, it would be more convenient for customers to make appointments for service directly via website.

We attract customers with the website design. It is easy to navigate and is clean and simple. It contains a gallery of cars listed with descriptions such as model make, price, etc.

1. Do they want general information / research (such as background on a topic/ company,) or are they after something specific (such as a particular fact or information on a product)?

As mentioned above, we have many different brands and a variety of customers. There are customers who ask for a specific model with great knowledge of that specific car

1. Are they already familiar with the service or product that you offer or do they need to be introduced to it?

All of the cars currently available are listed on our website and it updated every few hours on business days. Therefore, customers who are looking for a specific car and know that it is available at our shop will set up an appointment to see the car in person.

We have options for different services offered on our website, if they have more questions about the listed service or have questions regarding something that is not listed, they can always give us a call.

1. Are they looking for time sensitive information, such as the latest news or updates on a particular topic?

We frequently get many calls asking if a certain brand or model would be available for purchase. We try to give them a more reasonable answer as to when we would have that certain car available or if pre-order would be available but some cars are limited and can be quite hard to buy not just with our company but other companies around the world.

1. Do they want to discover information about a specific product or service to help them decide whether to buy it or not?

If the customer is debating on the difference in pricing between a pre-owned and a new car, we ask the customer questions like what is your budget what are you looking for, and give them our best considerations on what might be the closest option as to what they are looking for. We also give them a list of what services we offer.

1. Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email of telephone contact details?

Our location are listed on our website and well as contact information. They can schedule an appointment via phone/email (Whichever is more convenient for the customer) or walk in during our normal business hours, (might have to wait if all salesman are busy.)

1. Will visitors be familiar with your subject area/ brand or do you need to introduce yourself?

There will be both, those who are familiar or those who would want an introductory.

1. Will they be familiar with the product/ service information your are covering or do they need background information on it?

There will be both, those who are familiar and other who would want more background information.

1. What are the most important features of what you are offering?

We try our best to fit our customer’s needs from financing to researching and comparisons.

1. What is special about what your offer that differentiates you from other sites that offer something similar?

Other sites might not offer services on their website, whereas ours do with different options to choose from.

1. Once people have achieved the goal that sent them to you site, are there common questions people ask about this subject area?

There might be questions on the pricing of a certain service would be, or when they will get a reply.