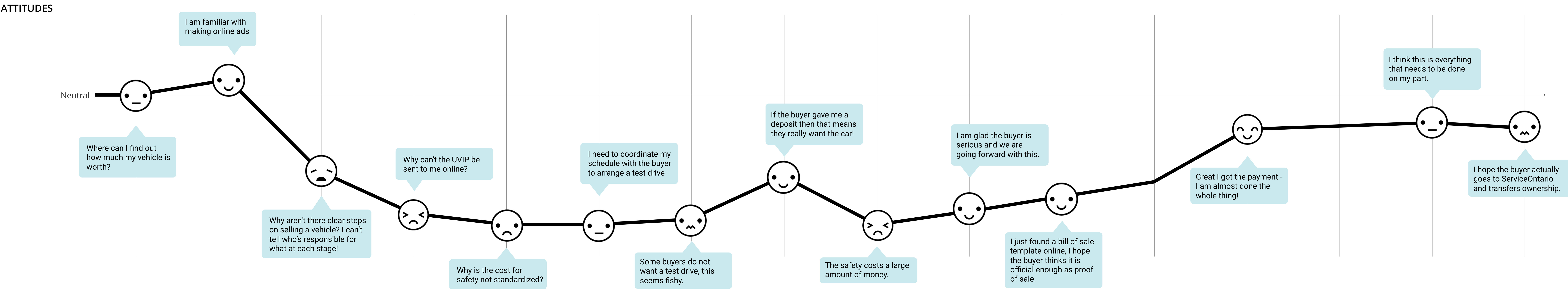


SELLER JOURNEY

STEPS	Scope out how much to sell the vehicle for	Post ad with information on vehicle	Research selling process in Ontario	Purchase UVIP (used vehicle information package) and/or CarFax	Get a mechanic to look at the vehicle	Correspond with potential buyer(s)	Meet up with potential buyer(s), let them look at the vehicle and go for a test drive	Receive a deposit if the buyer wants the seller to hold the vehicle for them	Negotiate when the vehicle will get safety tested and if a pre-purchase inspection will be completed	Finalize the deal with buyer	Meet up with buyer to complete bill of sale	Complete application for transfer (back of registration)	Buyer transfers money to seller	Seller removes plates	Seller hands over keys to buyer	Buyer goes to ServiceOntario for vehicle ownership transfer (Seller's responsibility)
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TOUCHPOINTS	• Google • Kijiji • Autotrader • Canada Blackbook	• Kijiji • Autotrader • Facebook marketplace	• Google • Ontario.ca • Reddit	• Service Ontario • Ontario.ca	• Google • Social connections	• Email • Phone	• Buyer	• Buyer	• Buyer	• Buyer	• Buyer		• Bank draft • E-transfer • Cash		• Buyer	• Buyer
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PAIN POINTS	• Can be difficult to figure out the list price • If there are defects, it is hard to gauge how much to lower the price by	• Discouraging to not receive a lot of responses • Waste of time to receive spam emails • Annoying when potential buyer suddenly stops replying when a dialouge has already begun	• Number of steps is overwhelming for the seller; it is especially difficult identifying responsibility of seller vs buyer	• UVIP takes too long to come in if ordered online; bad if you're in a rush • Confused as to why an online version isn't downloadable • Have to experience usual SO waittimes if seller goes in person to acquire UVIP	• Confused regarding why safety is priced differently depending on location • The seller may not have access to a trusted mechanic	• Their may be friction between the seller and buyer regarding the meeting location for a test drive • Price negotiation can be annoying	• If buyer does not want to book a test drive, they may seem more suspicious to the seller		• Safety costs too much and only lasts 30 days before needing to be renewed	• Transaction does not seem legitimate if the buyer offers to pay for the vehicle entirely in cash	• Confused when an online template should be used as a proof of sale		• Confused regarding when the seller takes the money and the buyer takes the car	• No assurance other than purchased plates that the buyer will transfer ownership
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COSTS		• Optional \$20 for CarFax	• \$20 for UVIP					• Cost of safety (\$100-\$150)								
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