

Haggle.

A mobile car price finder

Creative Brief

Project Summary:

Many times when you are on the car lot, looking for a new or used car, you wonder, are they really giving me a fair price? What should I really be paying for this car? Wouldn't it be nice to pull out your phone and find real price for that make, model, and condition? This is the main goal of this application. The secondary goal is to spur on developers to create more applications like this, to help people. The long-term goal is to bring awareness to the general populous that applications like this can be used to solve common problems like this one.

Target Audience:

The typical user of this mobile tracking application will be 22 and in college. They are male and have some of the latest technology especially when it comes to phones. They are online typically 4-5 hours a day, doing school work, playing online games and spending time on social networking sites.

This user will be on the car lot searching for a car. He finds a car he likes and decides to look it up on his cell phone. He enters some information about the car and is soon given the correct price of that car.

Perception/Tone/Guidelines:

The users so far like the competitions mobile car websites. They feel the site is helpful, and useful.

We want the users to think that this site is easy to use, and useful, and looks good. This will be done by the site being very intuitive, and also inviting.

Adjectives: Simple, and Inviting.

Visual Goals: Clean, Inviting.

Communication Strategy:

The overall message of this site is "Helpful". It will be very easy to find the price of the car, quickly, and simple, without any hassle. The steps to find your cars price will be simplified as much as possible.

Phase 1: Map out data connections to websites and lay framework.

Phase 2: Debugging Process

Phase 3: Apply Design.

Competitive Positioning:

This site will stand over the rest in its simplicity to get the job done.

Targeted Message: Efficient

Competition:

Edmunds [pda.edmunds.com]

Look up used and new car prices. I've had friends call me from the dealer lot, since I'm the "car guy" and ask me if xxx dollars is a good price for the car their thinking about buying. *I don't know, dude. Didn't you look it up?* Now I can say *pda.edmunds.com*.

Cars.com mobile site

<http://mobile.cars.com/>

A mobile version of their site, lots to do, though might be a bit overdone.