

## **Energetic Millennial Kara**

### **Problem statement**

Kara is a student with a low income (probably only from student loans) and her goal is to eventually buy a small “good car”. The fact that she lives in a suburban area means that she needs a car to travel to and from her future workplace. Buying a car is just not an option due to her financial situation. It is possible that Kara does not know what she wants in a car either yet but she just knows that she wants a good one. Her low income status prevents it from happening right away. Being a student she will find it difficult to pay for car maintenance. Furthermore, buying an inexpensive car on the used market will be more expensive in the long run. If the insurance rejects her claim and she owns the car, she will have to pay out of pocket.

### **Plan**

She needs to look into leasing cars. This provides a natural solution to create an application that will allow for a user to rent a car for a specific amount of time, and car owners to rent out their inventory no matter how large. Dealerships and single car owners will be able to advertise on the proposed application. By not restricting the minimum lease time, she is able to choose the best option for how much she is willing to pay. This way, by the time she is able to afford to buy her own car, she will have had experience in choosing a car due to the amount of cars she will have rented. Being able to isolate what she likes and does not like in cars, she will have a profound appreciation of the application that allowed her to go through several cars in the span of time where going through dealerships will drastically reduce that amount.

- Maintenance issues for cars are expensive
- She will have to buy a new one every 5 years if she buys new
- She will have more experience in choosing cars if she rents, even if she does not know anything about the mechanics of a car.
- She can change cars very often without any fees

<https://turo.com/>

<https://www.aviscarsales.com/>

<https://www.vroomvroomvroom.co.uk>

<https://www.sixt.com/magazine/tips/long-term-car-rental-vs-buying/>

<https://thepointsguy.com/news/buy-used-car-vs-rent/>

Take notes to what we can change of similar sites

How we are different?

We intend to leverage the familiarity of popular social media sites to millennials.

Tinder style way of choosing cars.

Liked cars appear the same like liked posts on instagram with a twist:

- If you select a few you can compare them.

Stories like snapchat and instagram

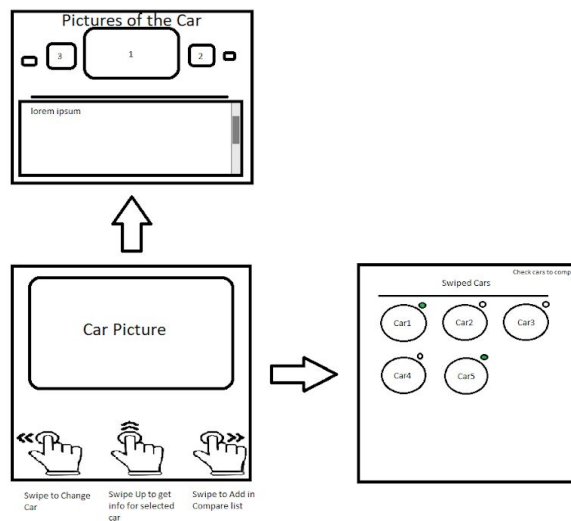
etc.

In psychology, familiarity is one of the best ways to get engagement.

Some deals will disappear in a day, similar to snapchat.

Cars will have an option to review similar to instagram comments

Social media for cars



Trustpilot