

PIERRE VILLANEUVA

Used Car Price Assessment Tool

www.m.carsdirect.com

RESEARCH TO CONSIDER

75% use the web to research and buy vehicles (polk)

79% used vehicle shoppers prefer third party sites (polk)

<20% cite price as ultimate factor in car purchase (trueCar)

ISSUE

Vehicle maintenance plays a significant role in a vehicle's value. Determining where a vehicle is in that cycle requires a separate calculation for each listing.



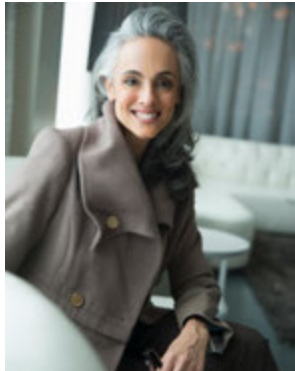
KATHLEEN

A focused coordinator, Kathleen relies on information to help her execute decisions.



MOBILE FIRST

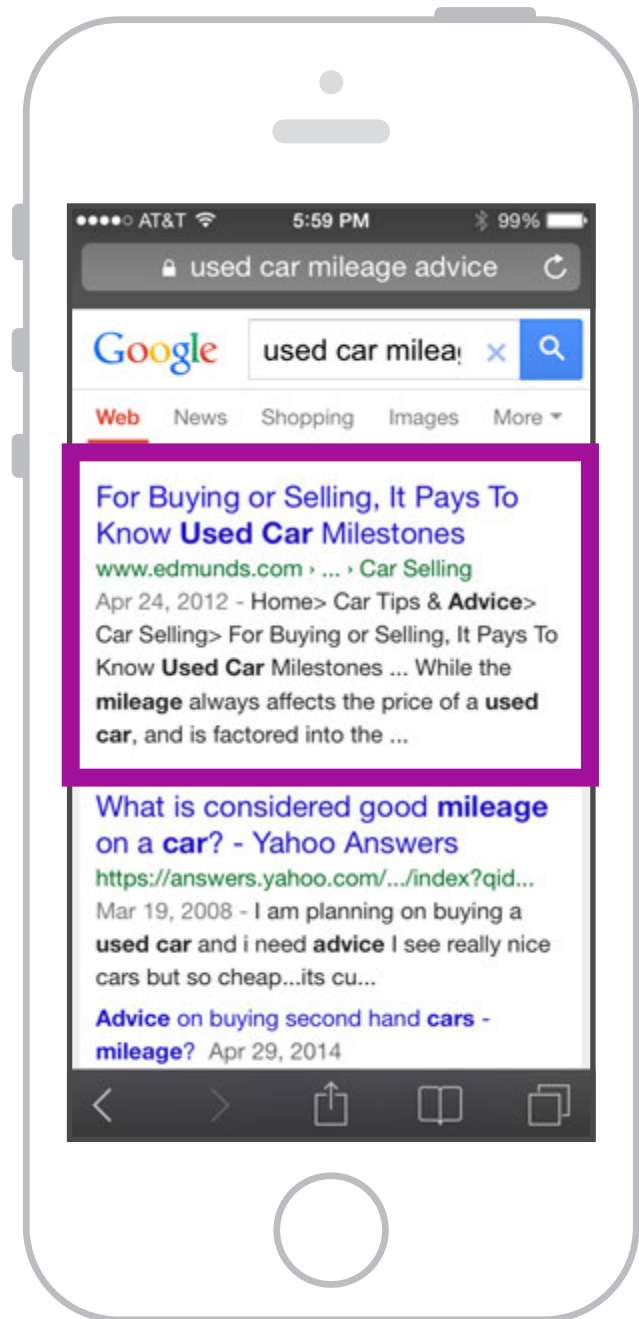
Kathleen begins her decision process on the web.



KATHLEEN

Searches for advice on used car mileage.

Kathleen clicks on the first search result, an article on *edmunds.com*.

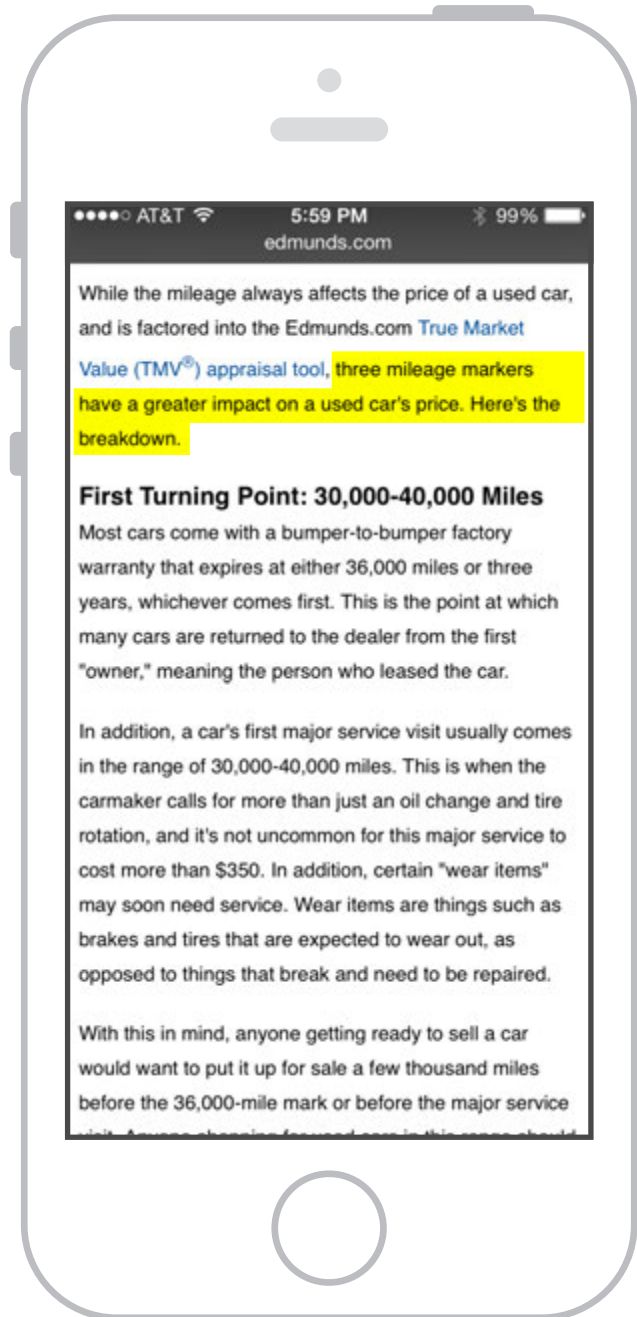


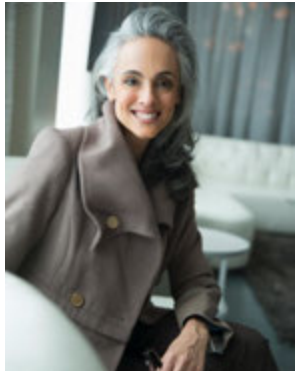


KATHLEEN

Discovers the impact maintenance and maintenance milestones play on vehicle values.

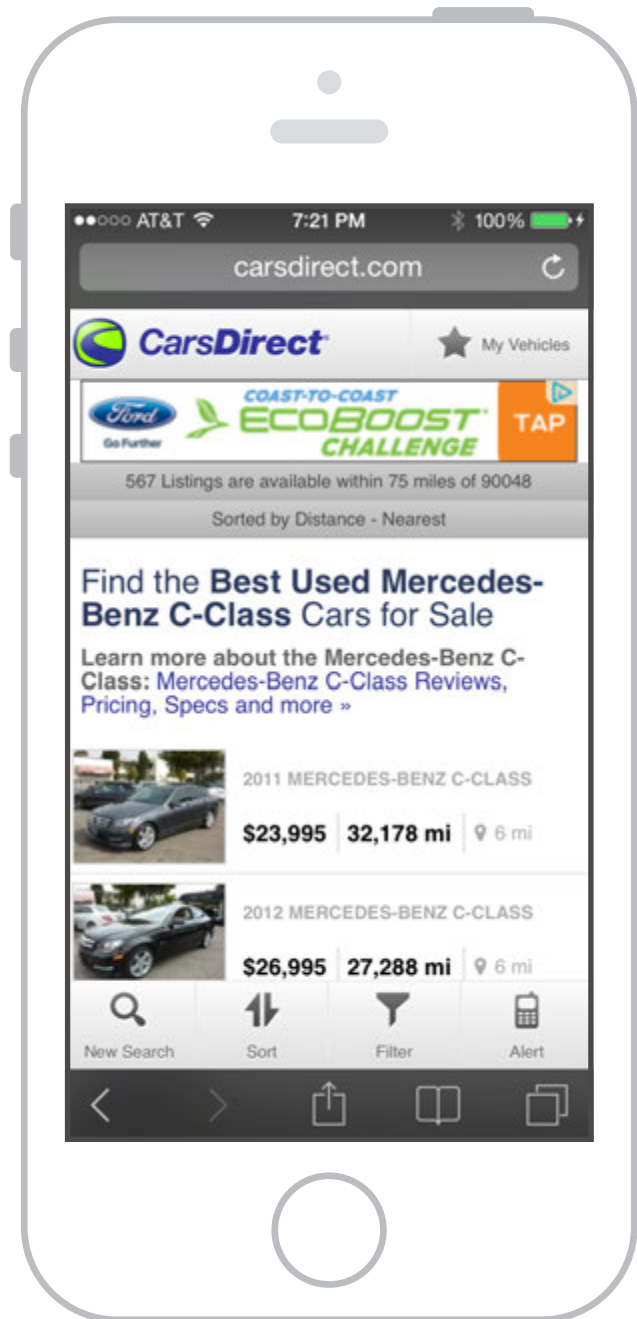
Kathleen finds the article insightful.

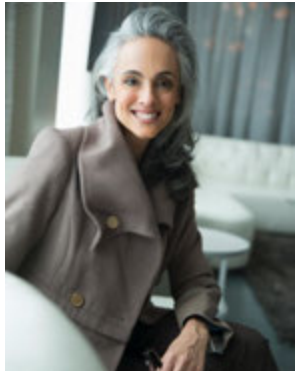




KATHLEEN

Kathleen attempts to apply her newfound knowledge on *m.carsdirect.com*.

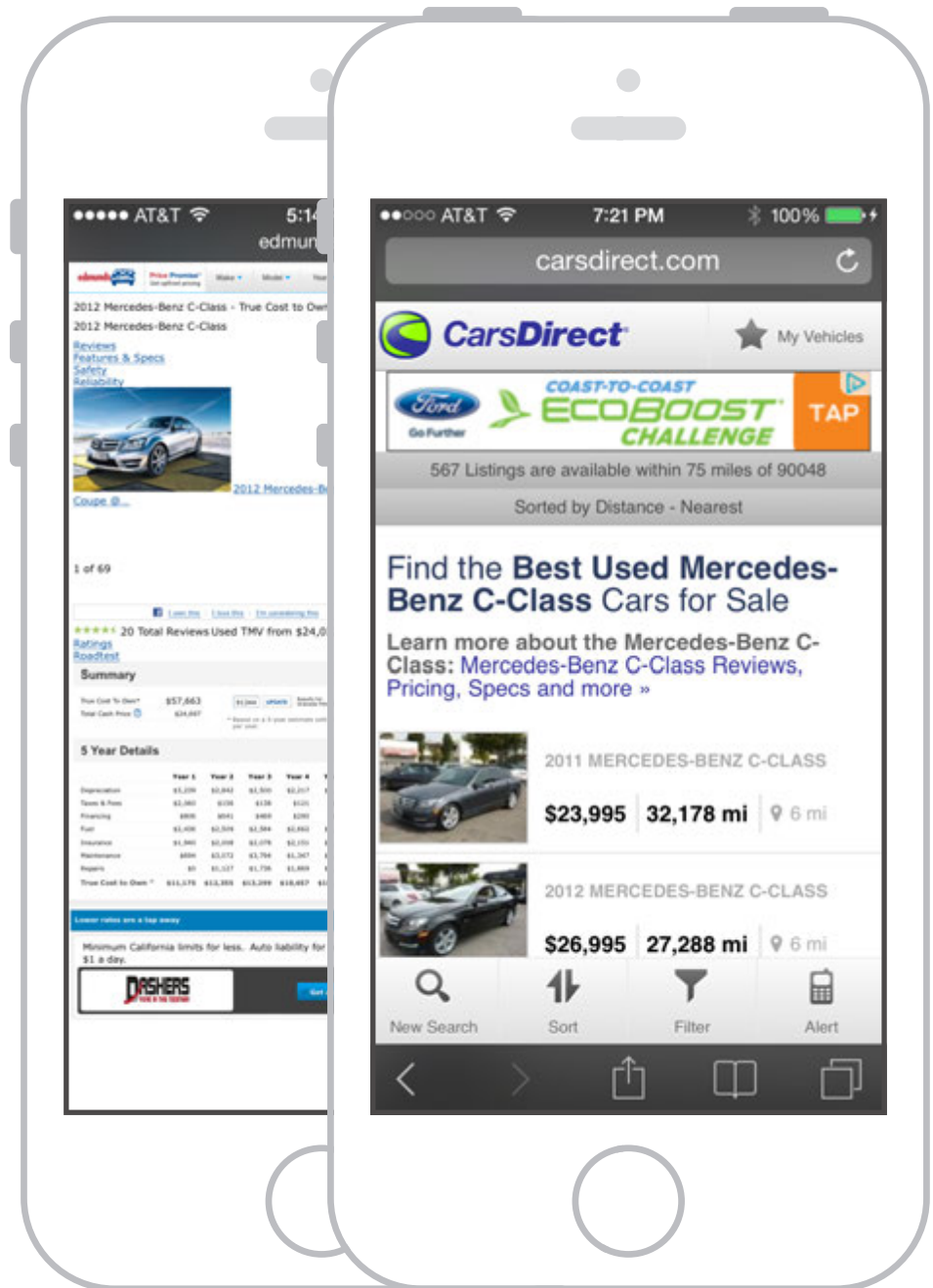




KATHLEEN

But...finds herself switching between two websites trying to factor in vehicle mileage milestones.

Kathleen wishes the process was simpler.



SOLUTION

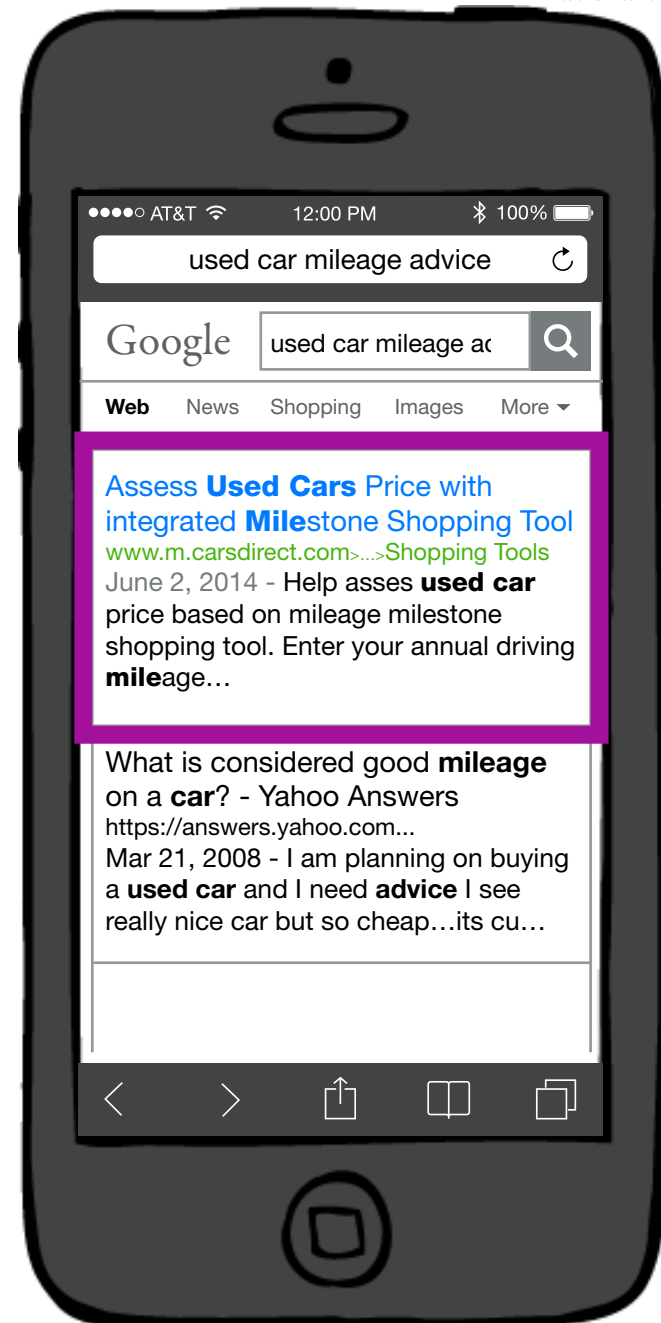
Automate the calculation, display the results and provide guidelines for assessing a vehicle's asking price.



KATHLEEN

Searches for advice on used car mileage.

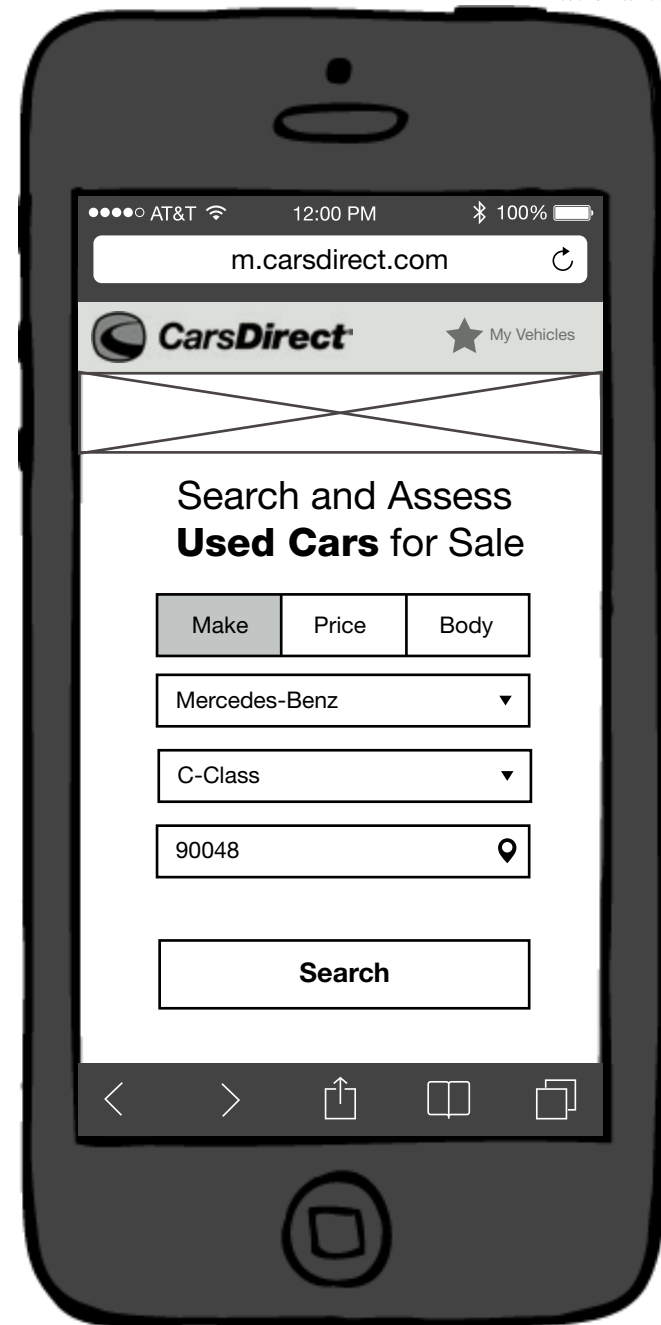
Kathleen clicks on the first search result, a maintenance cost projection tool available at *www.m.carsdirect.com*.





KATHLEEN

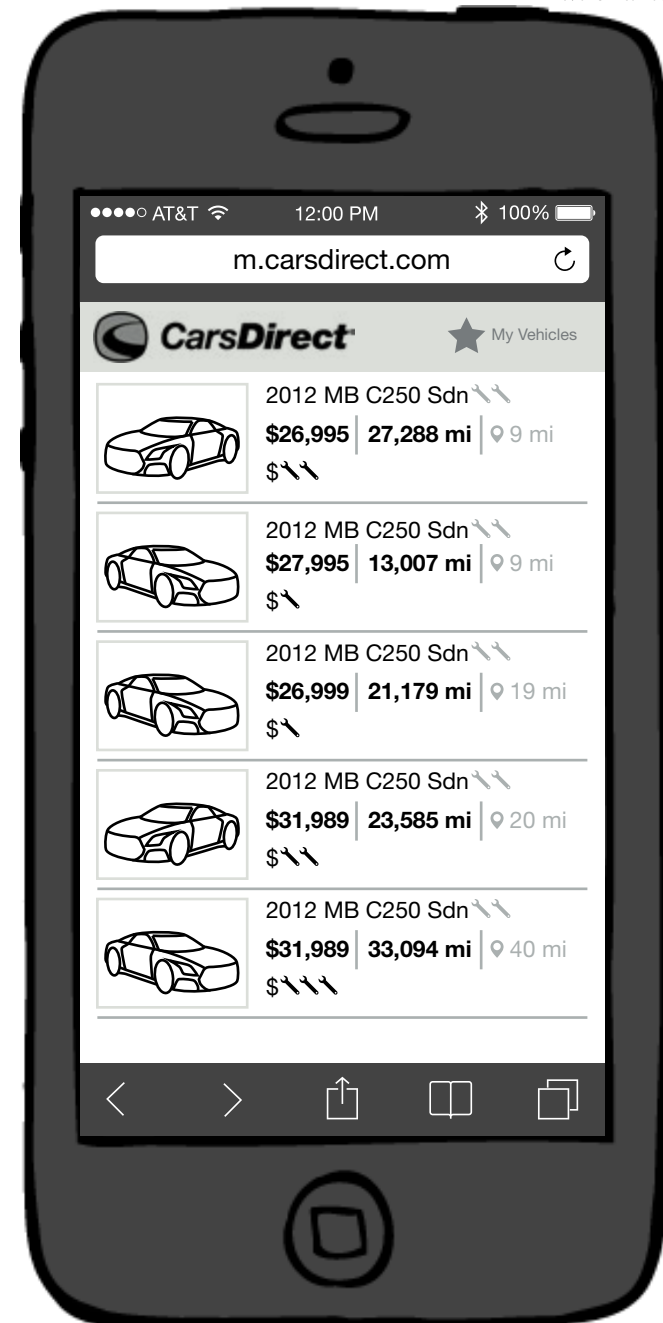
Kathleen enters her desired vehicle.





KATHLEEN

Kathleen reviews her results and selects a vehicle that piques her interest.

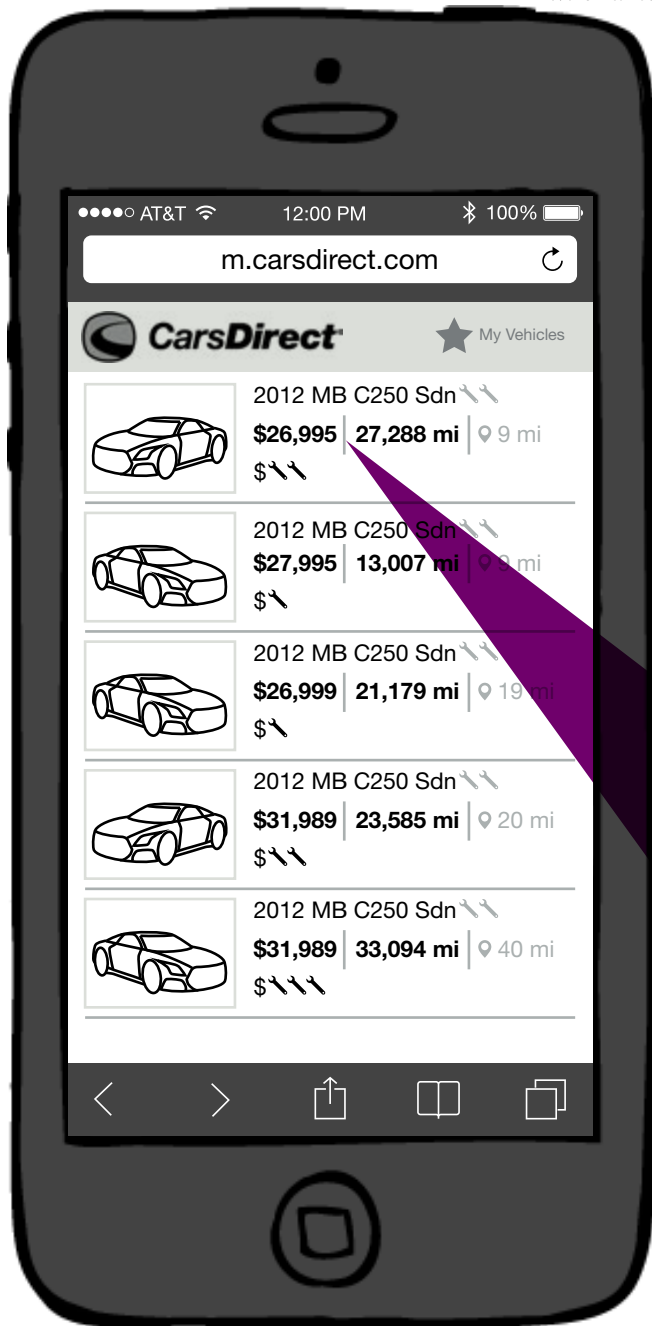


Search Results

wireframe

Maintenance Cost Projection Tool

Calculation values default to zip code driving habits unless customized to minimize form fatigue



Overall Vehicle Rating

2012 MB C250 Sdn
\$26,995 | 27,288 mi | 9 mi

CLOSE-UP

This Vehicle Rating

in near future



KATHLEEN

Kathleen wants to inquire more about this vehicle. She taps on the area for more information.



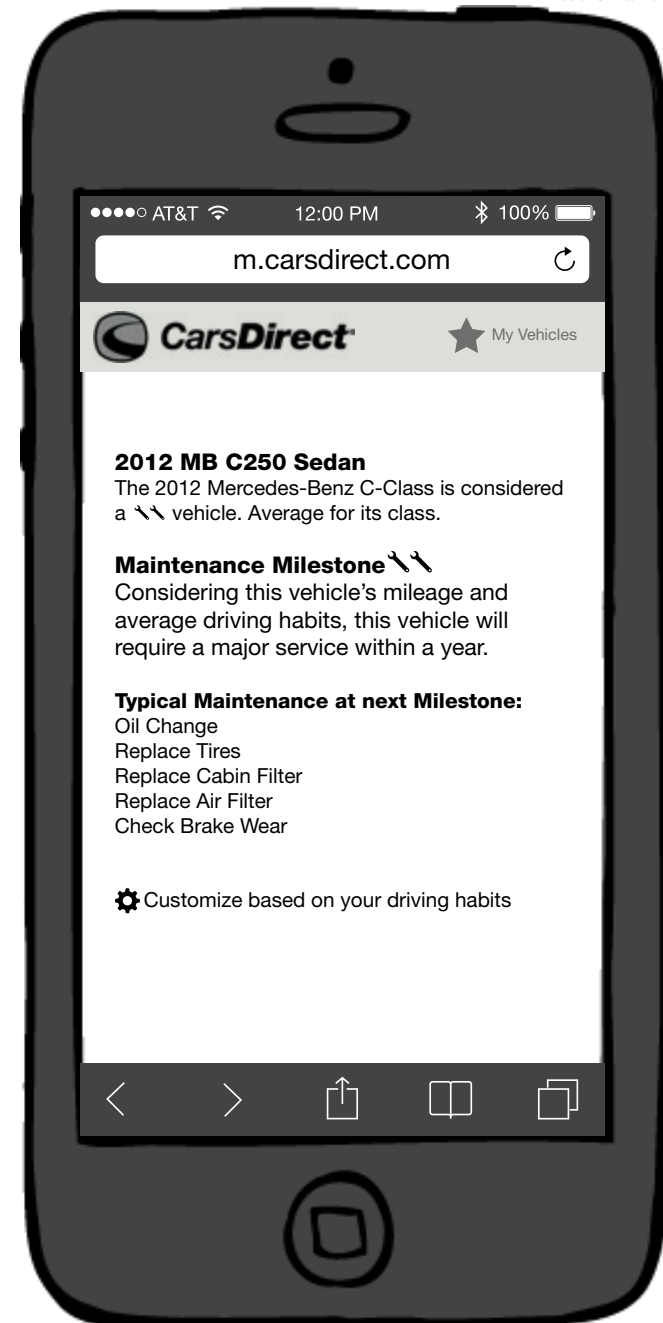
Vehicle Detail Page



KATHLEEN

Kathleen reviews the rating breakdown.

Kathleen appreciates she can assess vehicle value with an additional metric that plays into price—Maintenance.



Rating Breakdown Page

wireframe

Rating Breakdown Detail Page



2012 MB C250 Sedan


The 2012 Mercedes-Benz C-Class is considered a 4.5 vehicle. Average for its class.

Maintenance Milestone

Considering this vehicle's mileage and average driving habits, this vehicle will require a major service within a year.

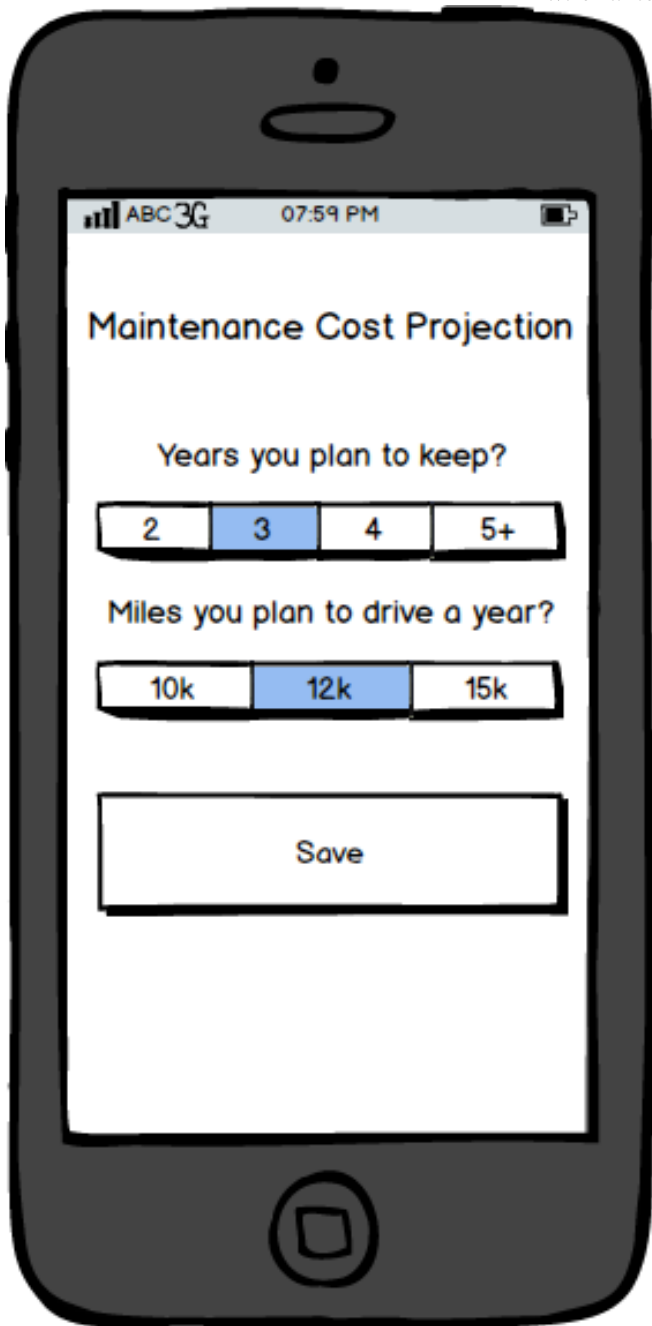
Typical Maintenance at next Milestone:

- Oil Change
- Replace Tires
- Replace Cabin Filter
- Replace Air Filter
- Check Brake Wear

 Customize based on your driving habits

CLOSE-UP

wireframe



Customize Driving Habits Page

Projection Equation*

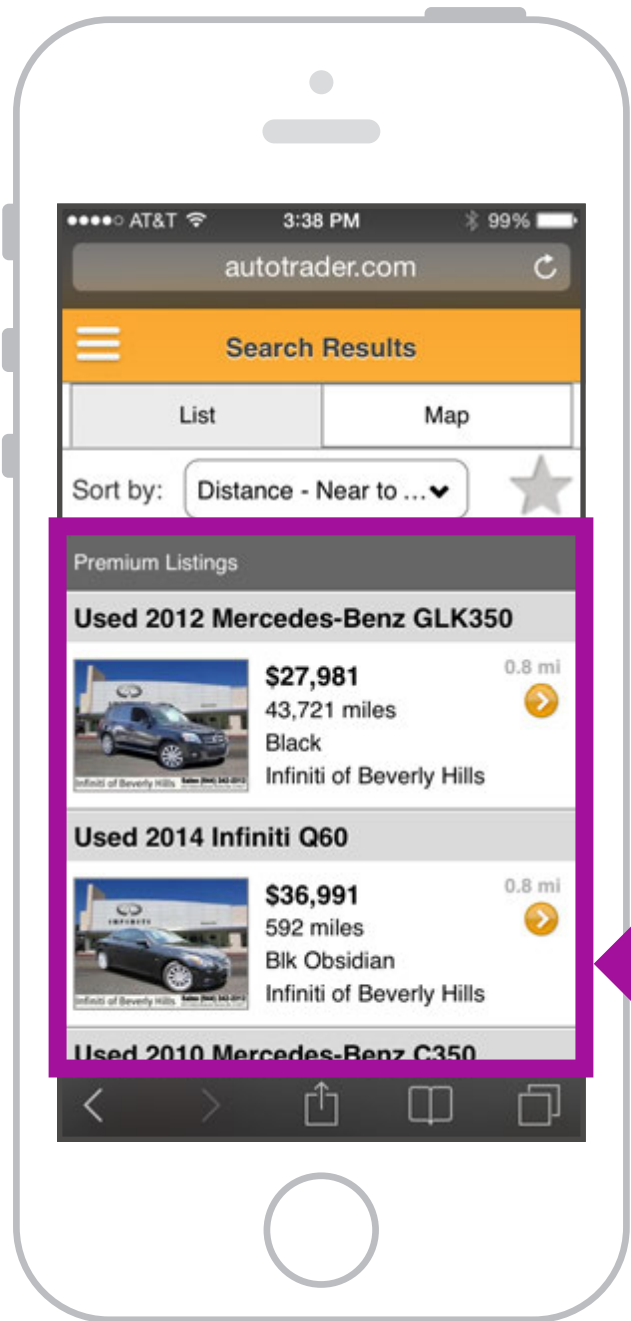
$\text{MaintenanceMilestone} - \text{CurrentMilage} / \text{DrivingRate} = \text{Projection}$

```
if (CurrentMileage == firstMilestoneRange) {  
    +1  
} elseif (CurrentMilage == secondMilestoneRange) {  
    +2  
} else {  
    +3  
}
```

Sellers can certify if maintenance was performed in total or part and have those values reflected on rating.

* equation simplified

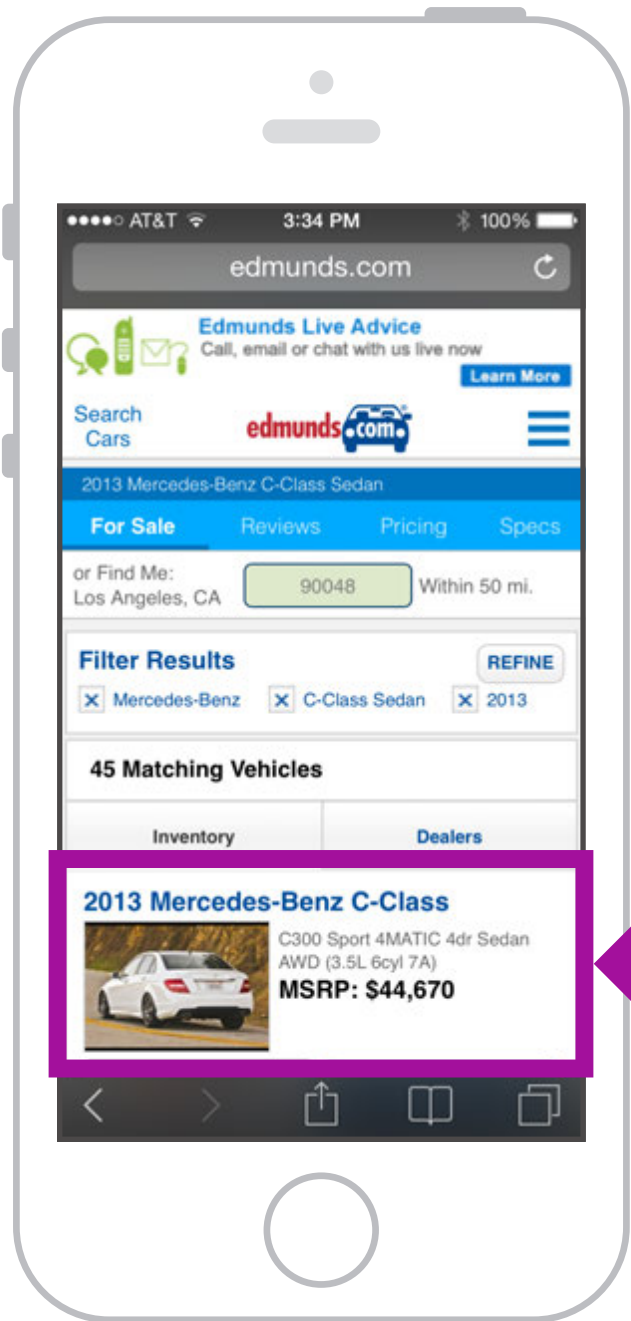
COMPETITION SAMPLES



AUTOTRADER.COM

After 3 screens and 3 pull-downs I get results that don't even match my search parameters—*2013 Mercedes-Benz C250*

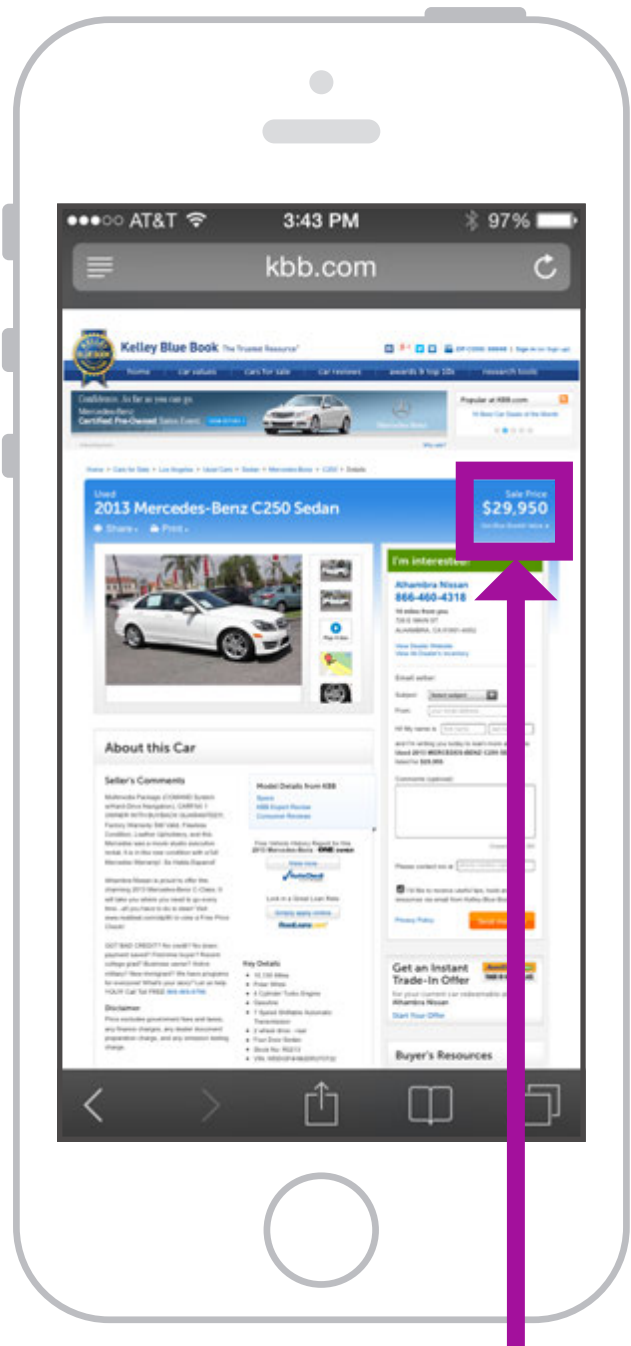
← **Sponsor Listings Trump Search Parameters?**



EDMUNDS.COM

7 steps to get to this screen and I'm not 100% sure the results are for used cars or new old stock.

MSRP?



KBB.COM

Dismisses the mobile experience all-together but does offer a small link to their assessment tool—*Blue Book[®] Value*.

Link to Assessment Tool

SUMMARY

A maintenance cost projection tool helps users assess a vehicle's asking price by automating maintenance milestone calculations. Calculations are then presented in simple visualizations.

Pierrre Villanueva