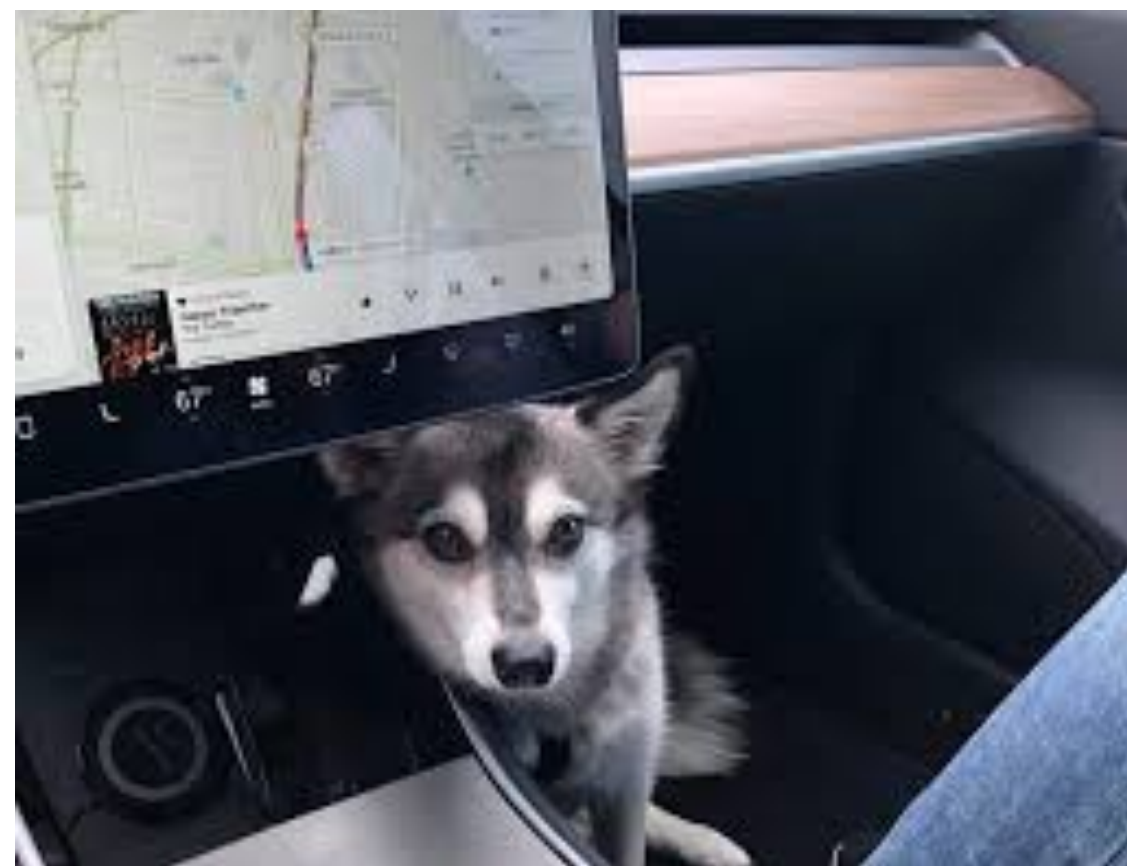


TASK ANALYSIS

CHEVROLET



	Learn about the cars	Choose a car	Select Options	Checkout
Details	Vehicle types are laid out with a navigation that makes sense, under "Vehicle" (not shopping tools)	Shop online found under shopping tools. Or "Build and price" within the info page.	Cannot build a car with the shopping online tool, except by filtering.	"Start buying process" takes me to a shopping online homepage where I have to start over
	Slick pages full of info, specs and videos.	Under shop online: List of models to choose from with no additional information. Click one.	If I click "build and price" through the vehicle info screen: Click through screens are clear and detailed. Alerts for changing key functions.	No button to check out if I click a specific car. "Test drive" is a bad request.
		Build page is pretty straightforward and informative.		
		No build page with shop online		
Thought process	Attractive photos and videos. Im enjoying this,	Whats the difference between current offers and shop online?	Once Im done clicking through and building the car, it gets very confusing again.	I have no idea if Im getting a good deal because of the various places with differing info.
	I like that I can compare within models			Low confidence.
Pain Points	Buttons that are unclear what happens. "Build and price" "start buying process" "inventory"?	Confusing. 2 different areas to see cars with 2 different sets of results.	Why are the cars different between "shopping online" and "build & price", since building shows what's in stock near me at the end?	Not all avenues to buying a car even work. It seems to work better through build and price, but unclear if that delivers w/o entering payment.
		There are a lot of models to choose from and the names are not indicative of what they are, they aren't organized like they were under the vehicle tab.	Hundreds more options under build and price. Why?	Unclear what happens with my info when I enter it.
Desired Solution	Get rid of start buying process, it should all be under "build and price"	This area should have the same navigation as the rest of the site.	These pages should not be separated. Online shopping should fall under "build and price"	Shopping online should only be under "build and price". It can bounce you to your nearest dealership for ordering.
Additional Ideas				Could build a separate function for shopping by current inventory at specific dealers.

TASK
ANALYSIS

VROOM

	Learn about the cars	Choose a car	Select Options	Checkout
Details	Under "Buy" can filter through many options.	Simple to browse site and add cars to favorites	N/A	Screens are easy, I know where I am in the process.
	Lots of pictures and info all in one place.			"Start Purchase" is clear and easy to find within any car about page.
				About Vroom page gives overhead of process, answers many questions.
Thought Process	Theres an overwhelming amount of cars to look through at first, but I like that I can filter exactly what I want to see.	There are a lot of cars, I will definitely find something if I spend long enough looking.		Am I getting the best rate/price?
		I like seeing the price before I click the car so I dont waste my time.		Will this will affect credit score?
Paint Points	I don't like that I had to give my number just to make a favorites list, I don't want calls from agents.	I have too many tabs and windows open while comparing my choices		Weird to enter delivery dates and all my info before seeing payment details.
		Can't search within a make, have to use filters. Filters time out if you read too long and go back.		Have to open another window to see the FAQs and about page in order to answer my questions while checking out.
				Checkout timed out, no way back in
Desired Solution	Make having an account low commitment - just email and name.	Compare side by side feature, choose from favorites		Risk free financial assessment at the beginning of process
				Include a way to pick up where you left off in the manage pending purchases screen
Additional Ideas		cars.com compare feature		See: prosper

TASK
ANALYSIS

TESLA

	Learn about the cars	Choose a car	Select Options	Checkout
Details	Click through top tabs and scroll through about pages. Click plus sign to go into greater detail.	Click order now at any point on any model. Or see existing inventory from homepage.	Click through series of options	Enter payment on last screen
Thought process	Cars seem similar, names or placement in the navigation don't give anything away	No existing inventory near me, not surprising.	What is long range?	After I enter my info what happens? Will I get a call? Email?
		I expect Ill be able to compare cars.		Is my loan/lease automatically approved?
Pain Points	Animated arrow was difficult to see at first.	No comparing side by side.	Once in the checkout process selecting options for the model, there is nothing telling you which model you are on.	Unclear what happens when I enter my payment info. I still don't know how this process works.
	"Learning more" adds more information to the current screen, as shown by elongated side breadcrumb, but you still have to click close instead of the continuing to scroll.	No prices in the detail pages.	Im not sure what long range is.	There is an about page, but its buried in a menu that's easy to miss.
Desired Solution	Enlarge white arrow.	Add price to first screen of detail page.	Add header including model to check out pages.	Include link back to "how it works" page within the checkout process
	Allow continuous scrolling even after clicking learn more.	Add compare to other models screen, within all 4 car detail pages.	Include link to detail page describing range.	
Additional Ideas				

FEATURE
INVENTORY

CHEVROLET
VROOM
TESLA



Search Inventory	✓	✓	
Price Comparison for Each Car Model	✓	✓	
Search Bar on Home Page	✓		
Search Bar on Buy Page		✓	
Popular Searches	✓		
Help Center: Chat Now, Contact Us, FAQ	✓	✓	✓-
Filter Options	✓	✓	
Search Radius (Dealership)	✓		
Standard Equipment List	✓	✓	✓
Exterior Front Car Image	✓	✓	✓
Exterior Back Car Image	✓	✓	✓
Exterior Side Images	✓	✓	✓
Interior Full Images	✓		
Interior Detail Images		✓	✓
Interior Dashboard Image	✓	✓	✓
Hood and Trunk Images		✓	
Color Detail Image	✓		
Add to Favorites		✓	
Safety & Quality List		✓	
Similar Vehicles Product List		✓	
Total Vehicle Price	✓	✓	✓
Dealer Price	✓		
Customer Reviews		✓	
Cash, Lease, Loan Options			✓
Estimated Delivery			✓

COMPARATIVE
ANALYSIS



APPLE
AMAZON

+	▲	+	▲
Well-known brand image, reliable, great customer service	Product images are large on each page, so it requires a lot of scrolling to see product details	Well-known brand image, reliable, great customer service	A lot of main navigation categories, likely prone to decision fatigue
Clear main navigation	In "Learn More" sections, need to scroll through a bunch of cool graphics before seeing more information	Prominent search bar	Confused on which navigation is main, maybe "All"?
Clean and minimalist design	All call-to-actions that aren't "Buy" are defaulted w/ no button border or fill, only use color contrast	Multiple robust systems in place to navigate to product	Left column navigation with too many options
Products speak for themselves with vibrant colors	Goes to "All the essentials. And then some." page w/ suggested products after adding to bag, before being able to review bag	Lots of filtering options	Lots of suggestions/recommendations on homepage
Color palette is neutral with white, black, and shades of grey, red and blue for contrast	During checkout process, order summary defaults hidden, can unhide	"Frequently bought together", option to add multiple to cart with click of one button	Lots of ratings & reviews
Typography is simple and easy to read	No customer reviews	"More items to explore" on product page	After "Add to Cart", brings to screen w/ sponsored/related products and other exploratory sections before proceeding to cart or checkout
Local navigation has icons and labeling	Need to go through a whole selection process before getting support through phone call	"Compare with similar items" feature w/ Customer Rating, Price, & Brand	Information overload
Under each main navigation category, there's a "Compare All Models" feature for the local navigation category options	No chatbot or live chat online	They clearly label "Best Seller" and "Amazon's Choice" under each product search	
After clicking on a main navigation category, new screen with all options w/ call to action "Buy" buttons → Compare section i.e. "Find the right iPad for you."		Videos of product featured from different sources on product page	
On product page, provides overview, "Why Product?", and tech specs sections		Customer Q & A's section that can be searched through	
Search bar stretches out when clicked-on to span the width of the screen		Customer images, ratings, and reviews	
Feature accessories on product pages w/ call-to-action to go to accessories page		Saved items pop-up under cart when viewing cart	
Feature "Learn more" options for each section		Has information for Shipping and Payment auto-saved, so fast checkout process	
Filter options can be hidden		Options to Place Your Order in 2 places on same screen	
Sort by newest arrival or price		When on cart page, can "Delete", "Save for later", or "Compare with similar items"	
Inline navigation for "Chat now"		Pop-up with other items in side-by-side columns, easy call-to-action buttons under each option	
Suggested products on bag page			
FAQ for "Questions About Buying" at bottom of view bag page w/ dropdown			