Used Cars Dealership Website

Role - UX Designer | Onsite Discovery

Digital-first web and mobile platform aimed at simplifying the process of buying, selling, and maintaining premium used cars. The goal was to create a **trustworthy**, **efficient**, and **personalized** experience across different user roles (buyers, sellers, service partners, platform admins).

My Role

I led UX efforts during the discovery and design phases which included:

- Onsite stakeholder sessions
- Research (ethnographic + interviews)
- Persona development
- User journey mapping
- Sitemap and flow design
- Wireframes (web & mobile)
- Visual design

Challenge

Despite the rise of online vehicle commerce, most platforms feel cluttered, untrustworthy, or impersonal.

Key Problems Identified:

- Fragmented user flows for buying and selling
- Lack of personalization
- Limited trust signals or transparency
- Poor onboarding and discoverability

Discovery & Research

- User interviews with target customers (first-time buyers, sellers, car service seekers)
- Ethnographic observations on how people shortlist used cars
- Competitor benchmarking across 5 major players

Competitor Analysis

Vertu scored highest overall due to clean design and performance.

Clear takeaways were:

- Emphasize visual design and CTA clarity
- Improve load times and mobile responsiveness

Persona

Abhishek

"I want a convenient, trustworthy way to buy a used car that suits my family's needs."

Pain Points:

- Unclear information
- Trust in seller
- Verification of car history

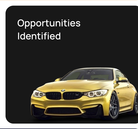
User Journey

Mapped end-to-end touchpoints of Abhishek's experience from research to decision making, uncovering key moments of friction and delight.

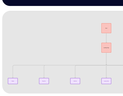
Opportunities Identified:

- Add car suggestion bot
- Offer car comparison view
- Transparent seller ratings
- Personalized filters and alerts

Opportunities Identified



Information Architecture



- Modular system for Buying, Selling, Car Care
- Streamlined landing page navigation
- Separated workflows for guests vs. signed-in users

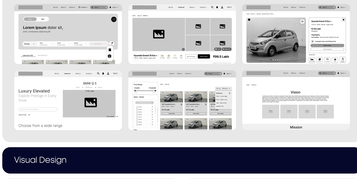
User Flow

Designed task flows for:

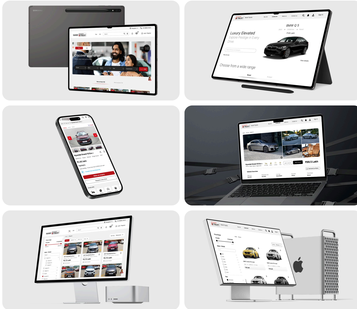
- Search > Compare > Shortlist > Contact > Purchase
- Car selling submission
- Chatbot-based suggestions

Wireframing & Design

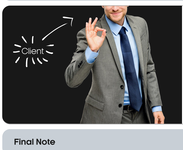
Wireframes



Visual Design



Outcome



Successfully delivered end-to-end design and development of the platform for web and mobile

Final product launched as a production-ready release, incorporating UX-driven design principles across all modules (Buy, Sell, Care)

Seamlessly integrated APIs, chatbot flows, and admin dashboards for backend operations

Design system created for scalability and future feature rollouts

Final Note

"Designing for this "Used Cars Dealership Website" taught me how emotional and logistical concerns intersect in online car commerce. Building trust digitally was the real UX challenge."

Let's Create Some Masterpieces Together

Thank You

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