TrueCar: Transforming The Car Buying Experience
Analysis
1, Digital Business Strategy
2, Competitor analysis and SWOT analysis
3, What I can do
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Thank you

TrueCar: Transforming The Car Buying Experience

1, Digital Business Strategy

2, Competitor analysis and SWOT analysis

3, What I can do

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Our Business Strategy

1, Increasing operation efficiency

2, Investing into UX design

3, Investing in technology

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Internal

(process)

Lean Management

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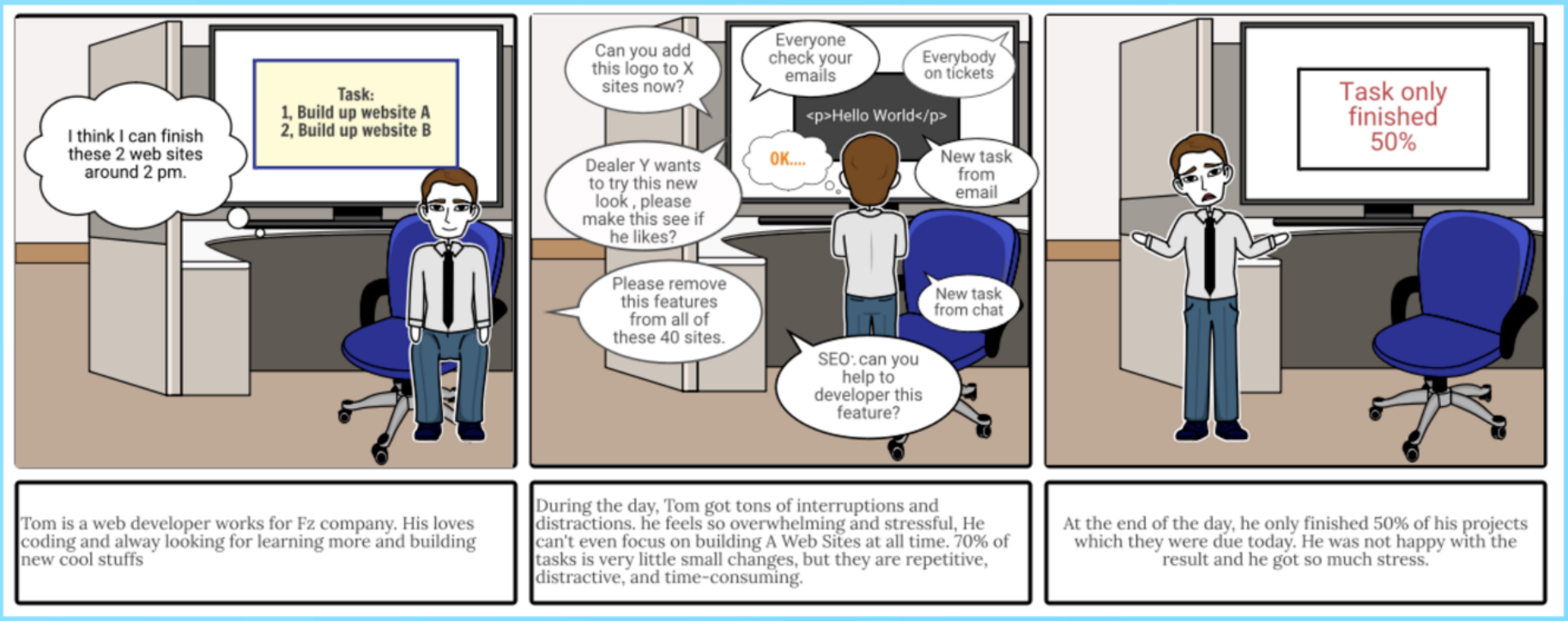
One day work at Fusionzone



- Distractions
- Repetitive tasks
- Lack of technology support
- Development waste

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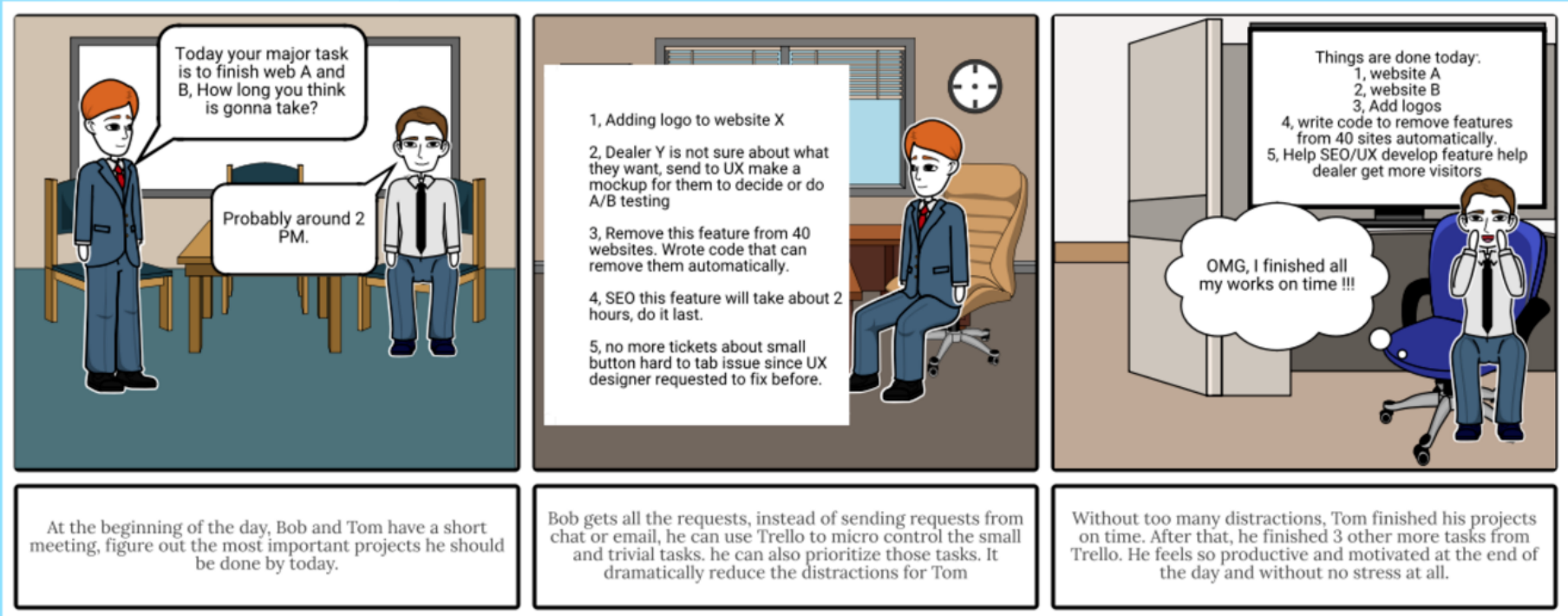
Solutions



Increase operation efficiency

(Save costs)

- Use trello to micro control small tasks(Reduce distraction)
- Automate repeatable and repetitive tasks
- UX Designer
- Keep tracking and improving the efficiency and productivity of your employees.
- Less stress Less errors, Happy workers are more productive at works.

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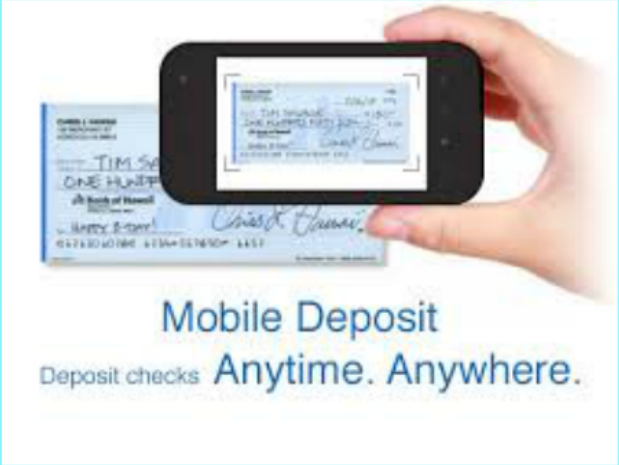
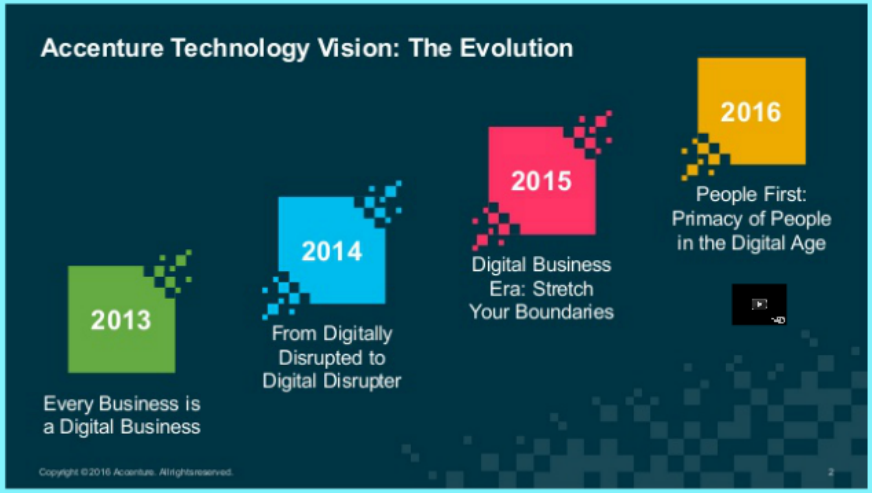
External

(Understand Customer)



User experience will take over price and product and become the key brand differentiation and value that a company can create for itself.



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Understand Our Users

Car Dealership

- They need software vendors help them serve the industry, to catch up the fast technology changing in digital world to remain competitive.
- They need turn more visitors into customers

Car Buyers

"Buying a car at a dealership is too much of a confusing, high-pressure, unreasonably long process."

- Over 50% of consumers prefer to purchase vehicle without negotiation with salesperson
- 75% of car buyers prefer to work with dealer over internet to purchase vehicle

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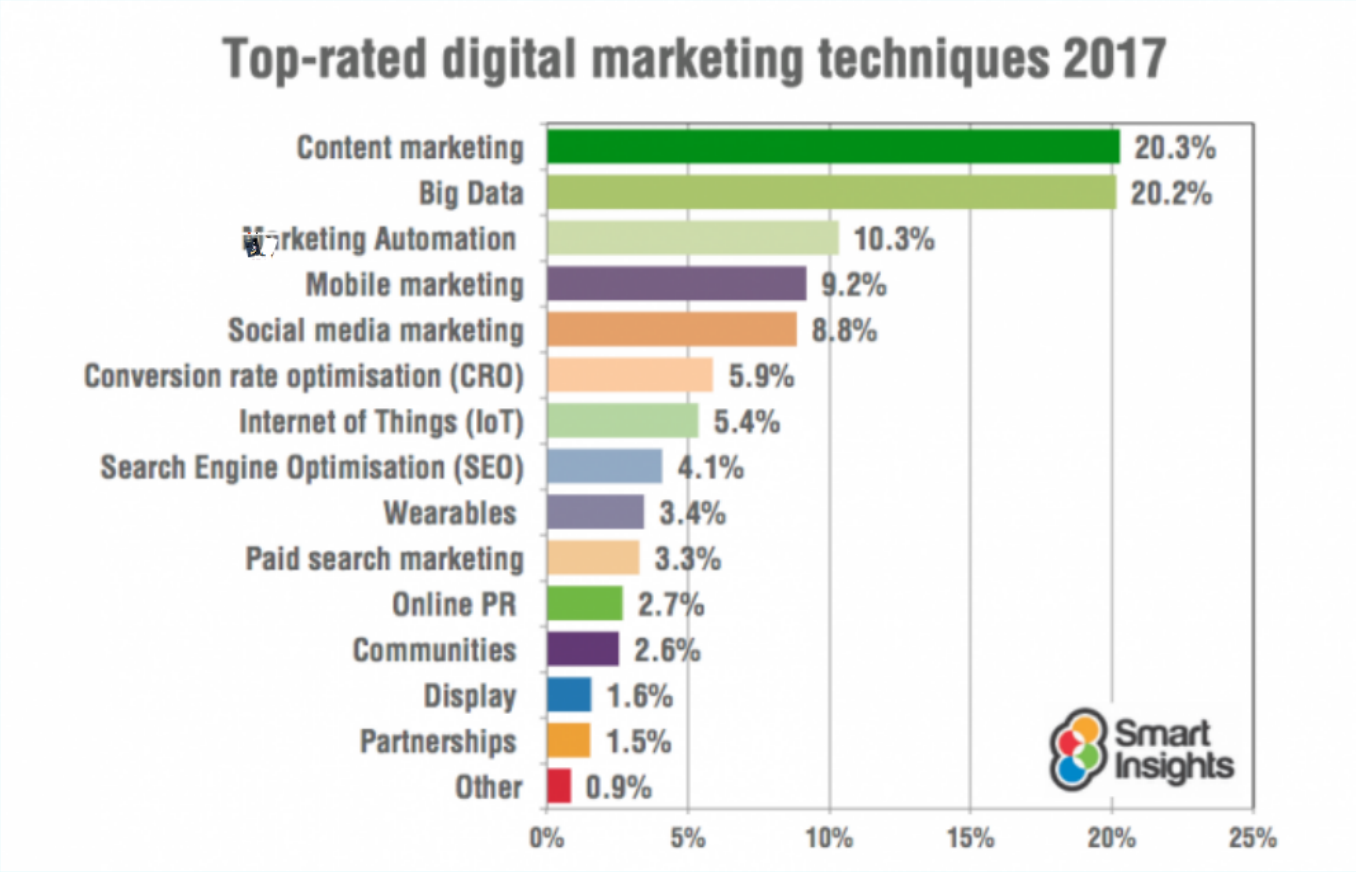
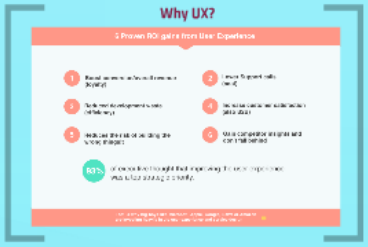
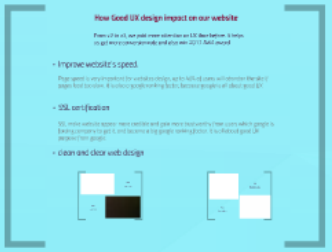
Investing into UX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