

Driveway User Persona Summary: Clark the Skeptic

Clark is 47 years old. Though not a mechanic, he considers himself knowledgeable about cars. Clark has bought and sold many used cars over the years (he's purchased new cars only twice, when 0% dealer financing made it irresistible). Clark has several new drivers in his family, and feels responsible to help his kids find safe, reliable cars.

Clark usually buys used cars from private parties, as he has an inherent distrust of used car dealerships (he describes them as "shifty"). Clark has been burned before, once buying a used car from a dealer that soon after required expensive repairs.

Clark now takes any used car he's considering for purchase to a trusted mechanic for a pre-purchase check. Clark views the \$75 he spends on this inspection a bargain. Clark has opted to *not* purchase several used cars based on what the mechanic discovered.

Does the Driveway website address Clark's concerns?

The Driveway website contains all the information needed to alleviate Clark's concerns, but not in one place. He would have to go hunting through main content pages, "Learn" articles and FAQ entries.

I suggest the following content, placed prominently, to address the concerns of skeptics like Clark:

Driveway's No-Lemon Guarantee

We get it--buying a used car online can be scary. Engine, transmission, knobs, buttons... That's a lot of moving parts. How can you be sure you're buying a reliable car?

-- Every used car in our inventory must pass a rigorous 50-point check by certified mechanics. You can see the results of that inspection, as well as a detailed CARFAX report.

-- Most of our used cars are backed by Driveway's 60-day/3,000 mile warranty ([learn more](#)).

-- Need even more peace of mind? Many of our used cars are certified pre-owned, backed by a shiny new manufacturer's warranty.

-- Finally, *all* of our cars are backed by Driveway's 7-day, money-back guarantee. Don't love it? We'll take it back, no questions asked.

(continued)

What Car Shortage?

Browse new and used cars with all the fancy extras, in the colors you love and with a payment that you can afford.

- ✓ View the largest privately-owned inventory of new & used vehicles
- ✓ Shop, finance and buy 100% online
- ✓ Delivery to your driveway

List has two active verbs ("view", "shop"). Third item has no verb, which blows the rhythm.

"100%" feels scientific, jargony.

First item uses "&", second uses "and".

"Largest" is iffy unless defined. World's largest? Nation's largest?

Is "privately-owned" important here? Is the inventory privately-owned, or are the cars? Does anyone care?

Suggest:

- View the **nation's** largest inventory of new **and** used vehicles
- Shop, finance and buy **entirely** online
- **Make room in your driveway (we deliver!)**