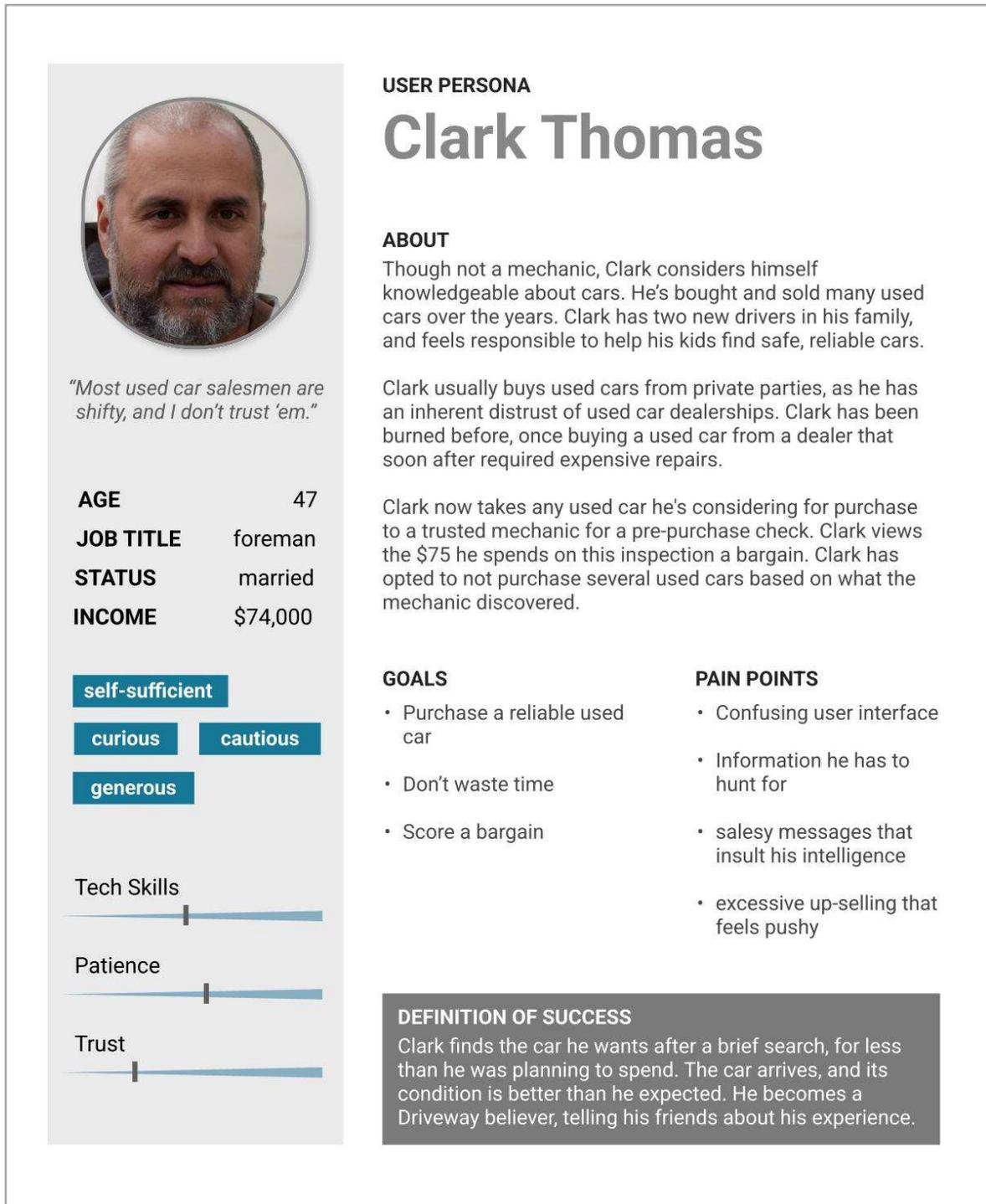


driveway.com Content Audit

I conducted a persona-focused UX content audit of the driveway.com web site. I discovered a gap in the content for the following persona, which I developed:



USER PERSONA

Clark Thomas

ABOUT

Though not a mechanic, Clark considers himself knowledgeable about cars. He's bought and sold many used cars over the years. Clark has two 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. 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.

GOALS

- Purchase a reliable used car
- Don't waste time
- Score a bargain

PAIN POINTS

- Confusing user interface
- Information he has to hunt for
- salesy messages that insult his intelligence
- excessive up-selling that feels pushy

DEFINITION OF SUCCESS

Clark finds the car he wants after a brief search, for less than he was planning to spend. The car arrives, and its condition is better than he expected. He becomes a Driveway believer, telling his friends about his experience.

AGE 47

JOB TITLE foreman

STATUS married

INCOME \$74,000

self-sufficient

curious **cautious**

generous

Tech Skills

Patience

Trust

"Most used car salesmen are shifty, and I don't trust 'em."

Content Gap: Clark the Skeptic

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

I suggest the following new content, placed prominently (perhaps on a top-level page):

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.

Get Pre-Qualified

Shop Used Cars

(continued)

In another area of the site, I identified a content block in need of editing.

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

1. List has two active verbs ("view", "shop"). The third item has no verb, which loses the rhythm.
2. "Largest" is iffy unless defined. World's largest? Nation's largest?
3. Is "privately-owned" important here? Is the inventory privately-owned, or are the cars?
4. First item uses "&", second uses "and".
5. "100%" feels scientific, jargony.

I re-wrote the content to correct these problems:

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