

CarCow

Did you know that the average car buyer spends 10.5 hours researching used cars (Ranzetta, 2020)? Our product will change that dramatically. You have probably used some sort of chrome extension before, such as PayPal Honey, Grammarly, etc. Our product is a similar chrome extension but for cars. If you are browsing the internet for a used car, you will find yourself exhausted by trying to find a great deal for the car you desire. This is mainly because a lot of car retailer websites have different car listings. For example, you could be browsing cargurus.com, and find the car that you think is a great deal, but after more time spent searching other car websites, you will find another car that is a better deal. This could cause uncertainty in your decision making, and you could never know if there was a better alternative out there. This is where CarCow comes in; our product is a chrome extension that will do all the work for you.

Our product will give you the best possible deal by doing 3 things: know what car you are interested in, scrape other websites for similar cars, and rate each car to find the best possible deal. Our main framework is a chrome extension. The extension will know which car you are interested in once you click on a specific listing of a car. The *Scraping Algorithm* is an algorithm that gathers specific data from any website on the internet. The algorithm will use the information gathered by the chrome extension to look for similar cars from different car retailer websites. Once a list of all the similar cars is created, the *Rating Algorithm* is an algorithm that rates every car from the list, considers price, condition, and mileage to rate the cars from best to worst deals. As a result, we will have a list of the top best deals available, which will be visible on the chrome extension.

The average number of websites a car buyer visits when researching a car is 4.2 websites (2019 Car Buyer Journey Study, 2019). Our product differentiates from competitors by being able to show the user the best possible deals from all the different car retailer websites in one place. While there is a chrome extension for finding cars under \$2,000, our product will compare prices of all cars regardless of price. This feature is not offered in any other website, which gives us a great advantage when entering this market. We will ensure that CarCow has a great user interface by doing user experience research and implementing what we learn. With CarCow being a chrome extension with an easy-to-navigate user interface, the experience of buying a car becomes much more convenient, and user-friendly.

Given the user-friendly user interface, CarCow will be enticing to a wide consumer network. Our primary customer base would be anyone who is shopping online for a used car. As mentioned above, the average car buyer visits 4.2 websites, and spends approximately 10 hours looking for a used car. In the world we live in today, where technology has made everyday life more convenient, the current car buying experience still has been unable to keep up. Our product will reduce the amount of websites needed and the time to buy a car.

Since the world we live in today is so busy, saving time on car buying will reduce stress for consumers. Buying a car is known to be an anxiety-producing process, mainly because you can never know how good/bad of a deal you are getting. Our goal is to try to reduce this anxiety by showing our customers the best deals in the market. There are so many things to stress about in life, so at least you don't have to stress about buying a car.

Since CarCow will reduce the anxiety that comes with buying a car, consumers will be more likely to buy a used car over a new one, which benefits the environment. Seeing a great deal on a used car will ultimately be more financially attractive than buying a new car. This will encourage people to buy used cars instead of new ones. Since the process of manufacturing a new car produces more greenhouse gasses than continuing to drive existing cars (Melore, 2021), our product will have the side-effect of encouraging sustainability.

References

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