



Carvana.Com

Heuristic Evaluation

September 28, 2016

UX Strategy & Design Team

AutoNation

Word Of The Day

Erudite

/er(y)dīt/

adjective

having or showing deep, extensive learning.

"He wasn't bashful about showing himself to be feverishly erudite, terminally droll, and a wizard phrase maker."

having or showing knowledge that is gained by studying.

"An erudite scholar."

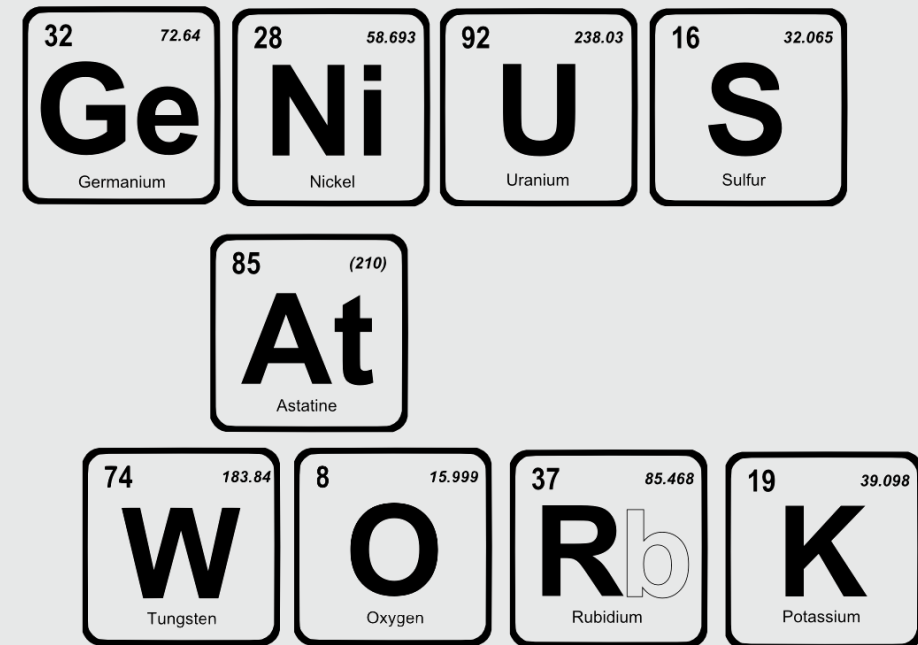


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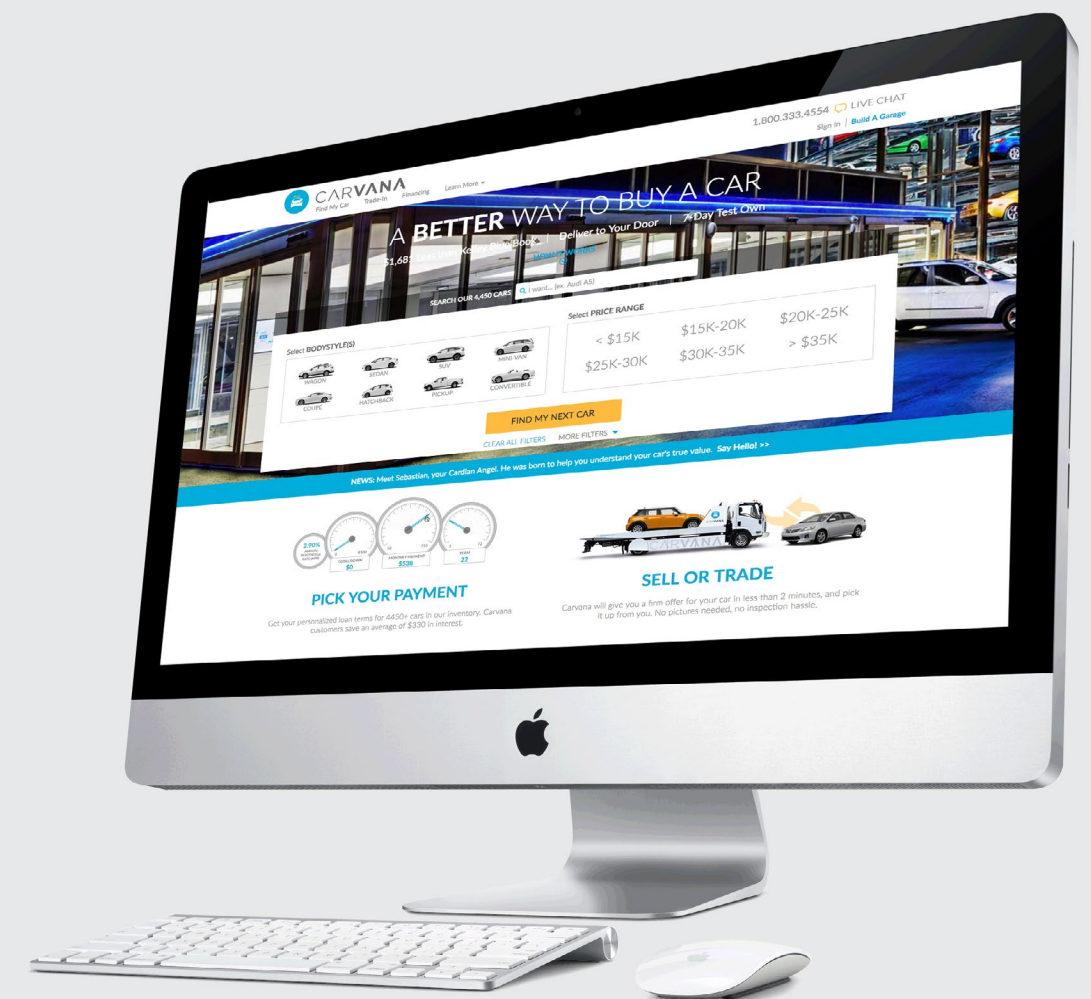
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Main Objectives



What

Carvana hopes to change the way people buy and sell cars by offering a no-nonsense, exclusively online car shopping experience. The purpose of this report is to conduct a usability evaluation and competitive analysis of Carvana.com.

How

By conducting a heuristic evaluation of Carvana.com and identifying design improvements or functional features that may impact the overall user experience on AutoNation.com.

Key Findings

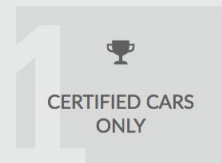
Opportunities to improve the user experience have been identified across the Seven Usability Guiding Principles.

Next Steps

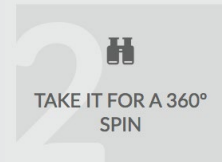
Build solid concepts and design solutions around the identified usability issues to most impact the user experience.

Exclusively Online Shopping Model

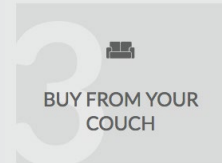
Carvana's Pledge



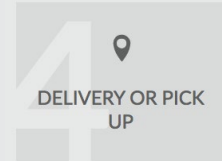
Inspected and perfected.
Every car we sell is accident-free, and must pass a 150-point certification process before it is Carvana ready.



High-definition, 360° virtual tours of every car.
Carvana's patent-pending technology takes you inside and out, highlighting all the important features AND imperfections.



You're in complete control.
Need financing? Have a trade-in? We will give you a value in 2 minutes. 20 minutes at your computer is all it takes.



Your place or ours?
We'll bring the car straight to your driveway, or you can experience the world's first Vehicle Vending Machine. Live out of town? We'll cover your plane ticket (up to \$200) to pick it up.



Four right hand turns around the dealership aren't enough.
Every Carvana car comes with a 7-day no questions asked money back guarantee.

PERFECTING YOUR CAR

VS

SURFACE LEVEL REPAIRS

CENTRALIZED ADVOCATES

VS

REDUNDANT SALES STAFF

NO SURPRISES

Min. \$0 **\$0** Max. \$0

VS

HIDDEN FEES

State Florida

Min. \$75 **\$670** Max. \$670

[Find out what fees dealerships charge](#)

UX Heuristic Evaluation

7 Guiding Usability Principles

A heuristic evaluation is a usability inspection method for websites that helps to identify usability problems in the user interface (UI) design. Defined as "heuristics" because they are broad rules of thumb and not specific usability guidelines.

- 1 Intuitive**
Pertains to how easy it is for users to find what they are looking for **without assistance**.
- 2 Clear Structure**
Involves the actual layout of the site, the **hierarchy of the information** presented and effectiveness of the navigation.
- 3 Simple**
Addresses the **complexity** of the site and how easy (or difficult) it is to complete a task.
- 4 Engaging**
With regards to the **look and feel of the site**, addresses design choices, icons, imagery and quality of content.
- 5 Efficient**
Applies to the **time it takes** to find what the users are looking for or to complete a task.
- 6 Supportive**
Pertains to the **availability to obtain support** to find answers to questions via a contact form, chat or knowledge base.
- 7 Accessibility**
Addresses the technical design and **performance** of the website.

Polarity Profile

Based on the 7 Guiding Usability Principles.



Overall Usability

The radar diagram provides a insight obtained from the usability evaluation and demonstrates areas of improvement where usability standards are weak or not met.

Usability Summary

It is discernible from the diagram that Carvana's website exceeds the optimal requirements for providing a good user experience.

STRENGTHS

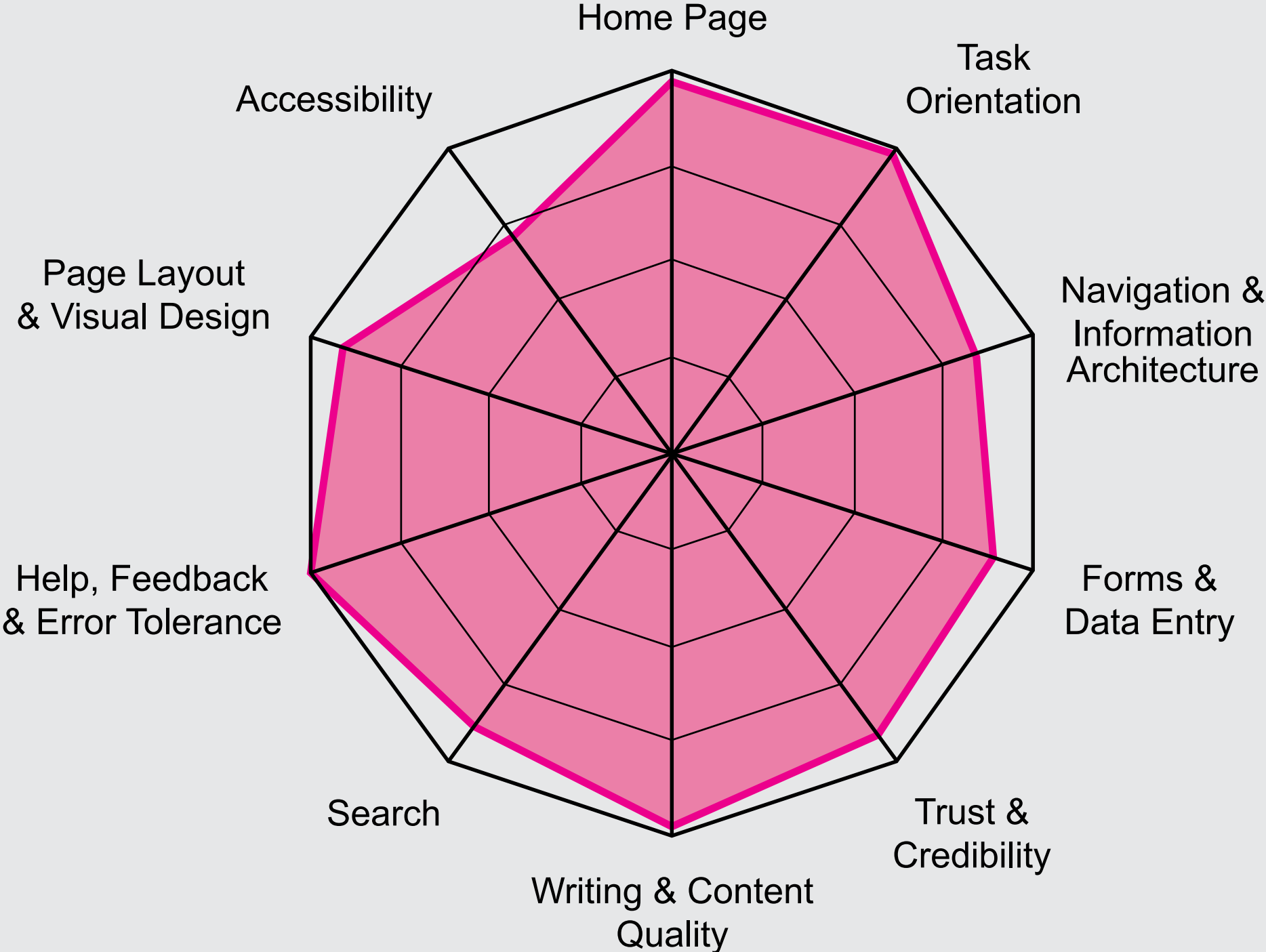
Entertaining Experience - By focusing on jovial themes, interactive ui elements and cutting edge technology, it is almost fun to visit Carvana's website.

Page Layout and Design - The minimalist, clean design works for Carvana and assists users in achieving their goals.

WEAKNESS

Filters - Accessing filter parameters on desktop creates excessive clicking while mobile fails to make it clear what filters are being applied.

Mobile Accessibility - A weak SRP fails to deliver sufficient content to support users in finding the right vehicle.



Desktop View Observations

Home Page

Top Section

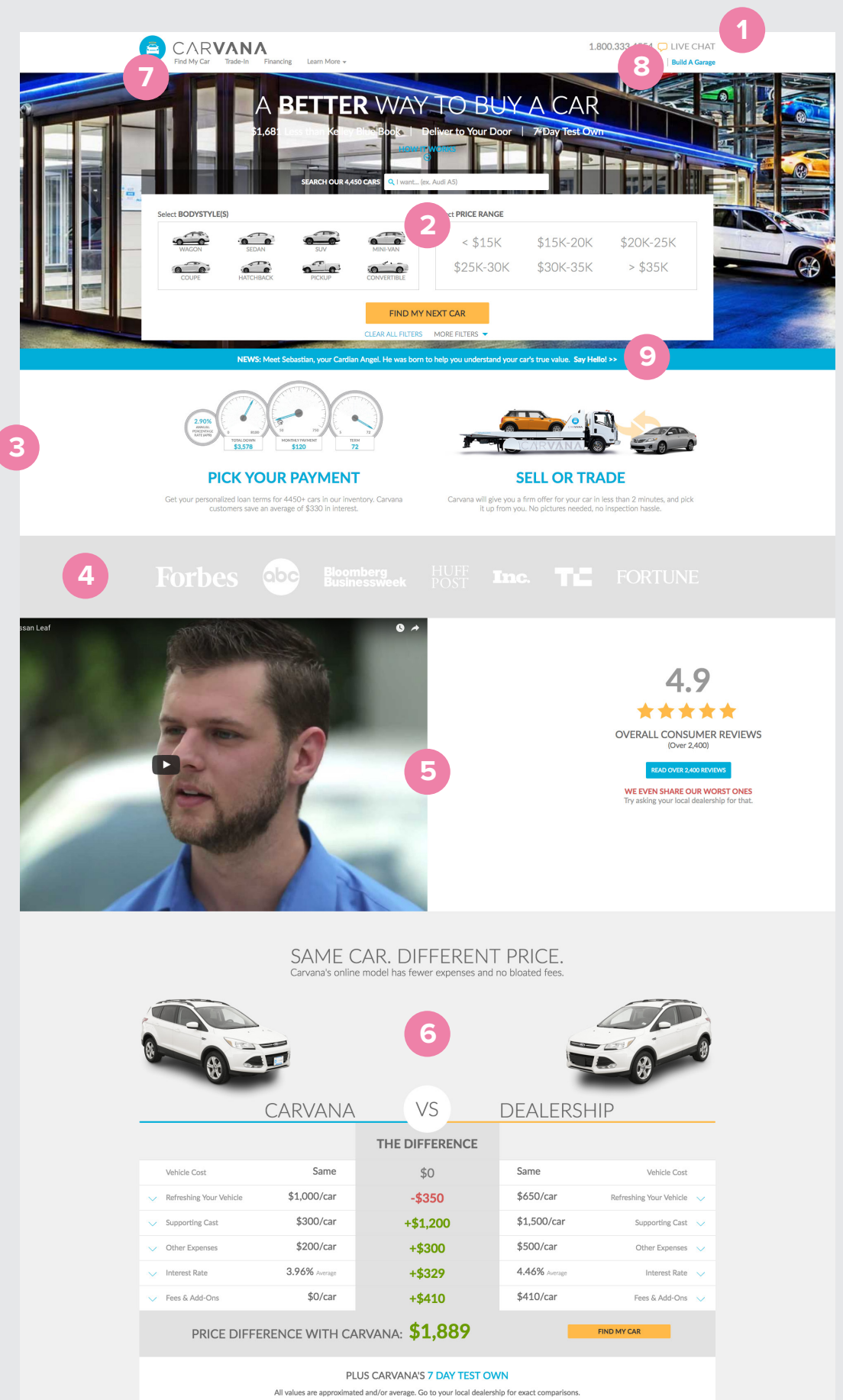
Pros

- 1. Live Chat Available On Every Page:** Carvana prides itself on their customer service by providing support throughout the experience.
- 2. Multi-Select Search Filter:** Users can search by make & model using the search bar or access the multi-select menu to search by bodystyle, price range, year and color.
- 3. Clean, Simple & Minimalistic Design:** The overall impression is bright and welcoming utilizing clear and conversational language.
- 4. Testimonials & Articles:** Carvana presents articles and testimonials from popular and Fortune 500 companies.
- 5. Consumer Reviews & Ratings:** Using star ratings and customer video testimony, Carvana bolsters trust and purchasing confidence.
- 6. Transparency in Savings:** Carvana discloses the price difference in how their business model saves money as compared to that of their competition.

Cons

- 7. Main Navigation Is Easy To Overlook:** Users will find it intuitive to search for a vehicle but may have to look twice to find other desirable information.
- 8. Garage Doesn't Impart Account Creation:** Creating an account to store saved vehicles is veiled by the deceptive label of *'Building a Garage.'*
- 9. Trade-In Message Is Vague & Easily Disregarded:** The reference to the *'Cardian Angel'* is disassociated to helping the user understand their appraisal process.

"your Cardian Angel .. was born to help you understand your car's true value."



Home Page

Bottom Section

Pros

- 1. A Unique Process Explained:** Carvana explains in the most conversational way, their simple yet peculiar car shopping process.
- 2. Pre-Qualification Without A Credit Hit:** Financing options are available payment centric users to get them started without fear of another inquiry on their credit score. **Remember! Your credit score will not be affected.**
- 3. Concise Footer:** Minimalistic design presents users with an abridged footer, featuring only the most important links to main pages.

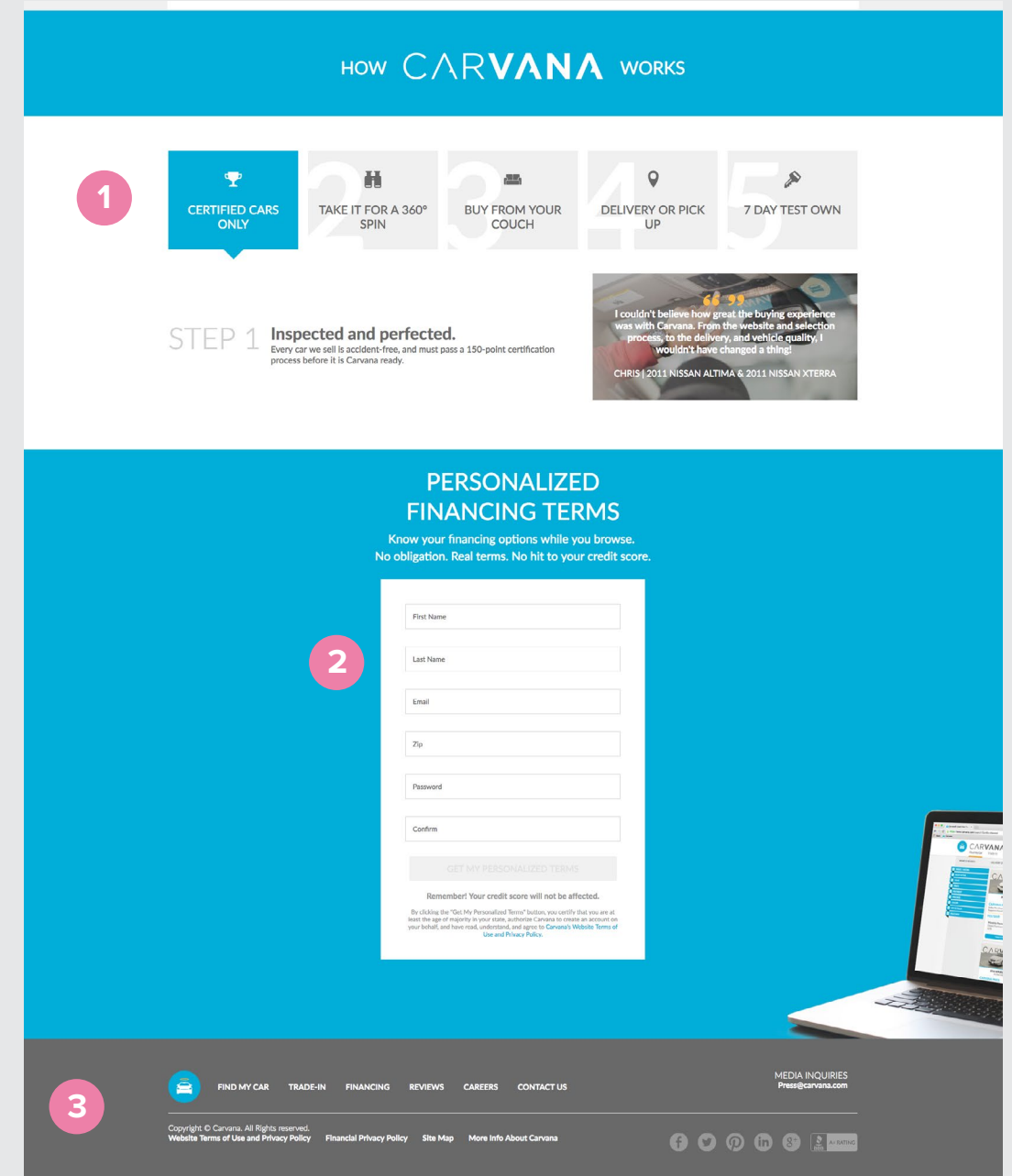
Use Of Customer Testimonials:

Throughout their website, Carvana exhibits quotes from buyers recollecting their positive experiences using this unconventional car shopping

“ I couldn't believe how great the buying experience was with Carvana. From the website and selection process, to the delivery, and vehicle quality, I wouldn't have changed a thing!

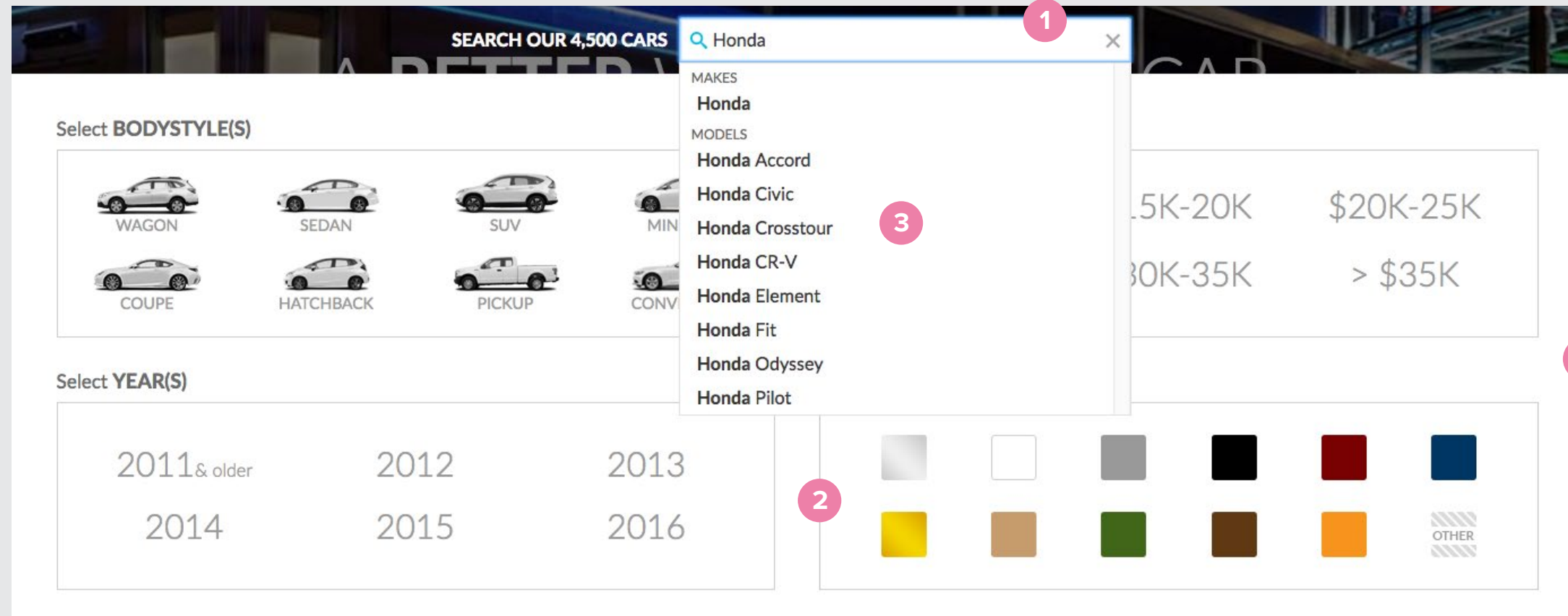
“ Pictures of actual vehicle and "imperfections" made it comfortable to purchase the vehicle "unseen".

“ The purchasing and trade in process seriously could not be any easier. Made a delivery appointment for 7pm and had everything signed and sorted out by 7:11pm.



Vehicle Search

Home Page Search Bar & Filters



Pros

- 1. Suggestive & Restrictive Search:** Suggestive search terms are presented. Values that are typed in the field are validated as users will not see an SRP unless the make and models are matched to listings.
- 2. Filter By Color Filter:** Color is tied to user emotion and most car shoppers are open to just a few exterior color options. The ability to filter through unwanted color options is a great addition.

Cons

- 3. Does Not Compensate for Misspellings:** While restricting users from mistyping vehicle names, the search bar forces the user to type the names exactly how Carvana intends. (ex F150 pulls no matching cars or suggestions)
- 4. Make & Model Filtering Not Available:** The ability to drill down through makes and their list of models is only available by typing into the search bar where users may want to see that option in the filter settings area.

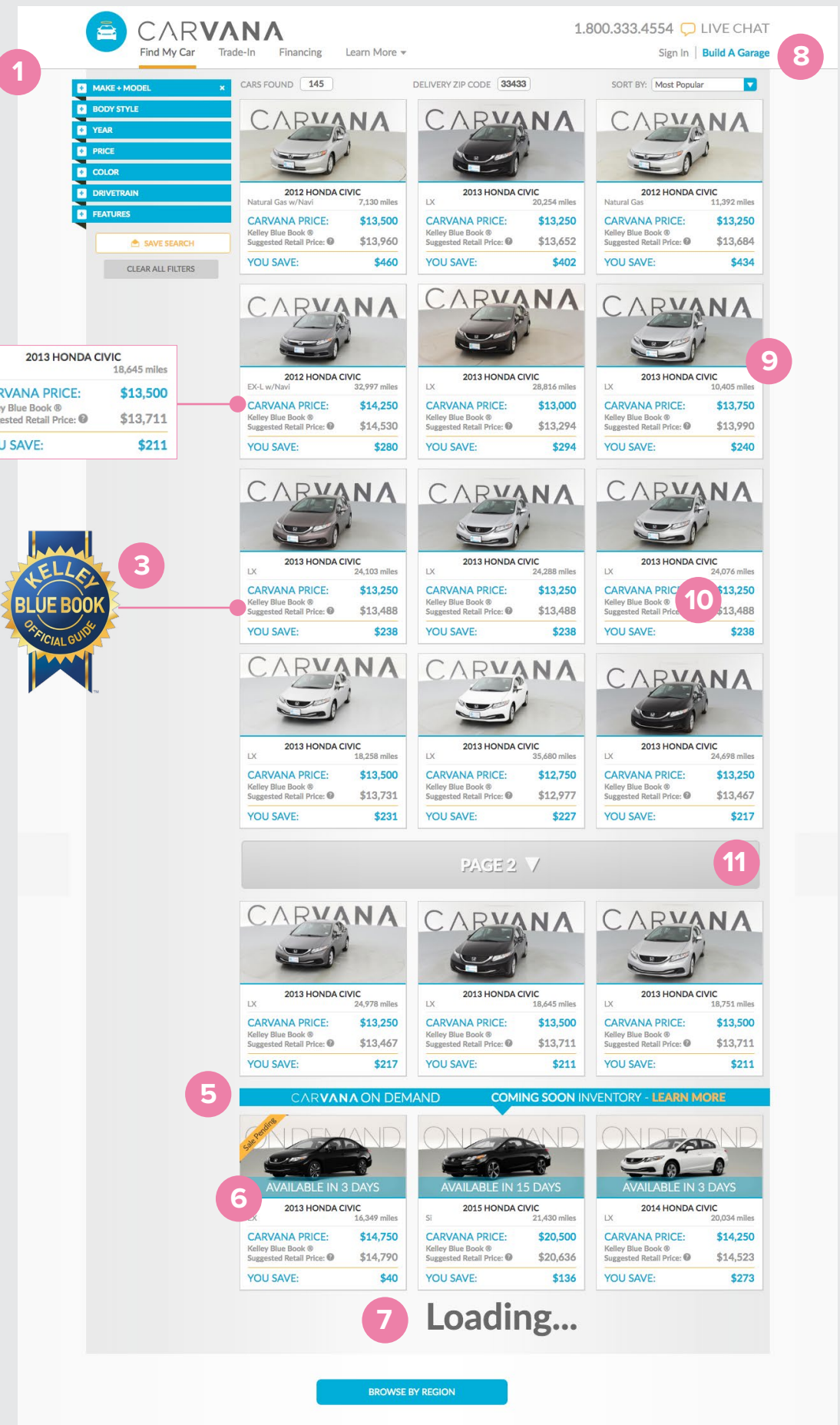
SRP

Pros

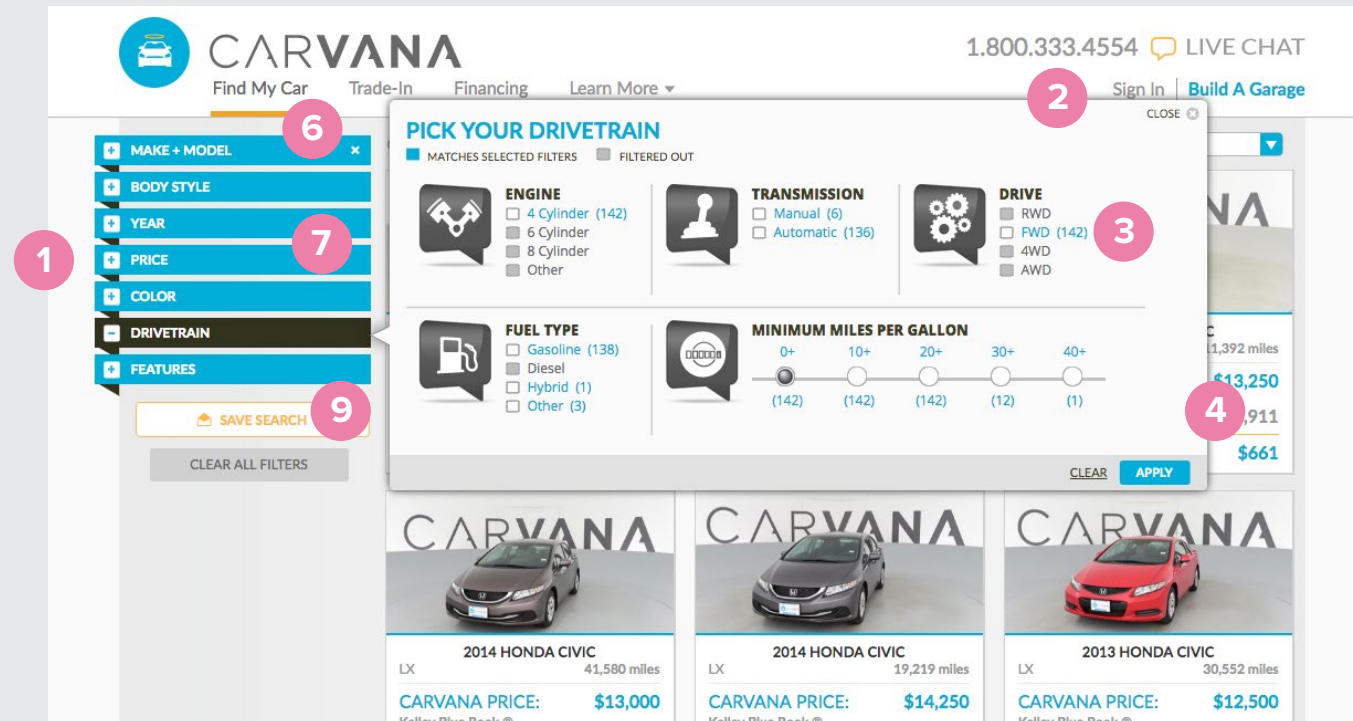
- 1. Uniform Presentation:** Branded vehicle photography is taken indoors and provides a clean uniform look across columns and rows.
- 2. Carvana Price & Savings Most Noticeable:** Carvana gives prominence to vehicle price and savings, giving them stronger attention than the car make and model.
- 3. Kelly Blue Book Value Included:** To promote transparency and support their savings declaration, Carvana provides the KBB value for each vehicle on the SRP.
- 4. Previews Of Future Listings:** 'Carvana On Demand' gives users a preview of inventory destined to be sold on the site and allows users to purchase before they are available.
- 5. Pending Sales Disclosed:** Vehicles with sales pending are flagged with banners making the vehicle unavailable for purchase. A chat widget is automatically launched on these listings.
- 6. Incremental Search Results:** SRP auto loads more search results upon scrolling.

Cons

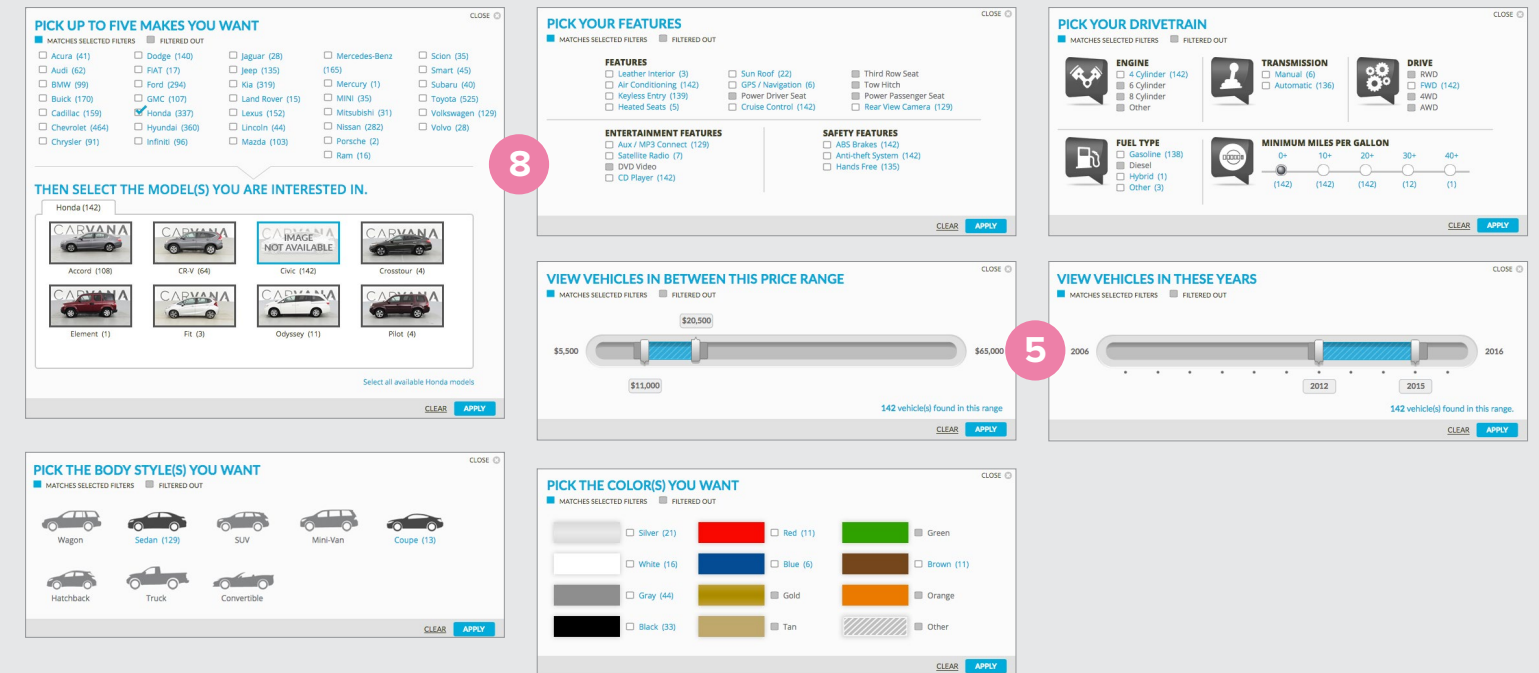
- 7. Locked Out Of The Garage:** Users are not able to save cars unless they create an account. There is no way to save vehicles to the account directly from SRP.
- 8. Grey Carvana, Ad Nauseam:** Backgrounds of car listings contain repetitive logos. Limited use of color feels cold and lacks personality.
- 9. Textual Clutter:** Vehicle listings are text heavy and do not utilize space optimally.
- 10. Contact Accessibility:** Not one opportunity to convert the user from the SRP.
- 11. Strange Pagination:** Carvana groups vehicle listings into strange pagination segments that appear embedded within the grid.



SRP Filter Menu



FILTER MENUS & OPTIONS



Pros

- 1. All Filter Options Above-The-Fold:** Use of a modal to present search filters ensures that all filter options are presented to the user without having to scroll.
- 2. Billboard View Of Intuitive UI Elements:** By using modals, Carvana can present filter options in large interactive interfaces.
- 3. Predictable Results:** Displays quantity of qualifying listings based on filters applied.
- 4. Filter Menu Stalker:** When filter drawer is open, filter options follow the user as they scroll through the listings.
- 5. Oversized Sliders:** Price and year filters utilize an easy to use, interactive slider for users to set parameters for their search.

Cons

- 6. Hidden Filter Accessibility:** Applied filters are nested inside modal windows, making it difficult for the user to discern what criteria is being populated.
- 7. Deceptive Design:** While concise, the design of the filter menu may be confused for an accordion menu. It isn't entirely clear how to access options.
- 8. The Cost Of Clicking:** Hiding ui controls in modals forces the user to click excessive to access, change and commit desired filter settings.
- 9. Email Alerts, Not Save Search:** The 'Save Search' CTA a bit confusing as it does NOT save your search criteria; instead users can sign up for email alerts.

VDP

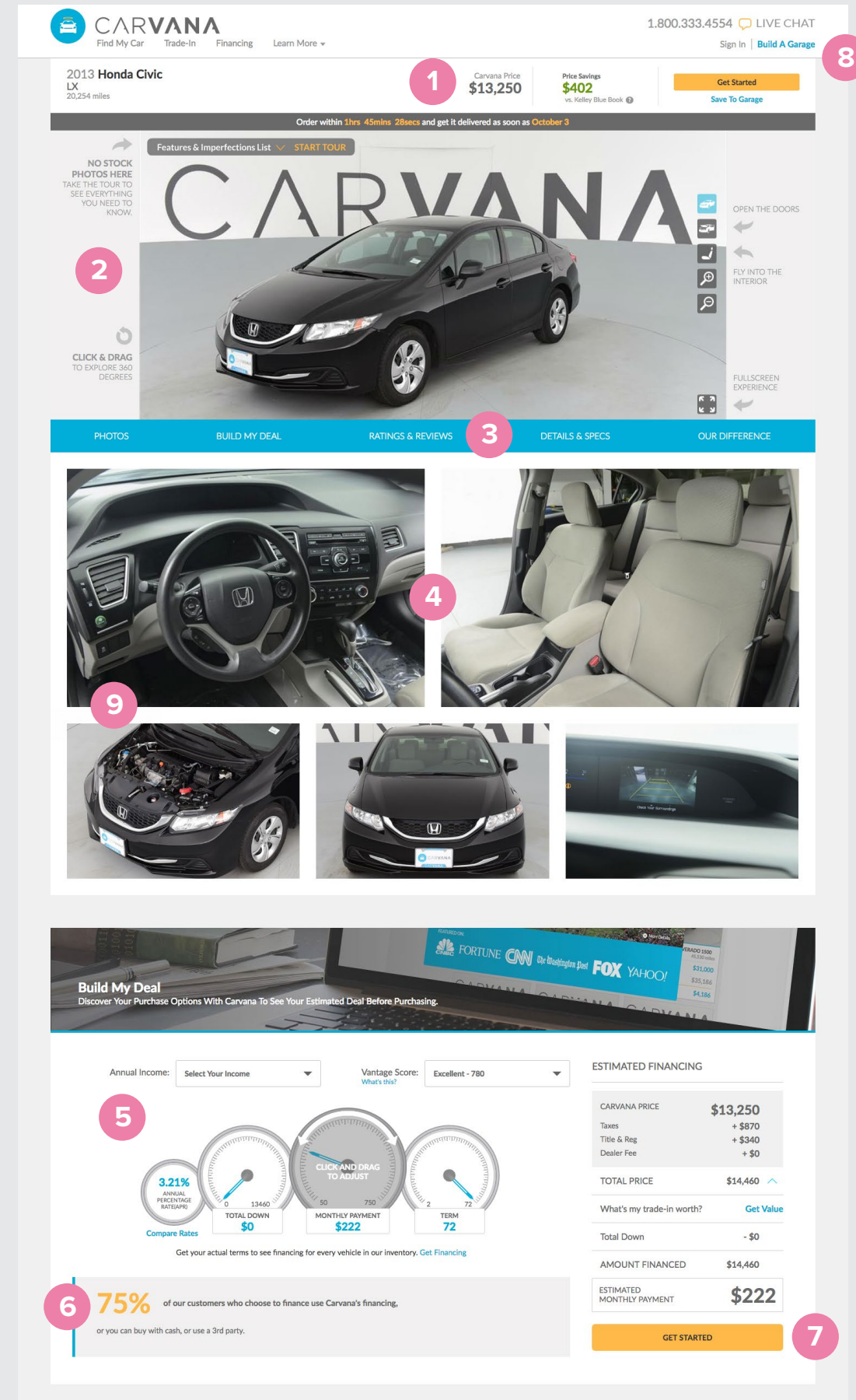
Top Section

Pros

- 1. Sticky Header:** Vehicle title, price, savings and CTA stays present in a sticky header as user scrolls down the page.
- 2. Virtual Walk Around:** Carvana went to great detail to present a completely interactive experience which includes full screen 360° rotation, exterior and interior views, explanation of feature benefits and declaration of existing dings and blemishes with close up photography.
- 3. Tabbed Page Shuttle:** Categorized submenu helps to scroll users down along the VDP to areas of interest.
- 4. No Stock Photos Here:** Priding themselves on their commitment to quality, the vehicle photo gallery features use of large, highly detailed interior and alternate photos.
- 5. Interactive Calculator:** Users are able to dial in parameters of their desired monthly payments by accessing and turning dials within the interface.
- 6. Financial Flexibility:** Carvana makes it clear that 75% of vehicles purchased on their site comes from their own financing while offering users the flexibility to pay with cash or with third parties.
- 7. Recognizable Amazon Style:** Carvana has no issues with borrowing from the largest online marketplace by styling CTA's, links and messages in the highly familiar Amazon-esk yellow.

Cons

- 8. Missing Common Utilities:** The ability to print or share from VDP is missing.
- 9. Gallery Real Estate:** While pleasant to look at, the photo gallery takes up too much space on the VDP, pushing pertinent content further down the page.



VDP

Bottom Section

Pros

- 1. Edmunds Promotes Trust:** Consumer ratings from Edmunds.com promotes transparency and gives users useful insight regarding the car of their choice.
- 2. The Good, The Bad & The Genuine:** Carvana gives users contrasting reviews which include the most positive reviews, to the most negative, in the name of transparency and support.
- 3. AutoCheck® Vehicle Report:** Users have easy access to review vehicle history of previous owners, accidents and more.
- 4. Clean Presentation Of Car Details:** Most important vehicle details are laid out nicely without the use of complex ui elements or fancy menus.
- 5. Manufacturer Warranties Exposed:** The remainder of existing manufacturer warranties are easily exhibited to users.
- 6. Value Proposition & Car Research:** Carvana offers user supportive material to help make a decision.
- 7. Carvana CFS Advertised:** Extending vehicle protection plans are presented on the VDP to help bolster sales and reveal optional packages early in the sales process.

Cons

- 8. Vehicle Details Too Far Below The Fold:** Vehicle features and AutoCheck® report are positioned very low in the information hierarchy despite the value car details contribute to the sales process.

The screenshot displays a car's VDP page with the following sections:

- Ratings & Reviews:** Overall Edmunds Consumer Rating of 4.2 (73 total visitor vehicle reviews). A bar chart shows the distribution of ratings: 5 (45%), 4 (34%), 3 (19%), 2 (0%), and 1 (1%).
- Edmunds Consumer Rating:** Scores out of 5 for Performance (4.0), Comfort (3.9), Interior (4.1), Reliability (4.5), and Value (4.3).
- Edmunds Expert Review:** Includes "Edmunds Says" and "What's New for 2013" sections.
- PROS:** "Spacious interior. Available coupe body style. Comfortable and composed ride. Wide variety of powertrains. Excellent crash test scores. Good fuel economy."
- CONS:** "Mediocre brakes. Busy-looking dash with navigation. Small trunks in Hybrid and Natural Gas models."
- Details & Specs:** Includes a table of specifications: Horsepower (140), MPG (28 City / 39 Hwy), Drive Type (FWD), Body Style (Sedan), Passenger Capacity (5), Exterior Color (Crystal Black Pearl), Interior Color (Beige), Wheel (15" Steel with hub caps), Tire (P195/65 tires), Fuel Type (Gas), Basic Warranty (36 mo. / 36,000 mi.; Expired), Powertrain Warranty (60 mo. / 60,000 mi.; 23 mos. 39,500 mi. left), Engine (1.8L I4), Transmission (5-Speed Automatic), Stock Number (2000027463), and VIN (19XFB2F58DE235956).
- AutoCheck:** A link to the AutoCheck Vehicle History Report.
- Warranty:** A "Worry Free Guarantee" section with a "View Buyers Guide" and "View Summary & FAQ" link, and a "Looking for a Feature?" section with a phone number (1.800.333.4554).
- Carvana Care:** A section titled "Extend This Car's Protection with Carvana Care" offering coverage options: 24 months or 50K miles, and 48 months or 70K miles.

Mobile View Observations

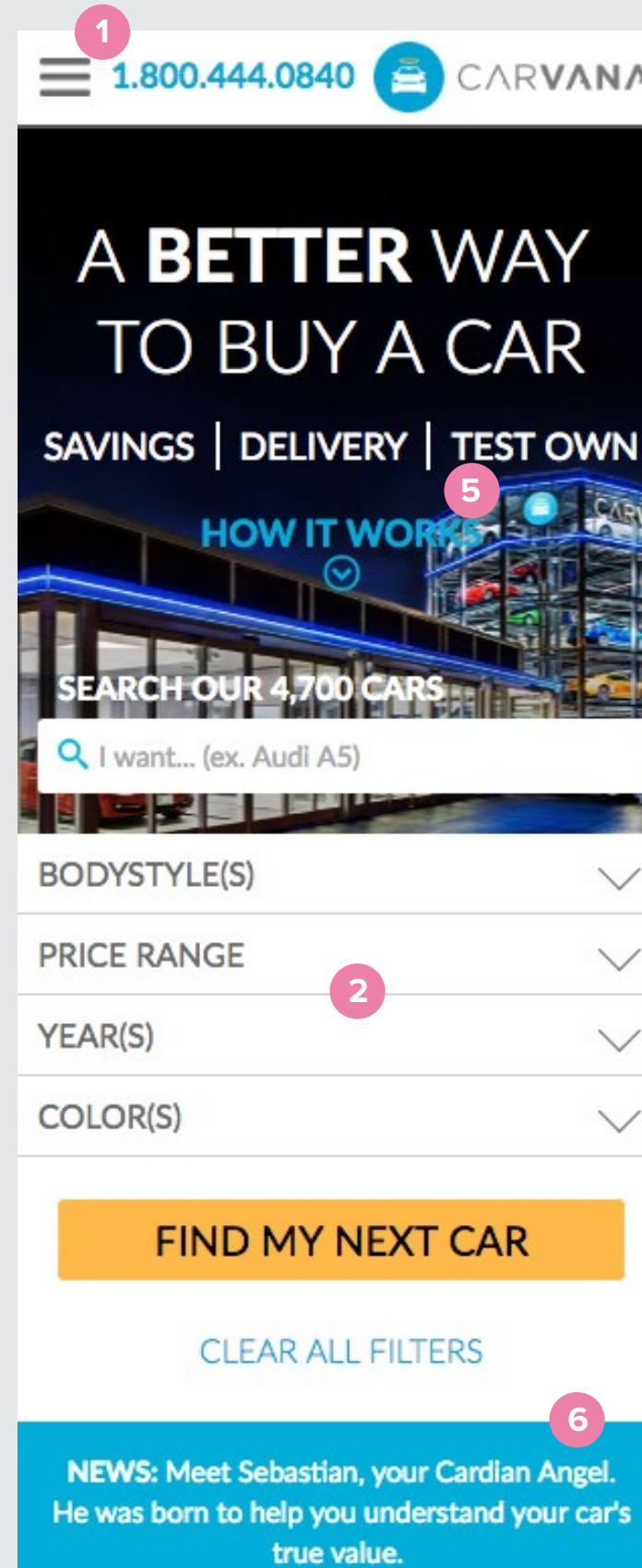
Mobile Home Page

Pros

- 1. Prominent Phone Display:** Large phone number is prominent and presented ahead of the company logo.
- 2. Web Adaptive Elements:** Filter options are presented as simple and mobile-friendly ui elements.
- 3. Not Like The Others:** Carvana sets themselves apart from traditional car selling models on several pages throughout their website.
- 4. A Devotion To Transparency:** Savings with Carvana is prominently displayed to persuade users to complete the purchase process.

Cons

- 6. Hard To Read Text:** Messages presented on the home page banner are lost against the very colorful background image.
- 7. Inarticulate Angel Speak:** While trade-ins are clearly important, the cagey text and angel reference is unclear and loses impact.



SAME CAR.
DIFFERENT PRICE.

Carvana's online model has fewer expenses and no bloated fees.

Carvana VS Dealership

THE DIFFERENCE

Vehicle Cost	\$0
Other Expenses	+\$300
Interest Rate	+\$329
Fees & Add-Ons	+\$410
TOTAL SAVINGS WITH CARVANA	\$1,889

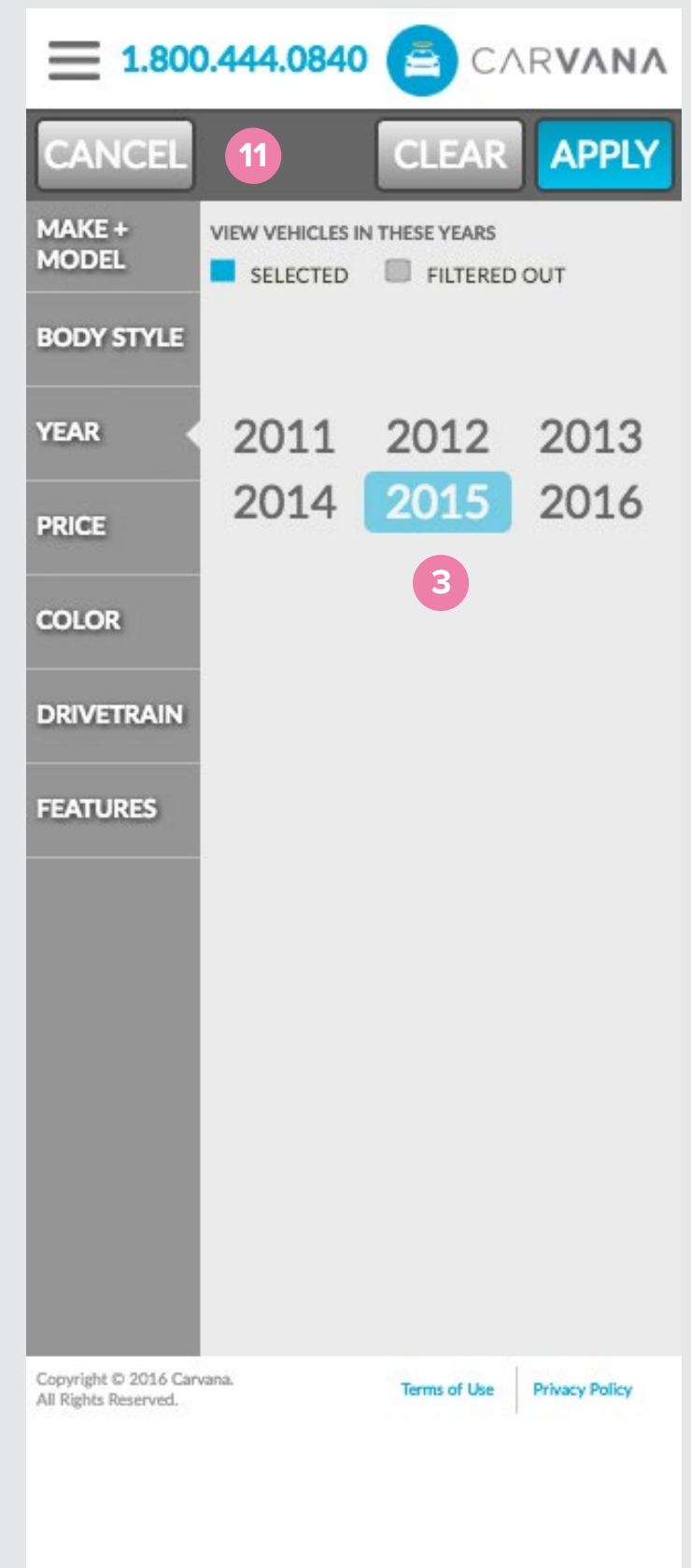
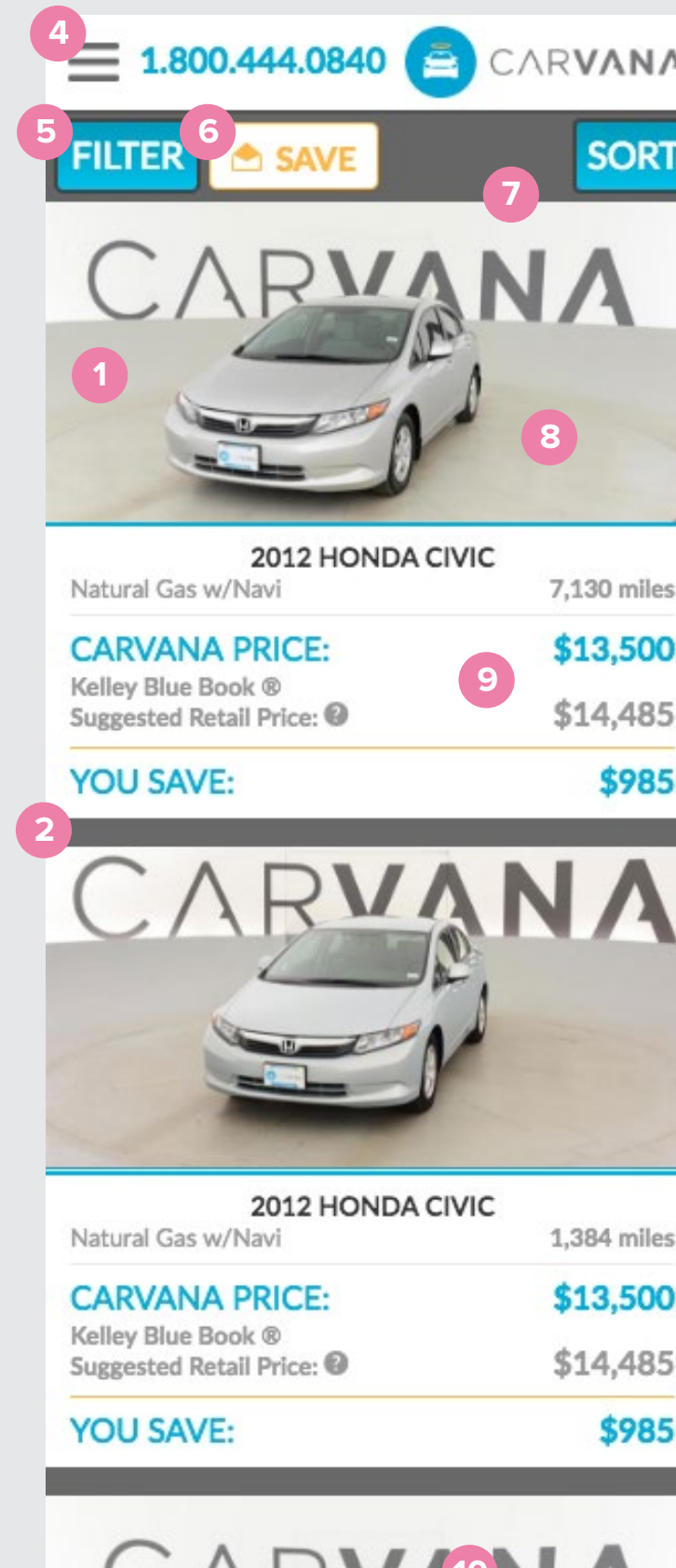
Mobile SRP

Pros

- 1. Large Vehicle Images:** Large vehicle images present well on mobile devices.
- 2. New Listings Appear Automagically:** Search result listings are automatically populated in batches as users scroll down through the SRP.
- 3. Filters Fit For Mobile:** Desktop lightbox versions of filter controls are web adaptive and transformed into user-friendly mobile ui elements.

Cons

- 4. Hidden Search Bar:** Users looking to start a new search may find it difficult as the search bar is oddly nested inside of the hamburger menu.
- 5. Results Not Published:** Unlike the desktop version, the SRP on mobile does not publish the number of qualifying search results returned.
- 6. The Save Button Deceives:** While clearly marked 'Save,' clicking this CTA does not save the vehicle or the search to a user account.
- 7. Where's My Garage:** There is no way to save vehicles to the user's Garage from SRP.
- 8. Lost In The Grey:** Some vehicles are lost in the monochromatic grey color of the tile background.
- 9. Cluttered Price Stack:** Inconspicuous car title is lost against the text heavy price stack which lacks the necessary line spacing to improve legibility.
- 10. No Way To Scroll To Top:** After scrolling through multitudes of listings, users are abandoned at the bottom of the page with no way to get to the top.
- 11. Applied Filters A Mystery:** Users have no way to determine what filters have been applied to the search results.



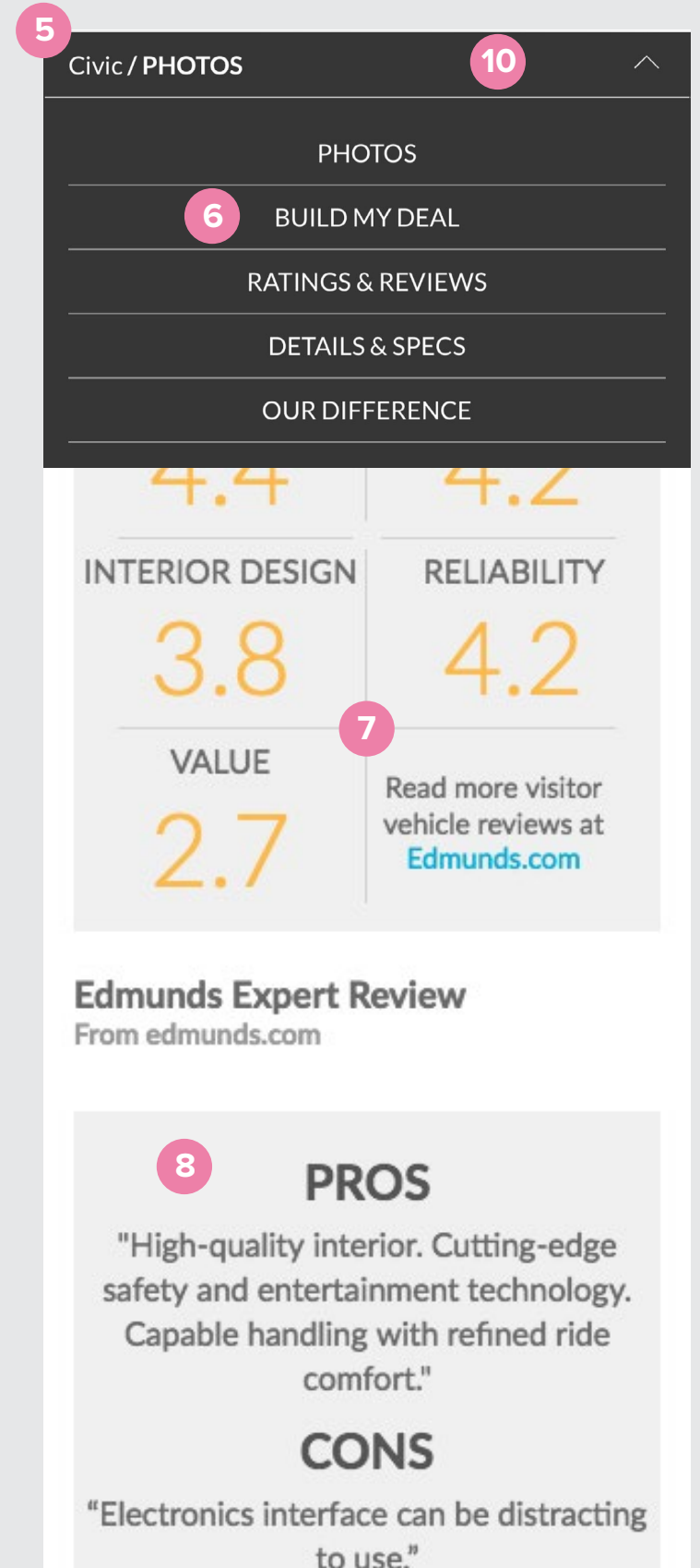
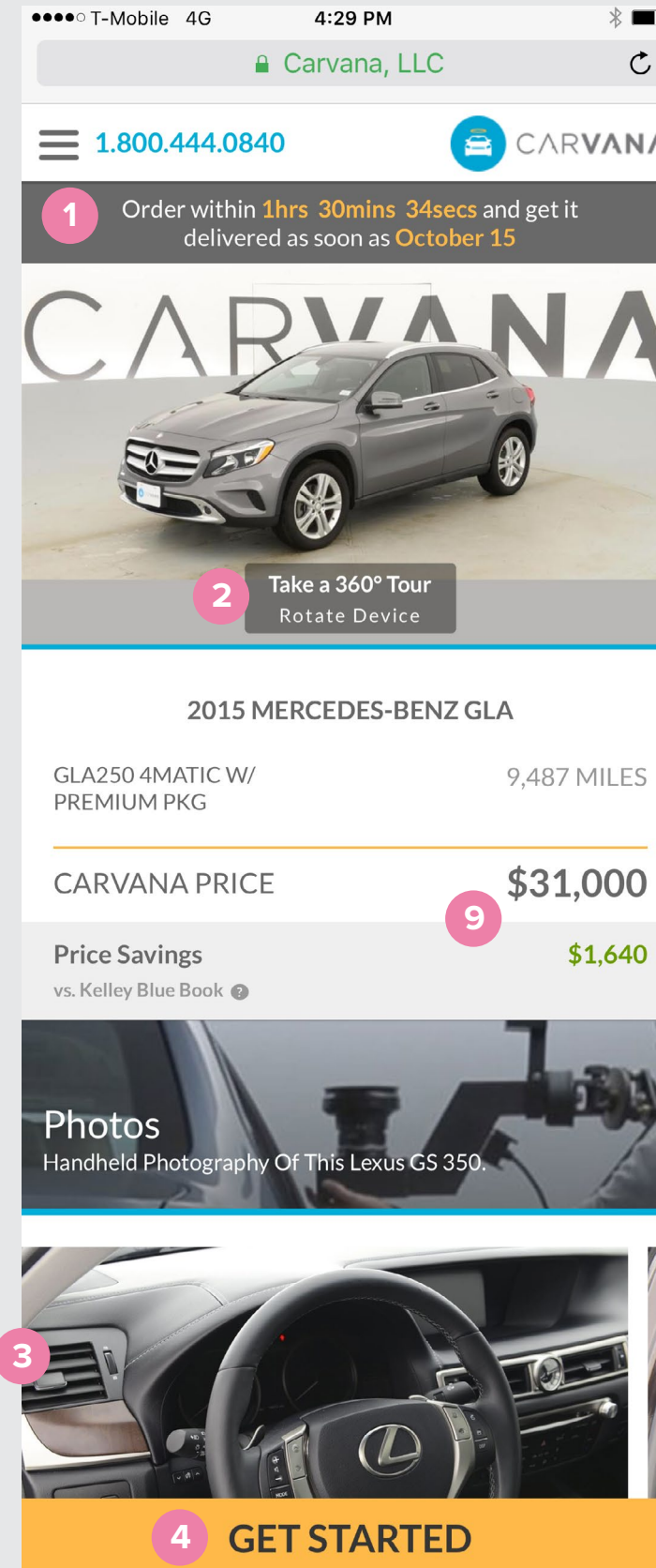
Mobile VDP

Pros

- 1. Sense Of Urgency:** Home page banner briskly counts down up to the last second how much time users have to receive the vehicle by a specific date.
- 2. Swipe In 360°:** Interactive vehicle tour works flawlessly on mobile devices.
- 3. No Stock Photos Here:** Carvana prides itself on actual, uniquely high quality vehicle photography that is presented in a slider on mobile devices.
- 4. Follow Me To Get Started:** Prominent CTA is easily accessible as it follows users as they scroll down the VDP.
- 5. Sticky Header Hides A Submenu:** Users may access an accordion menu embedded in the sticky header to help navigate to different sections of the VDP.
- 6. Structure My Deal:** Users may access the CPC directly from the VDP or the sticky header to calculate a desirable monthly payment.
- 7. Handy Edmunds Ratings:** Car reviews made available on VDP and include individual ratings for specific criteria from performance to value.
- 8. Opposite Sides Of The Spectrum:** Carvana provides users with full disclosure by providing the absolutely best and the worst reviews regarding the vehicle.

Cons

- 9. Savings Take A Back Seat:** Unlike SRP, focus on total price savings becomes unobtrusive on VDP. Carvana Price also lacks the bright blue color it had.
- 10. The Price Is Amiss:** Sticky lacks pertinent information such as vehicle price forcing the user to scroll back to the top to remind themselves.



Additional Observations

- **Buy From Your Couch:** Touting the whole car buying process can be completed online, including cash only sales, Carvana discloses it could take as little as 30 minutes from the comfort of your home.
- **Sign The Paperwork At Home:** Users can take all the time they need to review their contracts and sign them electronically from their kitchen while making a sandwich.
- **No-Haggle Reinforced:** True to their company vision, the benefits of no-haggle pricing is revisited throughout the user experience.
- **No Service Options:** As an online retailer of used vehicles, buyers are left to service their purchased vehicles on their own.
- **Have It Your Way:** Users can schedule free vehicle delivery to their doorstep or Carvana will subsidize \$200 of their airfare and arrange white glove transportation to pick up the vehicle in person at Carvana's proprietary Car Vending Machine.
- **Interactive Dynamic Trade-In Video:** Carvana's unique '*Cardian Angel*' explains the trade-in process conversationally by referencing the vehicle exact specifications, feature benefits and mileage concerns and more, in a never-before-seen dynamic video.
- **Creating Accounts, Not Garages:** '*Build A Garage*' doesn't make it explicitly clear that it's intended for account creation to save vehicles and preferences.
- **Credit Score Dodges Bullets:** Users can get pre-qualification feedback with no obligations, with real terms and with no credit inquiries to hurt their scores.
- **Help Is Always A Click Away:** Supportive live chat link is nested in the header and available on each and every page.
- **Maybe Not So Flashy:** 360° interactive views are Adobe Flash driven and may not present correctly on all browsers.
- **No Way to Compare:** There is no feature to compare two or more vehicles anywhere on the site.
- **7 Day Test Drive:** Every Carvana car comes with a 7-day no questions asked money back guarantee. However, users are deprived from a test drive before they purchase.
- **No At-A-Glance Option:** Users have no way of previewing vehicle specs on the SRP or VDP.

CX Competitive Analysis



CARVANA

shopping at home
convenient experience
independent with customer service
30 minute process
comfort of home
virtual inspection
test drive unavailable
CFS purchased at home
return car within 7 days

**100% Online
Buying Experience**

AutoNation

shopping at the dealership
personable experience
dependent on associates
four hour average process
pampered at dealership
physical inspection
test drive available
CFS purchased at dealership

**In-Store
Buying Experience**

AutoNation vs. Carvana

AutoNation



Access to CPC is attainable from SRP.	✓	
Buy and lease options are made available.	✓	
Users are able to toggle between grid and list views on SRP.	✓	
Users can compare vehicles.	✓	
Users can save cars to the cart without creating an account.	✓	
Car history is offered (ex. CarFax, AutoCheck, etc.) on used vehicles.	✓	✓
A zero state calculator is available for price conscious users.	NONE	
Number of users that have saved the vehicle is presented.	NONE	
SRP vehicle listings provide the user vehicle details and specifications.	NONE	
Good use of real estate to convey value proposition on the home page.	NONE	
Chat support is available on the home page.		✓
Ability to search for multiple makes and models.		✓
Provides easy way for users to make payments.		✓
A zoom-in feature is available on image galleries.		✓
Vehicle warranties are present, including how many miles remain for used cars.		✓
Option is available to sign documents digitally.		✓

Online Car Shopping Comparisons

Feature Sets & Processes Unique to Carvana

- 100% online shopping experience with an average of 30 minutes to complete from start to finish.
- 360° Interactive Tour of actual vehicles, no stock photos.
- Trade-in personalized dynamic video that pulls data for the appraisal based on user input.
- Carvana Car Vending Machine and \$200 towards a plane ticket to pick up the vehicle.
- Vehicle accident-free, 150-point certification test.
- Option to Pay With Cash to purchase a vehicle online.
- Financing directly through Carvana Finance, a third party or credit union.

Feature Sets & Processes Shared by Carvana & Vroom

- The ability to digitally sign documents from home (uses DocuSign technology)
- 7 Day Test Drive with no questions asked money back guarantee.

AutoNation UX Recommendations

Conclusions

It is our feeling that while Carvana and AutoNation are distinctly different in their business models, we feel AutoNation is superior to that of Carvana by:

- Offering users better tools like the Compare widget and general information to make informed decisions.
- Presenting users with better and more thorough, easier to use search results page that performs well on all devices.
- Giving users a human, face-to-face experience by answering questions and letting them sit in the vehicle to drive it around the block before purchasing.
- Providing users with services normally expected with the vehicle sales process (ex. trade-ins, test drives, parts & service, etc.)

AutoNation.com Recommended Improvements

1 Consider Entering The Online Exclusive Shopping Market

As companies like Carvana and Vroom (and possibly Amazon Vehicles in the near future) continue to grow their business, **AutoNation should conduct the necessary research to determine if it is financially viable to offer users the option of a 100% online car shopping experience.**

2 Introduce Digital Signing Of Contract Documents

As a possible added convenience of the Enhanced Buying Process, AutoNation may want to consider DocuSign technology or similar to help alleviate car shopper pains of having to fill out a multitude of paperwork at the dealership.

3 Implement Use Of More Video To Support Value Proposition

Carvana's use of video to captivate and inform users of everything from how appraisals are determined to customer testimonials of regular people professing their love for the company is very easily digested and almost entertaining to watch. AutoNation should consider adding more video content following the launch of the new website.

4 Keep It Light & Conversational

AutoNation may consider the **jovial aesthetics and simplicity utilized throughout the Carvana's website** to provide users with a better online experience.

Conclusions

Continued...

5 Publish User Ratings and Testimonials

AutoNation should publish user reviews & testimonials on the home page and VDP to help support indecisive users. Like Carvana, testimonials should highlight the best and worst feedback regarding the vehicle.

6 Filters With A Personal Touch

Personalize the user's experience by incorporating functionality like Search by Color, Price and Payment based on results returned from the user's pre-qualification inquiry.

7 The Smarter Search Bar

Improve the contextual search box to be more user-friendly by grouping the suggested search values by make and model, as the user is typing.

8 A Peek Inside

Consider utilizing video to demonstrate interior features of the vehicle, offering users a personal tour of what it would feel like behind the wheel.

Appendix

Personalized Dynamic Video

Carvana's unique dynamic video helps users understand how the appraisal process works and ends with presenting a value for their vehicle. The technology is very unique as the content changes based on the user's input. The 'Cardian Angel' speaks directly to the user and the experience is very friendly and conversational.

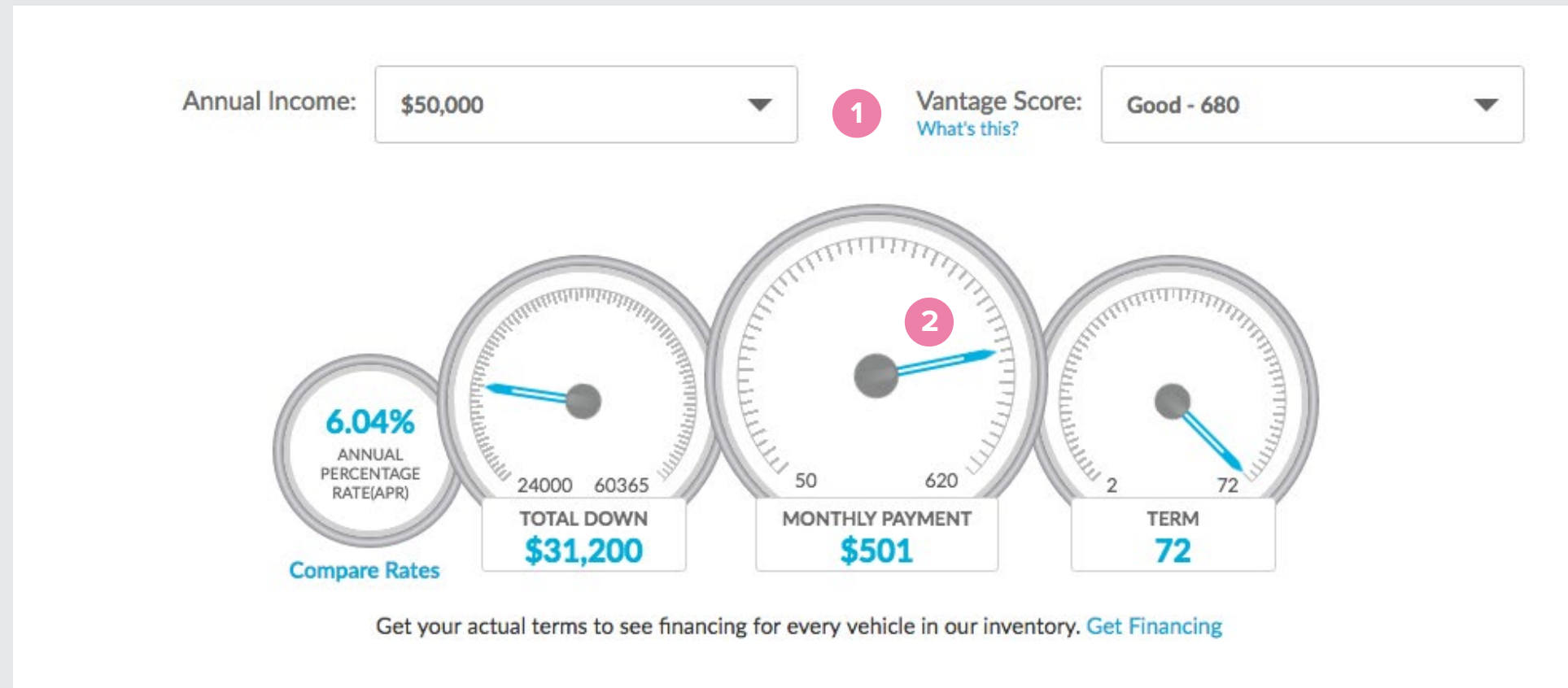
The image shows a sequence of five mobile app screens illustrating the trade-in process, numbered 1 through 9. The screens are: 1. Trade-In Page (VIN entry), 2. Trade-In Results Page (Benefits overview), 3. Interactive Trade-In Video (Introduction), 4. Video frame (KBB range), 5. Video frame (Options comparison), 6. Video frame (+\$700 options), 7. Video frame (Mileage difference), 8. Video frame (-\$18964 mileage difference), and 9. Trade-In Results Page (Final value).

1. User adds appraisal details about their vehicle into the necessary form fields.
2. When form is submitted, Carvana compiles a video and a trade-in details page.
3. Vehicle year, make and model is included in the casual video.
4. The Kelley Blue Book value is displayed as a range.
5. The video explains to the user what options are included or missing.
6. Based on the options, user is presented with vehicle equity.
7. The mileage average for the vehicle is compared to user's mileage.
8. User is presented with vehicle equity bonus based on mileage.
9. Users can opt not to watch the video and simply receive the total value of their car by scrolling down the trade-in page.

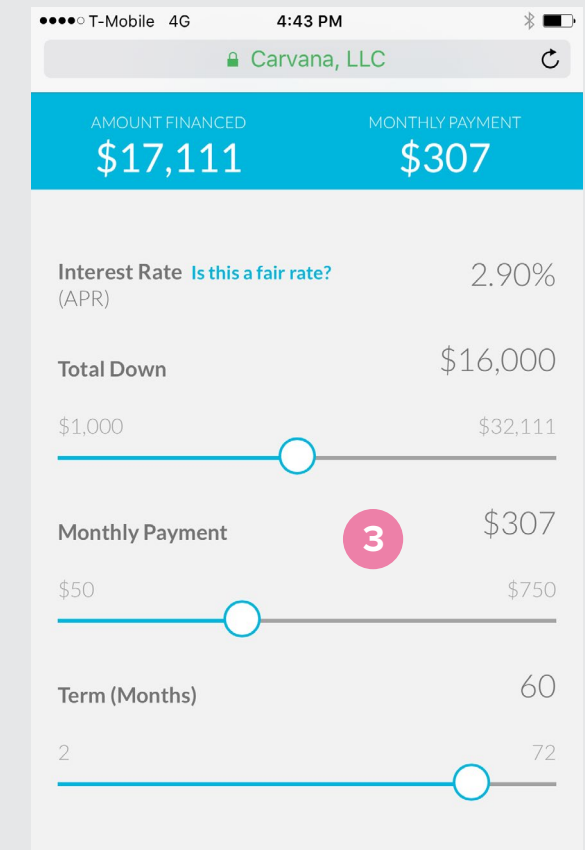
CPC Without Form Fields

Carvana's custom payment calculator is simple, interactive, features no form fields or dropdowns and utilizes less clicks to assist users in determining a monthly payment that works with their budget.

Desktop View



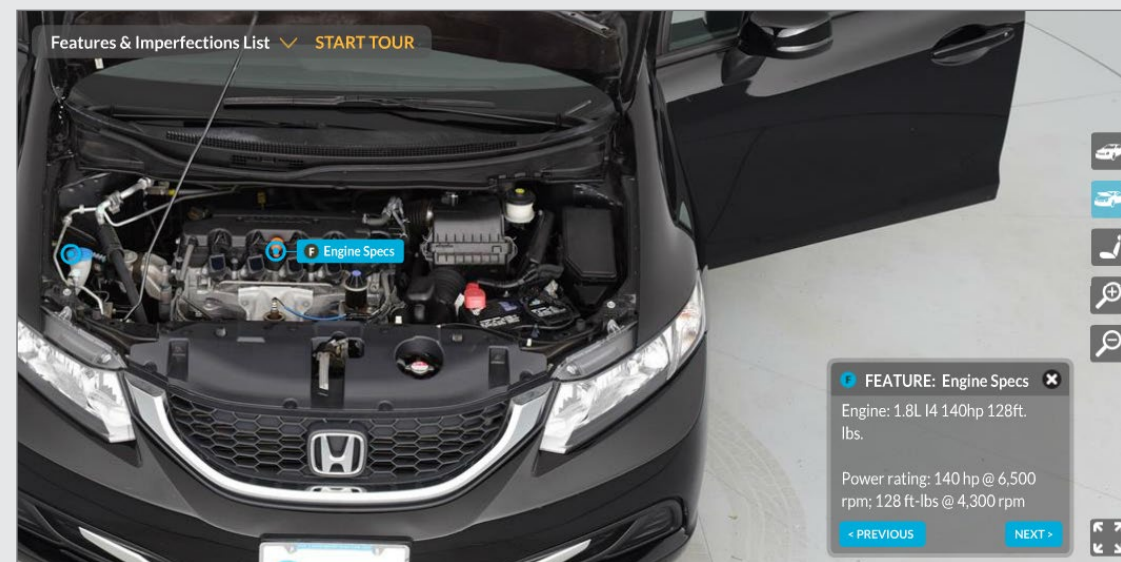
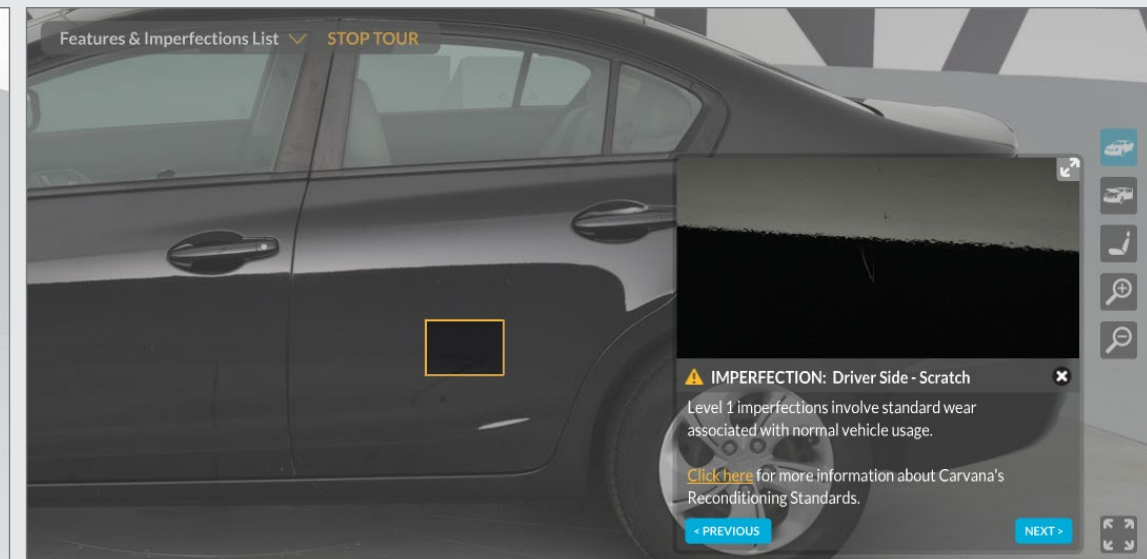
Mobile View



1. Users can set their income and credit score using the provided dropdowns as a starting point.
2. By dragging any of the available handles, located within the dials, the values for Total Down, Monthly Payment & Term are adjusted based on user's criteria and amount financed.
3. On mobile, the interactive component is replaced by sliders, however, it functions just the same as desktop. As the user moves the slider on one, the other sliders are adjusted based.

360° Interactive Views

Takes user on a walk around of the car



- Interactive, Full 360° Views Of The Vehicle
- High Quality Photography
- Step-By-Step Tour (Walk Around Simulation) Of Exterior & Interior
- Option to View With Doors Open Or Closed
- Features Identified & Explained
- Imperfections Called Out, Labeled By Severity & Some Include Pictures
- Zoom In/ Zoom Out Functionality
- Progressive Downloading (Low Resolution Photo Available Immediately Until High Resolution Completes)
- Full Screen Capable

Use of Videos

Carvana utilizes video content throughout their website to assist users in making informed decisions.

Company Mission



Carvana The Company

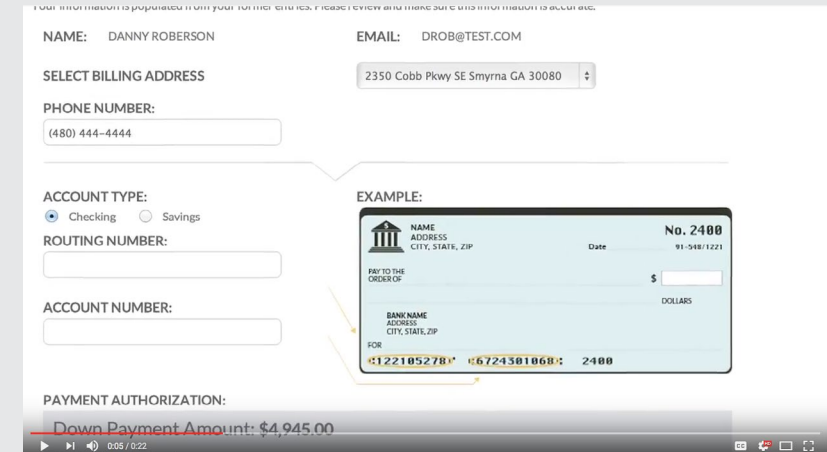


7 Day Test Drive

Website Support



Account Creation

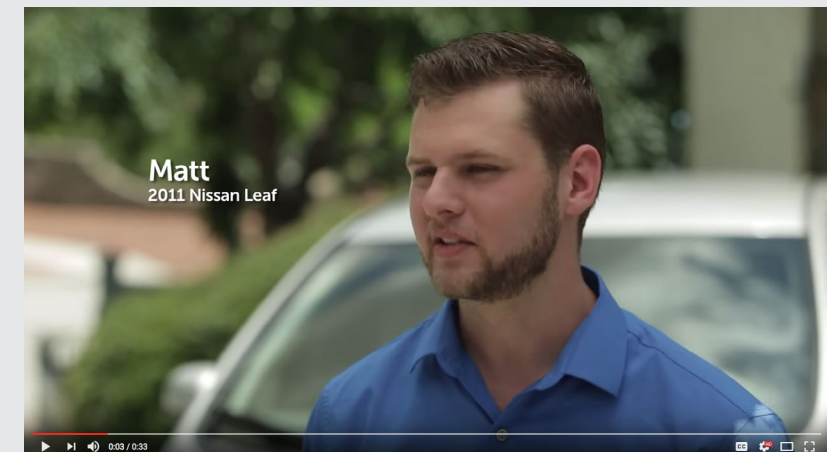


ACH Payments

Video Testimonials



Stacey: 2010 FJ Cruiser



Matt: 2011 Nissan Leaf

Carvana's Car Vending Machine



Car Vending Machine

Introducing the world's first fully-automated, coin-operated car vending machine, from Carvana.

Carvana's innovation of the Car Vending Machine takes another step towards an autonomous shopping experience, removing the need for sales associates to be a part of the process.

Buyers may fly to one of two Car Vending Machines with a portion of their airfare subsidized by Carvana.



[Click to Watch on YouTube](#)

THANK YOU

AutoNation

UX Strategy & Design Team