

Name:

Kate

“For me, I would to...”:

For me, I would to gain tools to generate/provide accurate analysis of the customer to convince him to choose most beneficial decision (for him).

Background:

30 years old; Married; Bachelor's in business administration; 4 years working experience;
Working experience: Car salesman, finance advisor; Very good communication skills;

Job Title / Role:

Sales Manager

Job Responsibilities (Main tasks and frequency):

Assist/helping collaborators.

Assist client with process of car sales.

Helping client choose method of payment.

Main Goals:

Improve sales.

Reliability for the client.

Needs:

I need accurate and current data.

I need fast way to present data/analysis for client.

Pain Points:

Excessive time is spend for preparing analysis for client.

Stakeholders:

Sales Headmaster

collaborator

Client

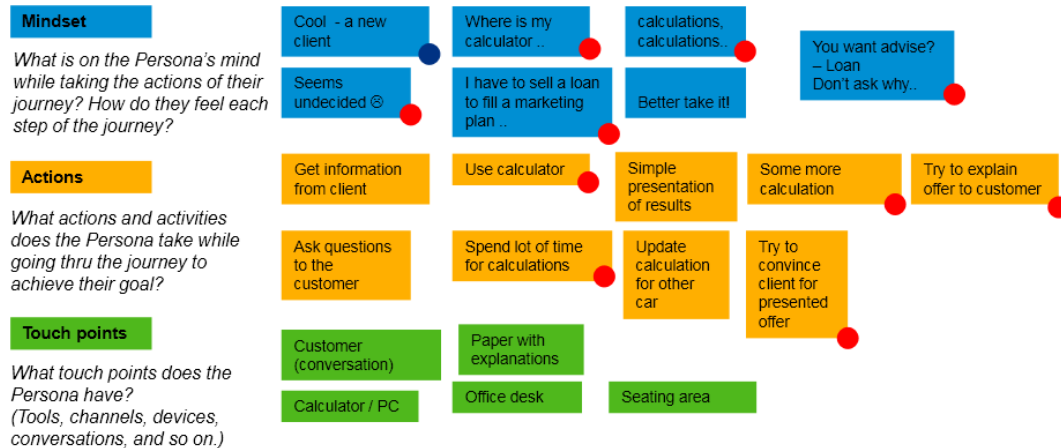
3. User Experience Journey

Introduction to Design Thinking

User Experience Journey 2

Current User Experience Journey

Duration of the Journey: 20 min



4. Point of View

Kate, the Sales Manager needs a way to quickly generate accurate data/analysis for customer so that she can provide reliable information for customer.

Kate, the Sales Manager needs accurate data so that she can convince customer to choose most beneficial decision for customer.

Kate, the Sales Manager needs fast way to present data/analysis for client so that she can serve the customer faster.

Kate, the Sales Manager needs a way to present data/analysis for customer so that customer will be able to better understand her offer.

Mockup

First version mockup:

https://standard.experiencesplash.com:443/api/projects/ac1518052253ea9e0ba45d30/prototype/snapshot/latest/index.html#/1457621545364_S0

Current version mockup:

[https://standard.experiencesplash.com:443/api/projects/c9eb26ba3a43293f0bda42cd/prototype/snapshot/latest/index.html#/1443470302097_S0/CarsSet\('1'\)](https://standard.experiencesplash.com:443/api/projects/c9eb26ba3a43293f0bda42cd/prototype/snapshot/latest/index.html#/1443470302097_S0/CarsSet('1'))

Screen shots:

Car list	←	Cash or Credit Car?	
Tiguan II SUV Volkswagen	125000 PLN	Tiguan II Brand: Volkswagen CarType: SUV	125000 PLN
Basic informations about selected car..			
			Share with Dropbox Calculate financing >>

Car list	←	Cash or Credit Car?	
Tiguan II SUV Volkswagen	125000 PLN	Tiguan II Brand: Volkswagen CarType: SUV	125000 PLN
Version of equipment			
<input checked="" type="radio"/> Trendline from 100 000 PLN			
<input type="radio"/> Comfortline from 125 000 PLN			
			Share with Dropbox Calculate financing >>

Car list
← Cash or Credit Car?

Tiguan II SUV Volkswagen	125000 <small>PLN</small>	Tiguan II Brand: Volkswagen CarType: SUV	125000 <small>PLN</small>
---------------------------------------	-------------------------------------	---	-------------------------------------

Info
 Brouchure
 Gallery
 Style
 Engine
 Accessories
 Financing

Availbe Engines

Engine	Power	Price	
2.0 TDI BlueMotion Technology Manual, 6-speed	85 kw / 115 KM	114 980,00 PLN	<input type="radio"/>
2.0 TDI SCR BlueMotion Technology Manual, 6-speed	110 kw / 150 KM	123 580,00 PLN	<input type="radio"/>

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Calculate financing >>

Car list
← Cash or Credit Car?

Tiguan II SUV Volkswagen	125000 <small>PLN</small>	Tiguan II Brand: Volkswagen CarType: SUV	125000 <small>PLN</small>
---------------------------------------	-------------------------------------	---	-------------------------------------

Info
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Accessories

<input checked="" type="checkbox"/> UV Saver	23 <small>PLN</small>
<input type="checkbox"/> 4x4	99 <small>PLN</small>

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Car list

← Cash or Credit Car?

Tiguan II **125000**
PLN

SUV
Volkswagen

Tiguan II **125000**
PLN

Brand: Volkswagen
CarType: SUV

Info

Brochure

Gallery

Style

Engine

Accessories

Financing

Simple Form Title

Price: PLN (inc. 23% VAT)

Own contribute: PLN

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Calculate financing >>

Car list

← Cash or Credit Car?

Tiguan II **125000**
PLN

SUV
Volkswagen

Inputs

Results

Car	Volkswagen Tiguan II
Net Price	95232.83 PLN
VAT rate	23%
VAT value	28446.17 PLN
Gross Price	123 679.00 PLN
Own Contribute	0 PLN (0 %)

← Edit inputs

SAP Web IDE App Prototype:

<https://youtu.be/oVolGBQMuEo>