

shaping the autos portal

03.11.08

**mark's grand theory
of product diffusion**

the perfect product is one that

the perfect product is one that
adds value

the perfect product is one that

adds value

without forcing behavioral change







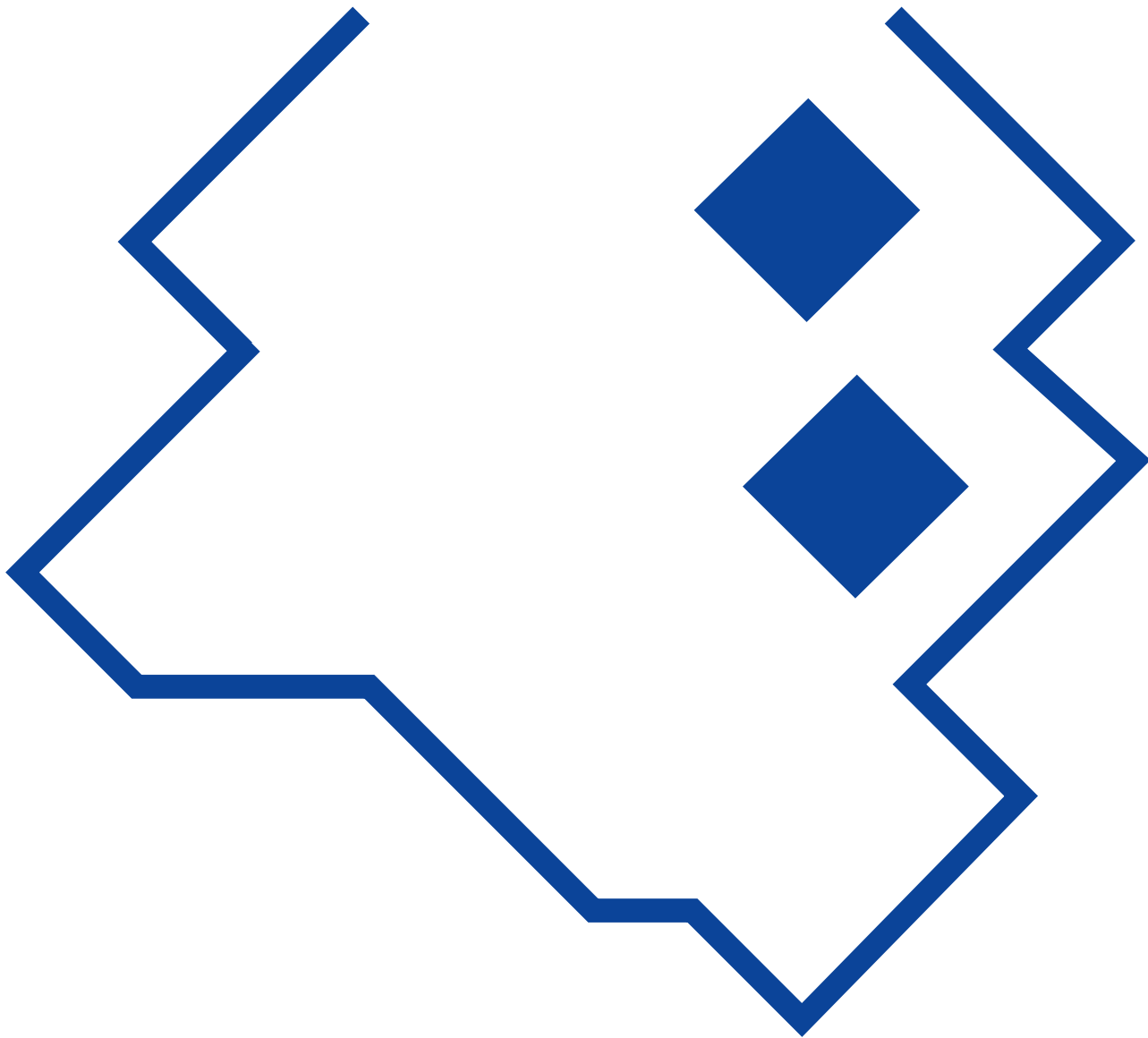
the formula

$$u / r = \text{diffusion index}$$

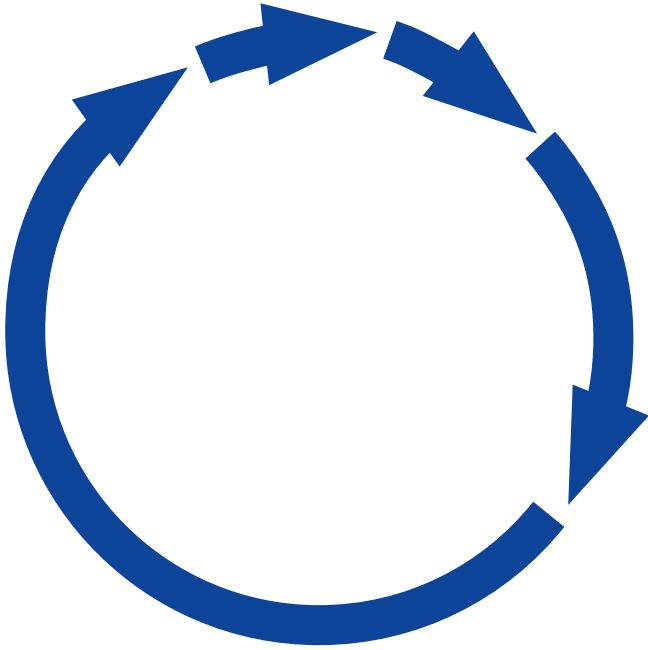
where **u** is the utility (value) and **r** is resistance to change (complexity barrier)

(below 0.0 is bad, above 0.0 is good)





purchase



**consumer behavior
model**

**facilitate the
consumer's research
and purchase process**



**sales funnel
model**

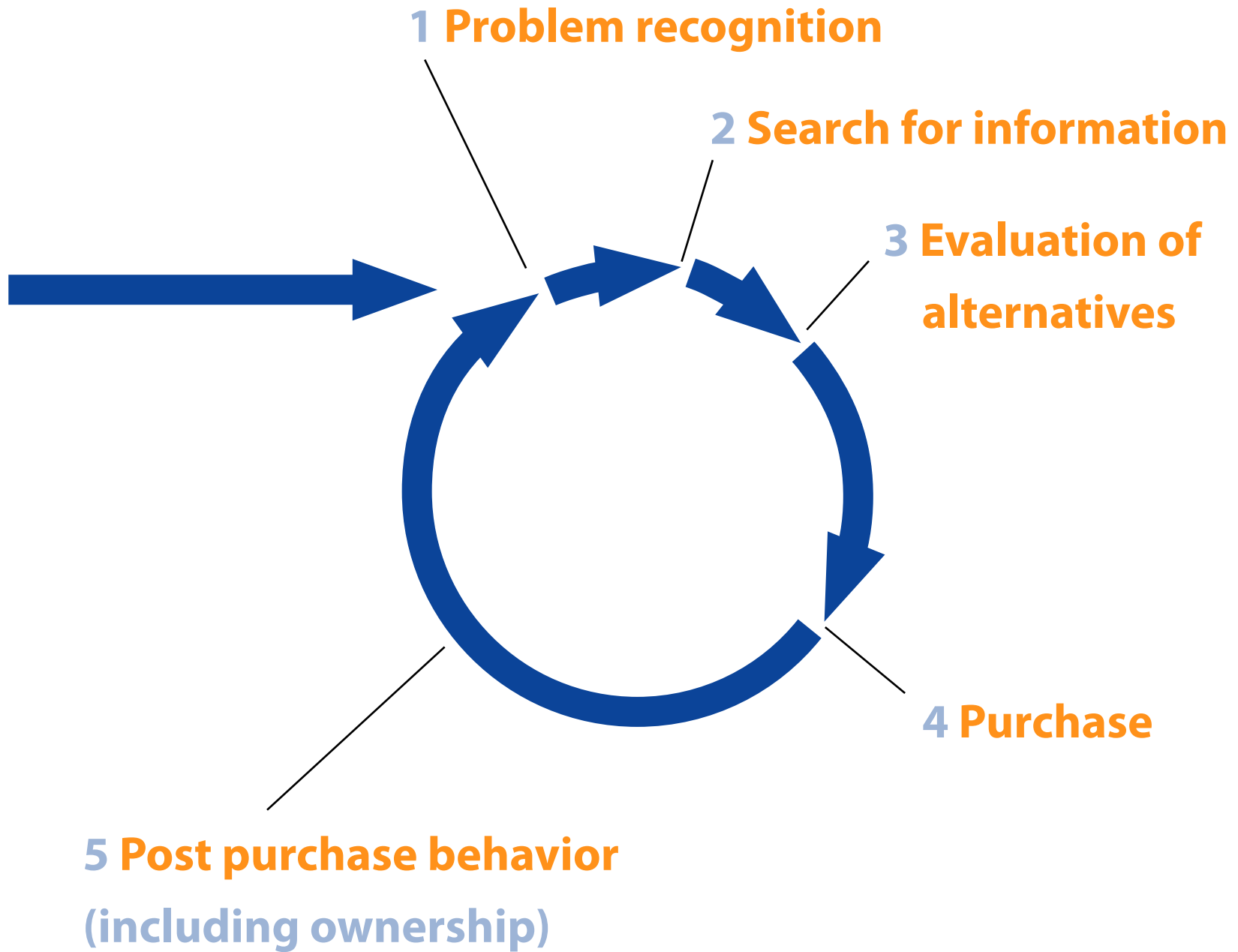
**directing or
changing the
consumer's behavior**

not selling cars

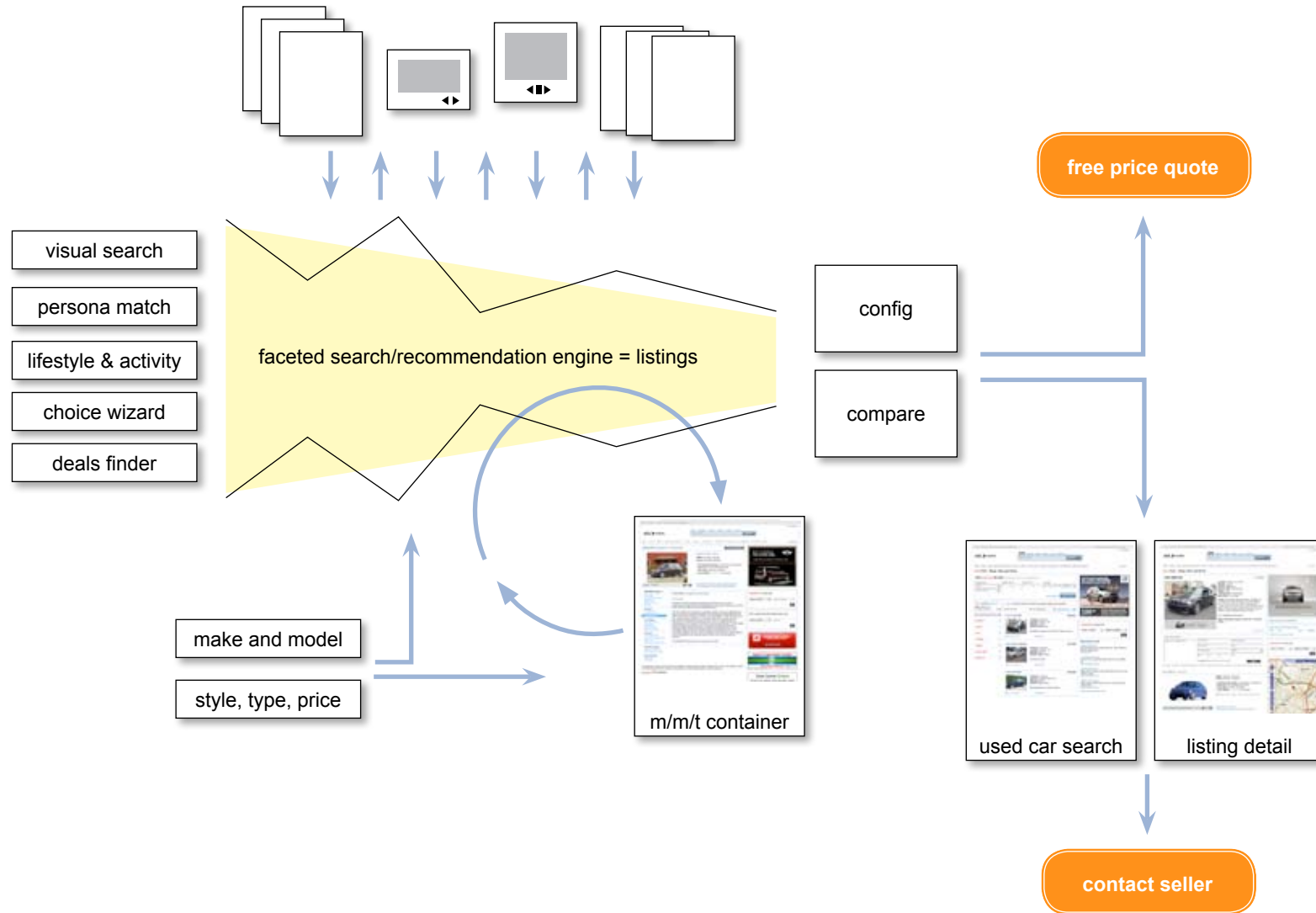
not aggregating or collecting online technology

**provide value (with research and evaluation tools) so that
people come and stay longer**

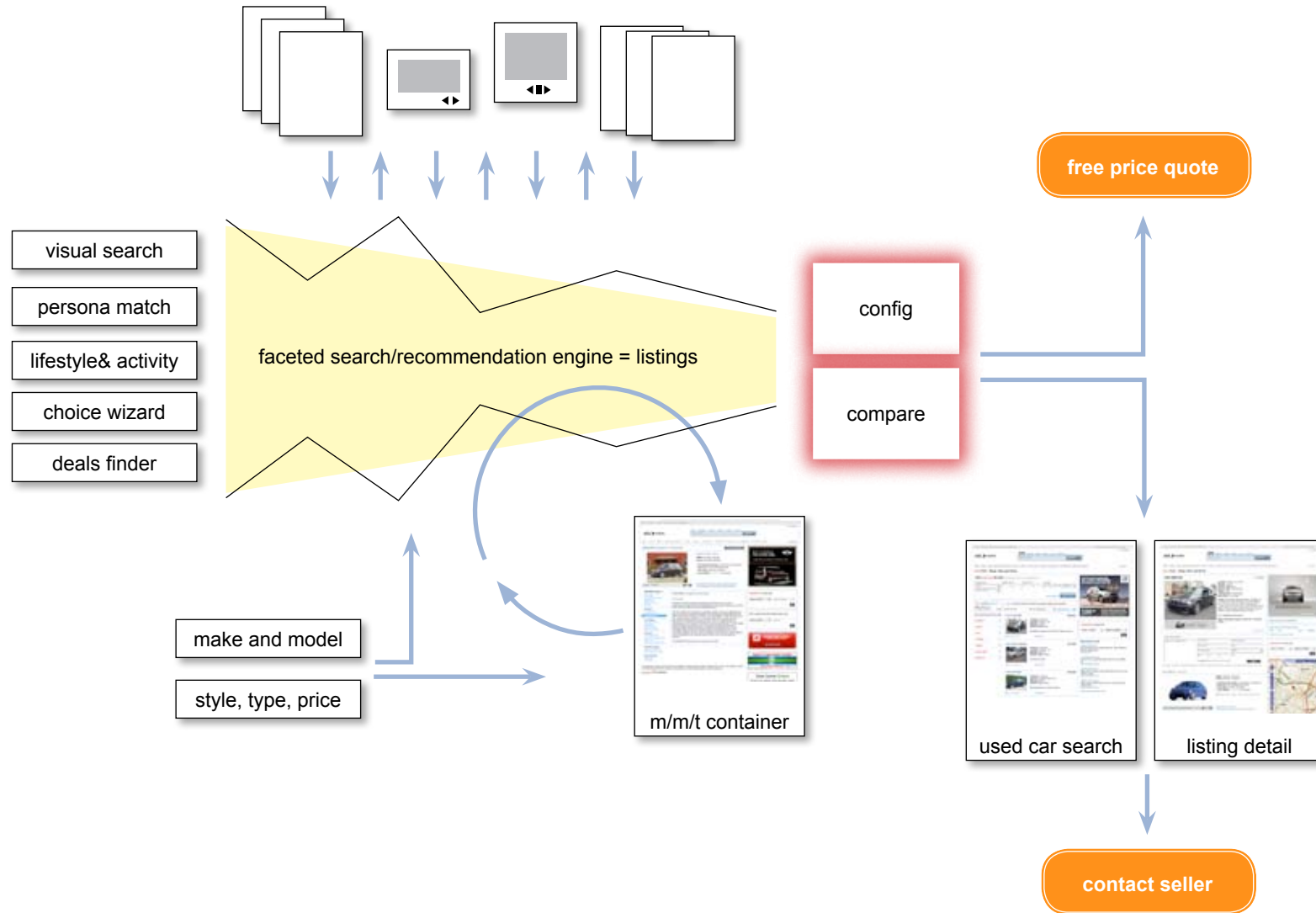
**show them advertisements until they are ready to leave,
then present the lead opportunity**



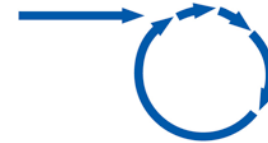
programmed content: reviews, articles galleries, video - rating and reviews. comments



programmed content: reviews, articles galleries, video - rating and reviews. comments



Mapping features to the consumer buying behavior



problem recognition	search for information	evaluation of alternatives	purchase	post purchase behavior
feature articles galleries visual search persona match lifestyle & activity choice wizard deals finder	ratings and review car reviews make and model pages cost to own data used car listings	ratings user reviews expert reviews make and model pages compare configurator	configurator free price quote find a dealer contact seller	rate or review a car comment insurance finance

instigate problem rec

wreck
 breakdown
 loan pay off
 someone else buys
 see something cool
 needs change

ownership

how to avoid tickets
 ...

**how do we segment our users
based upon what they need to do
within the buying cycle?**

a policy of life
your family your spouse your possessions



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Customer Center

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- **CONTACT US**

Company Information

- **CAREERS**
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Help me research cars

Configure & price my new car purchase

Help me find the right used car, at the right price, in my area.

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The Un-Minivans

These three-row family haulers shun the minivan moniker and offer style, room and function. GMC Acadia, Buick Enclave, Mazda CX-9 and more: [See all six](#)

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5

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