

Shreevas Motors Online: Pre-owned Car sales Web Portal

Domain Expert Interview

Introduction

Shreevas Motors Online is an online pre-owned car sales platform for the dealership of Shreevas Motors, Mumbai. It features the handpicked selection of best quality pre-owned cars from the market. Located at Marine Drive for 10 years, They are intended to provide an online purchase and sales solution for the pre-owned car buyers. Keeping up with the trend and to improve its business, Shreevas Motors is aiming to build its own digital car sales platform in the form of a web portal. It will be an all in one platform for the potential pre-owned car buyers.

Objective

- To receive the expert knowledge from industry professional for better understanding, before starting to design the product.
- To clarify the queries raised while performing secondary research.

Subject

Understanding the basics of the pre-owned vehicles domain.

Interview Methodology

In-Person Interview

A set of questions was prepared and shared with the domain expert a day before so he could get time for preparation if needed.

Questions

1. What are the used cars?
2. Why people buy used cars?
3. What kind of people are buying used cars?

4. Where can someone get a good quality used car?
5. What are the basic parameters if I wish to buy a trouble-free used car?
6. Is it necessary to get the car checked by a professional before buying it?
7. How the cars get transferred to the new owner's name?
8. What qualities should someone look for while buying a used car?

Interview Outcome

1. What are the used cars?

Used cars or pre-owned cars are the cars that could have been bought new and sold in the market by the 1st owner. Or could have been bought used by 2nd owner and sold again to 3rd owner and so on. Basically cars that are used by a person/organization and available for sale to another buyer qualifies as used cars.

2. Why people buy used cars?

Capital savings is the main reason to go for a used car. Money-wise, a pre-owned car saves you a lot of capital in hand. Also for the price of a new car, you get a much attractive option in used cars. Finance is also available which makes this segment even more accessible to many people.

There are many other reasons to go for a used car like lower depreciation which enables you to sell the car and keep upgrading to another one after every few years, comparatively lower starting prices etc.

3. What kind of people are buying used cars?

A lot of first-time buyers prefer to go for a pre-owned car. More than half the time, a family's first car comes from this market. Due to the financial advantages discussed above, not only a common man but a lot of businessmen and HNIs are leaning towards pre-owned cars.

4. Where can someone get a good quality used car?

Generally, people prefer to buy a used car from reputed dealers or organized sectors which has the advantage of certified cars. Here you pay a premium amount but you get the peace of mind. But even in person to person buying, you can find a gem of a car sometimes. You can get the help of an expert to identify and check the perfect car for you.

5. What are the basic parameters if I wish to buy a trouble-free used car?

That's a tricky question! After all car is a machine. Still, if you get something which has clocked fewer kilometers and maintained well with unharmed integrity, that would be the one to go for. But everybody has their own preferences, someone might prefer a high run but an upper category car.

6. Is it necessary to get the car checked by a professional before buying it?

YES! A car is a complex machine and there are many things that a common user might not be able to notice. An expert can identify a repainted exterior panel or a damaged bonnet seal. You may have to spend initially for expert inspection but it could save you from a lot of trouble.

7. How the cars get transferred to the new owner's name?

Once the car has been sold, generally dealer initiates the transfer process. New and previous owner's KYC documents and duly signed vehicle transfer forms are submitted to the concerned RTO. It takes around 15-20 working days for the transfer process. If the car is financed, additional Hypothecation addition is to be done. The new document will come directly to the address provided by the purchaser.

8. What qualities should someone look for while buying a used car?

Many people search for a used car by their favorite color. If you are not one of them, you should go as per the following points organized as per the decreasing importance from top to bottom.

1. Quality of the product, clear documents
2. Newer build
3. Lesser kilometers
4. Serviced regularly, any refurbishments required?
5. List of features as per choice
6. Pricing of vehicle, insurance if to be renewed
7. Owner serial
8. Personal preferences like color/interiors etc.

Finally, Get into each car, get the feel of each car. Every car is different even though the specifications might be the same.