

User personas and information architecture

Prompt used for generating personas:

I'm working on a web application that serves as a car-buying expert for users. The website allows users to either:

- Enter a link to a car listing they've found online.
- Manually input information from a car's papers (useful when someone offers to sell them a car in person).

Based on the provided information, our algorithm gives them advice by providing a percentage score (0-100) indicating how good the listing is to buy, along with some reasoning behind it. The website does not allow users to browse other listings.

Can you create three or more personas representing the target audience for this website (ranging approximately from 18 to 75 years old)? The target audience should be from Croatia, since it scrapes local listings, but it can also include foreigners seeking advice on buying cars in Croatia. There is no physical location—it's an online-only platform.

Prompt used for generating images:

Give a realistic profile picture for this person:

- Ana Horvat
- Age: 22
- Occupation: Junior Marketing Specialist at a Digital Agency

Ana Horvat

Age: 22

Occupation: Junior Marketing Specialist at a Digital Agency

Tech Comfort Level: High

Location: Zagreb, Croatia

Pain Points:

- Concerned about overpaying or purchasing a car with hidden issues due to limited car knowledge.
- Feels overwhelmed by the vast number of online car listings.
- Desires a reliable method to assess the value and condition of used cars.



Motivation for using the service: Ana is eager to buy her first car to gain independence for her daily commute. She lacks expertise in evaluating used car listings and wants a trustworthy tool to help her make an informed decision without risking a poor investment.

How she interacts with the website:

- Uses her laptop or smartphone to paste links of car listings she's interested in.

- Relies on the percentage score and reasoning to shortlist the best options.
- Appreciates clear, concise explanations that help her understand the pros and cons of each listing.

Marko Petrovic



Age: 35

Occupation: IT Consultant at a Tech Firm

Tech Comfort Level: High

Location: Split, Croatia

Pain Points:

- Needs to ensure that a private car sale (without an online listing) is a good deal.
- Aims to avoid potential maintenance issues after purchase.
- Has limited time for extensive research due to a busy schedule.

Motivation for using the service: Marko is considering buying an SUV offered by a colleague but wants to verify its value and suitability for his family's needs without spending excessive time researching.

How he interacts with the website:

- Manually inputs the car's details from its paperwork into the website.
- Reviews the percentage score and reasoning to assess the car's value.
- Values quick and reliable insights that fit into his tight schedule.

Ivan Kovačić



Age: 65

Occupation: Retired Schoolteacher

Tech Comfort Level: Low to Medium

Location: Rijeka, Croatia

Pain Points:

- Uncertain about the fair market value of the car his neighbor is selling.
- Prefers straightforward information without technical jargon.
- Less comfortable navigating complex websites or technology.

Motivation for using the service: Ivan wants to ensure he's making a wise purchase for a car that will be reliable during his retirement but needs assistance in evaluating its true value.

How he interacts with the website:

- Uses his home desktop to manually enter car details from the paperwork.
- Appreciates simple instructions and an easy-to-navigate interface.
- Relies on the percentage score and clear reasoning to understand the car's worth.

Emma Fischer



Age: 40

Occupation: Tourism Industry Manager

Tech Comfort Level: High

Location: Munich, Germany (Relocating to Croatia)

Pain Points:

- Unfamiliar with the Croatian car market and local regulations.
- Concerned about overpaying or encountering legal issues as a foreign buyer.
- Needs reliable information to make a purchase remotely.

Motivation for using the service: Emma plans to purchase a car in Croatia before relocating, ensuring it meets her needs for both city commuting and rural exploration while navigating a foreign market confidently.

How she interacts with the website:

- Uses her laptop to paste links from Croatian car listings.
- Depends on the percentage scores and reasoning to compare options.
- Values detailed explanations about potential legal considerations and common local market issues.

Develop an information architecture for the project based on the card sorting method.

