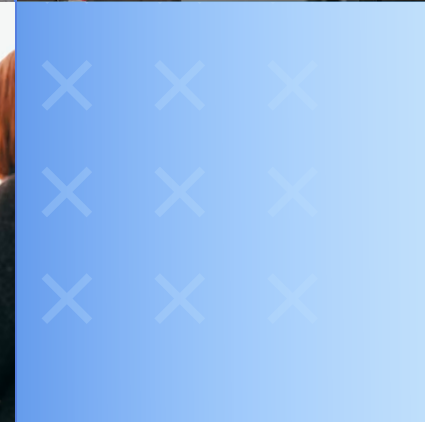# GLOBAL BUYER PERSONAS

Presented by
the **UX Research Team**

# A PERSONA

Personas are fictional characters created based on research to represent the different user types that use our service, product, site, brand.

Working with user personas help us in design and research, by being a source of reference for our main user groups:

- Personas make the **design task at hand less complex** by guiding our ideation and decision-making process.
- They help us achieve the goal of creating a good user experience for our **target user groups**, by always keeping us **user-centered**.
- It helps us recognize our users' **different needs** and **expectations**.
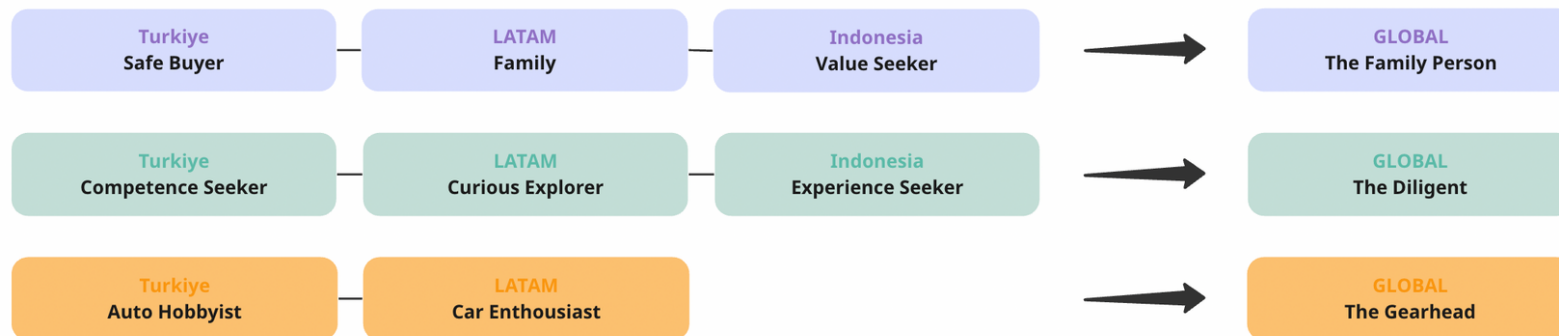- It helps us **empathize** with the user we're designing for.
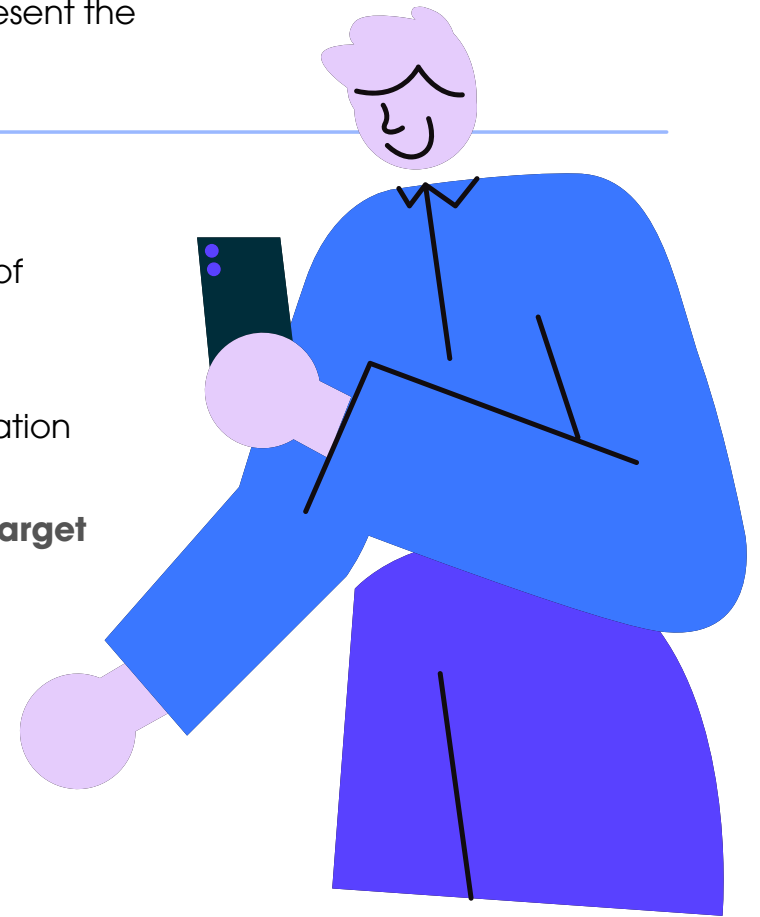
# METHOD

We analyzed relevant research across our LATAM, Indonesia, and Turkiye markets to discover commonalities amongst our buyer user segments.

Based on how buyer segments are rated in 13 categories regarding:

- psychosocial characteristics
- financial needs
- online behaviors
- and purchase decision influencers

we settled on 3 personas that represent our biggest buyer segments globally.

| Turkiye | LATAM | Indonesia | | GLOBAL |
|---|---|---|---|---|
| **Safe Buyer** | **Family** | **Value Seeker** | → | **The Family Person** |
| **Competence Seeker** | **Curious Explorer** | **Experience Seeker** | → | **The Diligent** |
| **Auto Hobbyist** | **Car Enthousiast** | | → | **The Gearhead** |

# THE FAMILY PERSON

**Age:** 35-52
**Car type:** MPV, SUV, Sedan
**Socio-economic status:** Mid
**Kids:** Yes

Family Person is a buyer who is looking for a vehicle to accommodate their family needs. As their family grows, their needs change. They look for a safe transactions platform and to get a good deal for a safe and spacious car.

## Motivations

- Value for money cars.
- The convenience of having a car for personal and family needs.

## Expectations

- F2F communication, assurance of trustworthiness.
- Transparency regarding details of the car, accident history, and documents.
- The convenience regarding test drives, to view or to buy.
- Expects the cars on the platform to have a standard price and the prices do not change based on the location.

## Behavior, Attitudes and Status

- Knowledge on cars
- Price-sensitivity
- Risk-taking behavior
- Online transactions
- Need for finance

## Decision-making Influencers

Friends and family.

## Where do they go for a car?

Individual sellers, dealers, transaction platforms.

# THE DILIGENT

**Age:** 26-45
**Car type:** EV, SUV, Hatchback
**Socio-economic status:** High
**Kids:** No

Diligent buyers do thorough research through transaction platforms and online marketplaces before buying a car. In that way, they form an opinion about the specifications of the car that will best suit their lifestyle.

## Motivations

- Car specifications that are superior to other cars.
- Weekends and traveling.
- Personal needs.
- Convenience.

## Expectations

- Secure storage of personal information.
- Easy out-of-town purchases and good ambiance in the showroom.
- Price and feature comparison.
- Accurate information about the car.
- Guarantees, assurances, and after-sales service.
- Trade-in, finance, and easy digital transaction.

## Behavior, Attitudes and Status

- Knowledge on cars
- Price-sensitivity
- Risk-taking behavior
- Online transactions
- Need for finance

## Decision-making Influencers

Friends and family, online reviews.

## Where do they go for a car?

Transaction platforms, individual sellers.

# THE GEARHEAD

**Age:** 28-48
**Car type:** Sedan, SUV, Sports
**Socio-economic status:** Mid
**Kids:** Maybe

A Gearhead is constantly researching the market even if they don't need a new car. They want to convert their knowledge of cars to financial value. Their main motivator is to profit from the transaction as well as to enjoy the technical capabilities of the car.

## Motivations

- Driving a car is the centerpiece of their lives.
- Leveraging their knowledge to get a good deal.
- Updating their car every other year to keep it valuable.

## Expectations

- Vast options in the inventory.
- Accurate and detailed car specifications, especially for the accident history and damages.
- Car comparison.
- After-sales guarantee.
- Fast purchase process.

## Behavior, Attitudes and Status

- Knowledge on cars
- Price-sensitivity
- Risk-taking behavior
- Online transactions
- Need for finance

## Decision-making Influencers

Online research, friends.

## Where do they go for a car?

Individual sellers, marketplaces.

# WHAT'S NEXT?

These global personas are reliable and realistic representations of our key audience segments for reference. We can use the personas when crafting marketing messages, new designs and product development.

**Improvement areas where personas can take the ideation process to another level:**

- F2F communication, a good showroom experience, and assurance of trustworthiness are key for The Family Person and The Diligent personas. It would be advantageous for us to lean on these aspects in our service to gain leads.
- Listing page widgets to be personalized, considering each persona's needs and expectations.
  - i.e. for a sedan search, on the listing page, as The Family Person who prefers this body type are very price sensitive and not rigid in their make & model preference, we can offer a widget that would offer sedan cars from different brands within the similar budget. Whereas this widget would not work as well for an SUV listing page, a widget that offers SUVs with similar features from different brands may increase conversion for the Diligent persona.
- Car comparison is important for extremely interested Car Fanatics and Diligent buyers who are very skilled at online research. It would be a significant differentiation point for us to provide a way to easily compare multiple cars on our platform.
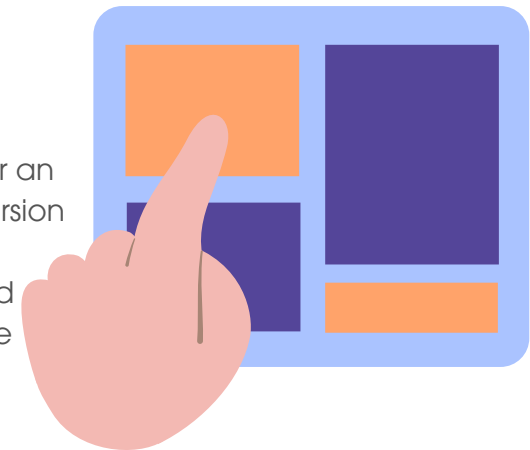
Many opportunities to craft the optimal experience for these 3 global personas are just an ideation session away. As the UX Research team, we are looking forward to being a part of design ideation sessions, to incorporate the perspective of these user personas.

# RESOURCES

Any further questions, need for context, or interest in more detail?

Please reach out to the B2C UX Research team.

Lizeth Herrera
Su Polatoglu
Rosa Colunga

**LATAM BUYER PERSONA SEGMENTATION**

**TURKEY BUYER PERSONA SEGMENTATION**

**INDONESIA BUYER PERSONA SEGMENTATION**

**BUYER MARKET SEGMENTATION**

**LATAM CONSUMER FINANCING PERSONAS**