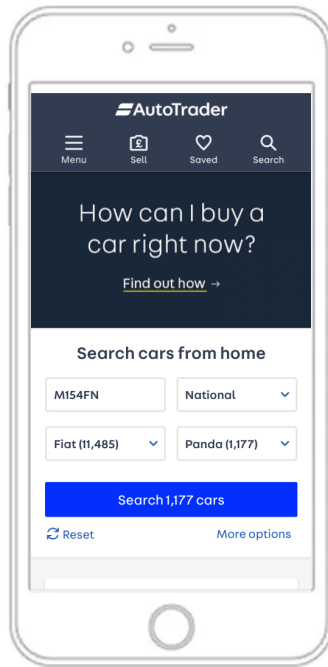


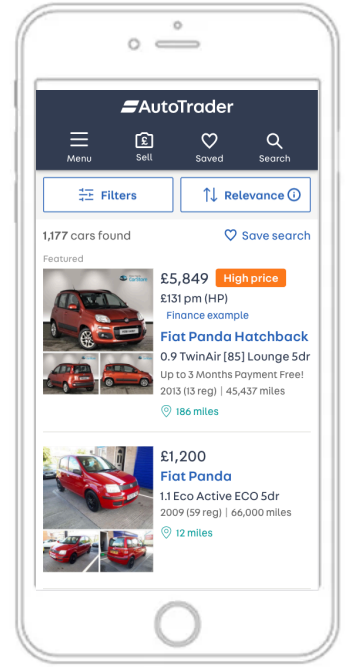
User Journey Example

This is an example user journey of a consumer coming to the Auto Trader website looking for a Fiat Panda for less than £5,000. At each stage there is a description of what the consumer is doing and an indication of how they found the experience.

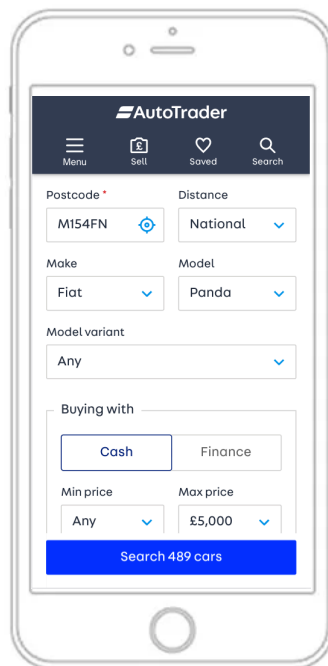
1. The consumer comes to the Auto Trader home page. They are able to enter the make and model but not the price range they are looking for. This isn't great. But there are a good number of Fiat Panda's to choose from.



2. The consumer performs the search. The first car they see is one that is outside of their price range. This annoys the consumer. But they see there is a Filters button.



3. Opening up the filters area reveals lots of additional options that weren't visible from the home page. The consumer is able to set a max price of £5,000. Now they can see there are 489 cars that match this search.



4. The search results are now only showing cars the consumer is able to afford which makes it more relevant to them. Looking at one of the adverts in more detail shows how well the car is priced, this is helpful to the consumer. There are prominent call and text buttons which the consumer likes as it makes their next steps easy.

