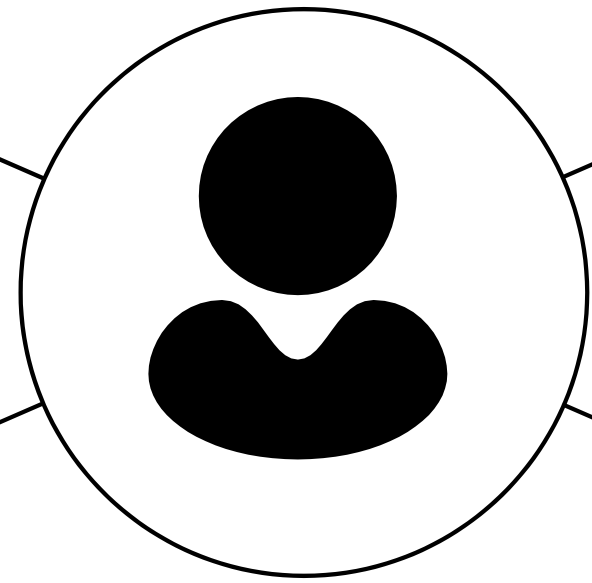


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Is it really
useful in
real-time?

More
research
is needed

Easy to use

It should
provide
accurate
answers

Everyone
can use

Where
should
I start

It will give
correct
result

Customer
wants to
know
about our

Thus it will
give instant
result?

How can we
trust a
machine to
give correct
result?

Get extra
knowledge
about
selling cars

Simple but
effective
UI/UX

People with no
prior
knowledge can
access easily

Is services
made on
time?

It can be
used from
anywhere

Whether it
is useful
for buyers?

Trust issues

Sometimes
we need to
reverify with
some
websites

Network
issues

Gains
knowledge
about
selling cars

Available
24/7

Simple but
effective
UI/UX