

WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

a used car



People who are buying

Looking for good car in minimal cost

What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

> How the condition of the car is

Is it okay to buy an used one at this cost

Will it be getting more cheaper?

To check with mileage of the car

Reviewing about the car

In search of an effective one

No assurance

with the

engine

conditon

Concluding will it be okay for their usage

GOAL

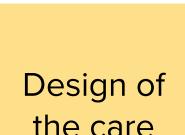
What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

with a trustable mechanic

> Requiring any modifications

Test driving the car



the care

Model of the car

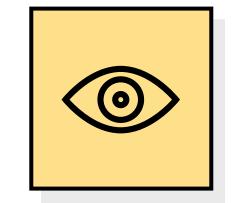
Service by the first owner

Will it be

okay to our

family

spacious



What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



What do they SAY?

What have we heard them say? What can we magine them saying?

> The car looks like a new one

for cheaper market

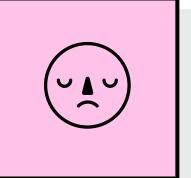
We bought it

Interior of the car is

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?



What if the

service is

not done

properly

May met

with an

accident

GAINS

What are their wants, needs, hopes, and dreams?

> Cheap and best

Lesser the

amount caused for name transfer

will be lower

Cost in

insurance

Can be sold easily

What other thoughts and feelings might influence their behavior?

Will it be okay for him/her to drive?

Might need to

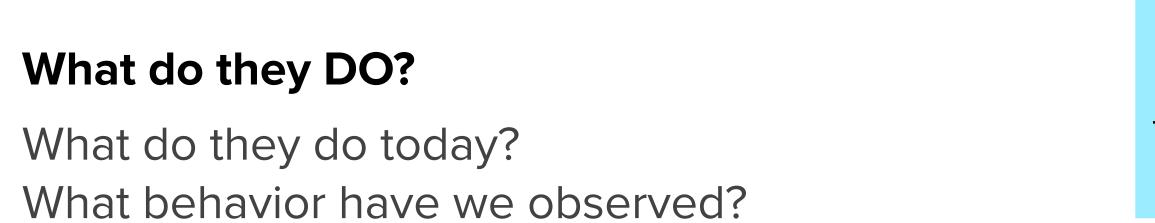
pay for

violations by

the first

owner

Does it have advanced featues that are present in the market



What can we imagine them doing?

Is it under their capital

Practically suits for one with basic needs

Possibility to drive manual gear vehicle