

## SAYS

- The app is well priced and seems to be able to do what I need.
- This app is confusing, and I can't see how to move to the next step.

## DOES

- Purchases a number of similar apps.
- Uses a variety of different devices.
- Constantly refreshes the landing page.

TOOL FOR CAR RESALE VALUE  
PREDICTION

## THINKS

- I can afford this app, and it will save me time and money.
- I need something that is simpler to use, and this is too complicated.

## FEELS

- Excited about getting a bargain.
- Bored of the same layout that many other similar apps have.