

How many miles per gallon can I get with this car?
How long do I need to go between oil changes?

What interior options are there?
What do you think about this brand?

Check for trunk
space.

Take car for test
drive.

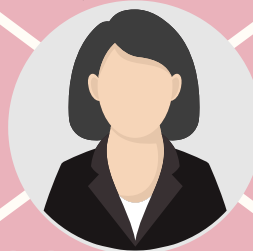
Contacts experts that
they know.

Searches for safety
rating online.



DOES

SAYS



THINKS

Wants to find a car for
a good price.

Car shopping takes
lot of time.

That the process should
be easier than
it currently is.

FEELS

Hope the car presents them
well.

That leather makes everything
look better.

Thinks a certain car will make them cool to a group of people.