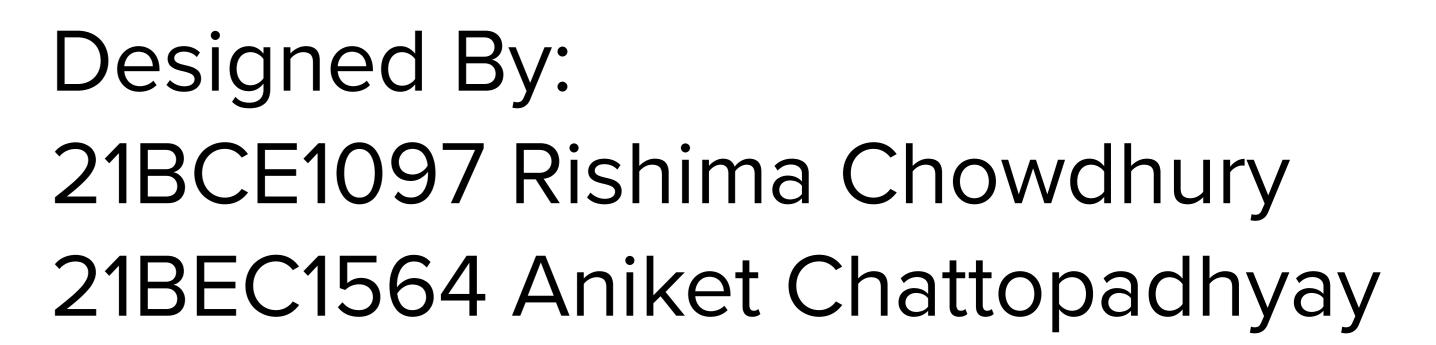


# Empathy Map Canvas

# Topic- Car Purchase Prediction using Machine Learning





Who is the person we want to understand? 1- Customers

2- Company's marketing department

What is the situation they are in? 1-interested in buying new cars. 2-wants to decide how to market their products

What is their role in the situation? 1-Enter the data in the website as required. 2- Collect the data and find conclusion from

Use of the application

I- give customer clarity

2- give the marketing department Clarity



#### What do they HEAR?

#### What are they hearing others say?

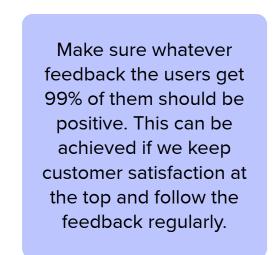
If our product stands out from other products, words will spread like wild fire, because people believe in what others say, do and from where they get benefitted. So, we have to reach this point where our product is discussed. What are they hearing from friends? If the friends on whom the users rely on have used the product and they are satisfied with it, then for sure your user exposure will increase as the will surely suggest to their friends.

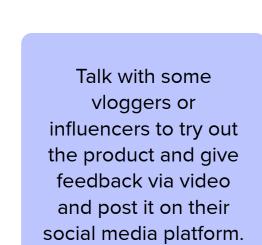
### What are they hearing from colleagues? Same way satisfied users will share their

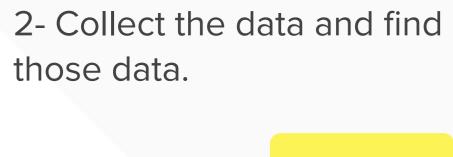
experience with their colleagues in need and hence increasing the number of users using the application.

# What are they hearing second-hand?

Feedbacks of bloggers, vloggers, social media influencers and some eminent personalities also have quite an effect on the increasing popularity of the product.







# What do they THINK and FEEL?

**GOAL** 

predicting whether they should buy a car or not based on their income, age and previous

history of having a car. The website will also help the marketing department to target a

particular portion of the audience to market their product and in turn increase the sales.

A User Interface is to be developed, which will help the customers to buy a car by

#### **PAINS**

What are their fears, frustrations, and anxieties?

The website

might not be able

to handle the

workload, hence

not perform too

The backend

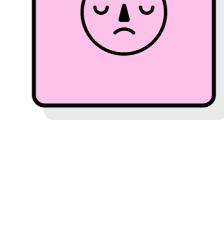
dataset may get

corrupted and

hence the

predictions made

can't be correct.

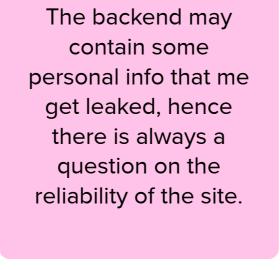


The whole prediction will be based on Machine Learning algorithms.

### **GAINS**

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

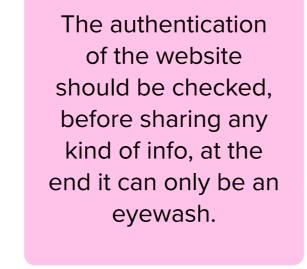
> The predictions made by the site would really be helpful for



The UI of the application will be appealing enough to use the website.

market to whom and which age group with how much base salary s capable of buying a car, a complete idea can be extracted.

Which type of car to



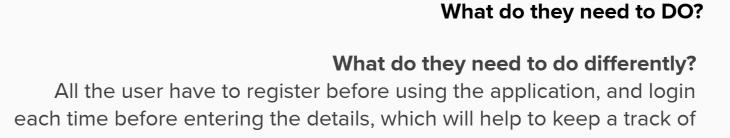
**The Predictions** will be correct based on their income and they'll be able to manage the load.

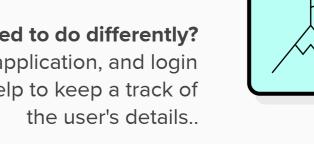
What other thoughts and feelings might influence their behavior?



Spreading words via person to person is a very crucial step to market a product, The product will be more convincing if one of my family or friends have





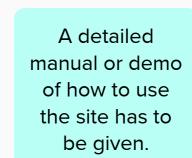


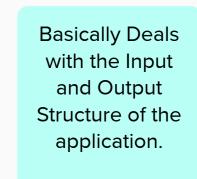
What job(s) do they want or need to get done? The user if customers have to enter all the necessary data, such as age, income, previous record of having Car The user if company employee have to run the model to check the

Decisions that the customer need to make is whether or not they should buy a car based on the analysis. Decision that the company has to make is how to market a certain

If the company's sales increases and if we meet the customer

satisfaction, measured by them booking the exact same model

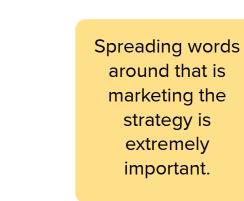


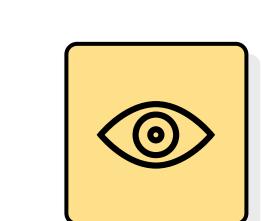


What decision(s) do they need to make?

How will we know they were successful?

predicted and maybe even filling a feedback form.





## What do they SEE?

What do they see in the marketplace? Flexes and short stalls to provide. users with necessary demo.

What do they see in their immediate environment? Newspaper posters, advertisements in social media, small posters in the

What do they see others saying and doing? In the advertisements, try to inculcate some short demo videos to give target audience a clear idea about the purpose of the product with clear

#### What are they watching and reading?

Provide Ads in television during prime time of the day, Even open um a social media accout to market the product if necessary, give short crisp and clear details about functionality of the product.



# What do they SAY?

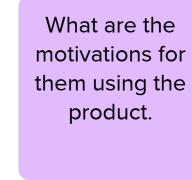
What have we heard them say? There are always some questions lurking in mind while buying a car: Will the car be affordable? Will the car be suit me? which car should I buy in my And for the marketing team, the main concerning is the which age

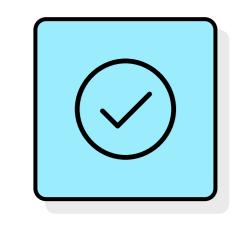
#### product to. What can we imagine them

group they should market their

Using the product that we intend to deliver, the customers will have all their questions answered and for the marketing department planning their marketing strategies will be a







# What do they DO?

# What do they do today?

The users will ask their friends who have used about the feedback, Search for some reviews about the site online, open the site and judge the site's UI, List out the pros/cons of the. They even looks toward the performance of the website and it's professionalism

# What behavior have we observed?

Initially we observe very confused and mixed behaviour from the users. They surfs through the website, judging it, trying it and gradually following the prediction after a lot of research and lot of advices taken from other sources. At first it will be a little difficult for the users to believe, but when they will gradually get the apt result, the application will gain success.

# What can we imagine them doing?

The users whether it's a customer or marketing team member is always a bit confused about their decision that they are about to take. So they'll take time and multiple opinions.



