Ideation Phase
Empathize & Discover

Date	13th November 2023
Team ID	PNT2022TMIDxxxxxx Team-592951
Project Name	Car Purchase Price Prediction
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes.

It is a useful tool to help teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:

Reference: https://www.mural.co/templates/empathy-map-canvas

Project: Car price prediction

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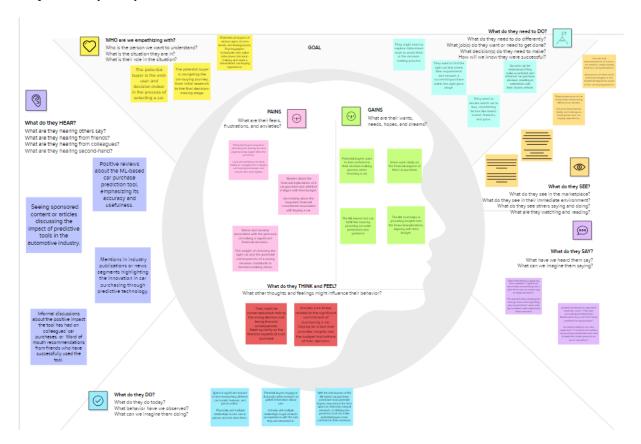What is their role in the situation?

The potential buyer is the end-user and decision-maker in the process of selecting a car.

Potential car buyers of various ages, income levels, and backgrounds. Psychographic: Individuals who value data-driven decision-making and seek a streamlined car-buying experience.

The potential buyer is navigating the car-buying journey, from initial research to the final decision-making stage.

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?

They might need to explore data-driven tools to assist them in the decision-making process.

They want to find the right car that meets their requirements and ensures a successful purchase within the right price range.

Success can be determined if they make a confident and informed car purchase decision, resulting in satisfaction with their chosen vehicle.

They need to decide which car to buy, considering factors like brand, model, features, and price.

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?

Positive reviews about the ML-based car purchase prediction tool, emphasizing its accuracy and usefulness.

Seeing sponsored content or articles discussing the impact of predictive tools in the automotive industry.

Mentions in industry publications or news segments highlighting the innovation in car purchasing through predictive technology.

Informal discussions about the positive impact the tool has had on colleagues' car purchases, or Word of mouth recommendations from friends who have successfully used the tool.

PAINS
What are their fears, frustrations, and anxieties?

Potential buyers may fear selecting the wrong car and experiencing regret after the purchase.

Lack of confidence in their ability to navigate the complex car-buying landscape and choose the best option.

Worries about the financial implications of a car purchase and whether it aligns with their budget.

Uncertainty about the long-term financial commitment associated with buying a car.

Stress and anxiety associated with the pressure of making a significant financial decision.

The weight of choosing the right car and the potential consequences of a wrong decision contribute to decision-making stress.

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

Potential buyers want to feel confident in their decision-making process when choosing a car.

Users want clarity on the financial aspects of their car purchase.

The ML-based tool can fulfill this need by providing accurate predictions and guidance.

The ML tool helps in providing insights into the financial implications, aligning with their budget.

What do they THINK and FEEL?
What other thoughts and feelings might influence their behavior?

They might be concerned about making the wrong decision and facing financial consequences. Seeking clarity on the financial aspects of a car purchase.

Anxiety and stress related to the significant commitment of purchasing a car. Hoping for a tool that provides insights into the budget implications of their decision.

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Spends significant amount of time researching different car models, features, and prices online. Physically visit multiple dealerships to see cars in person and test drive them.

Potential buyers engage in thorough online research to gather information about cars. Actively visit multiple dealerships to get a hands-on experience with the cars they are interested in.

With the introduction of the ML-based car purchase prediction tool, potential buyers may reduce the time spent on extensive manual research or utilizing the prediction tool can make potential buyers more confident in their decision.

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?

Visuals and advertisements of various car models, emphasizing features, and promotions.

Awareness of other tools and technologies in the market designed to assist in the car-buying process.

Physical presence of car dealerships showcasing different car models.

Influence from friends, family, and colleagues in sharing their own car-buying experiences.

What do they SAY?
What have we heard them say?
What can we imagine them saying?

Direct feedback is given by the customer "I spend so much time researching cars, I wish there was an easier way to make decisions."

The worried about making the wrong choice and regretting my car purchase." some said, "I used this innovative car purchase prediction tool, and it made the entire process so much smoother."

positive feedback is reported from the users, "This tool accurately predicted my likelihood to buy, and I feel more confident in my decision."

recommendations are also expressed, "I used this innovative car purchase prediction tool, and it made the entire process so much smoother."

Reference: