



Hear

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

Real-time market trends and fluctuations in car prices.

Personalized financing and loan recommendations based on their predicted car prices.

They hear about exclusive offers and discounts from partnering dealerships.....

They hear testimonials and feedback from a community of users.

Expert reviews and insights integrated into the application, providing additional context .



Thinks and Feels

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Is this the right time to buy a car?

Curious and eager to explore new options.

What are the best deals and financing options available?

Not sure whether their preferred car and their budget are compatible.

Cautious about making a big purchase.



what they say..

The variety of options has me indecisive.

I'm unsure if I need to buy a new car.

I'm not sure if the quality of making and features are justified by the price.

what they do..

Check out online automobile pricing and model comparisons.

Visit car dealerships to test drive cars

Ask your relatives and friends about their recent car purchase experiences

They are unsure which car fits best to thier budget.

They consider the projected resale value of the car

Exploring financing options, whether it's through a bank, credit union, or the dealership.

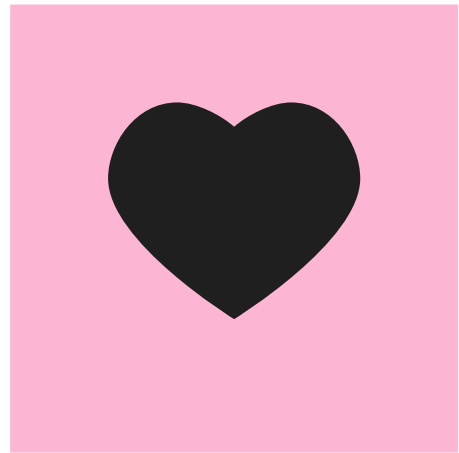
Before making a final decision, I want to take a test drive to get a feel for the car's handling, comfort, and performance.

It must include: airbags, anti-lock brakes, advanced driver assistance systems, and crash test ratings.



Does

What behavior have we observed?
What can we imagine them doing?



See

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Pain

- Fears
- Frustrations
- Obstracles
- Pushy or Dishonest sales
- Tactics

Gain

- Cetainity
- Confident Decision Making
- Eloquent Negotiations
- Affordability