Empathy Map Canvas
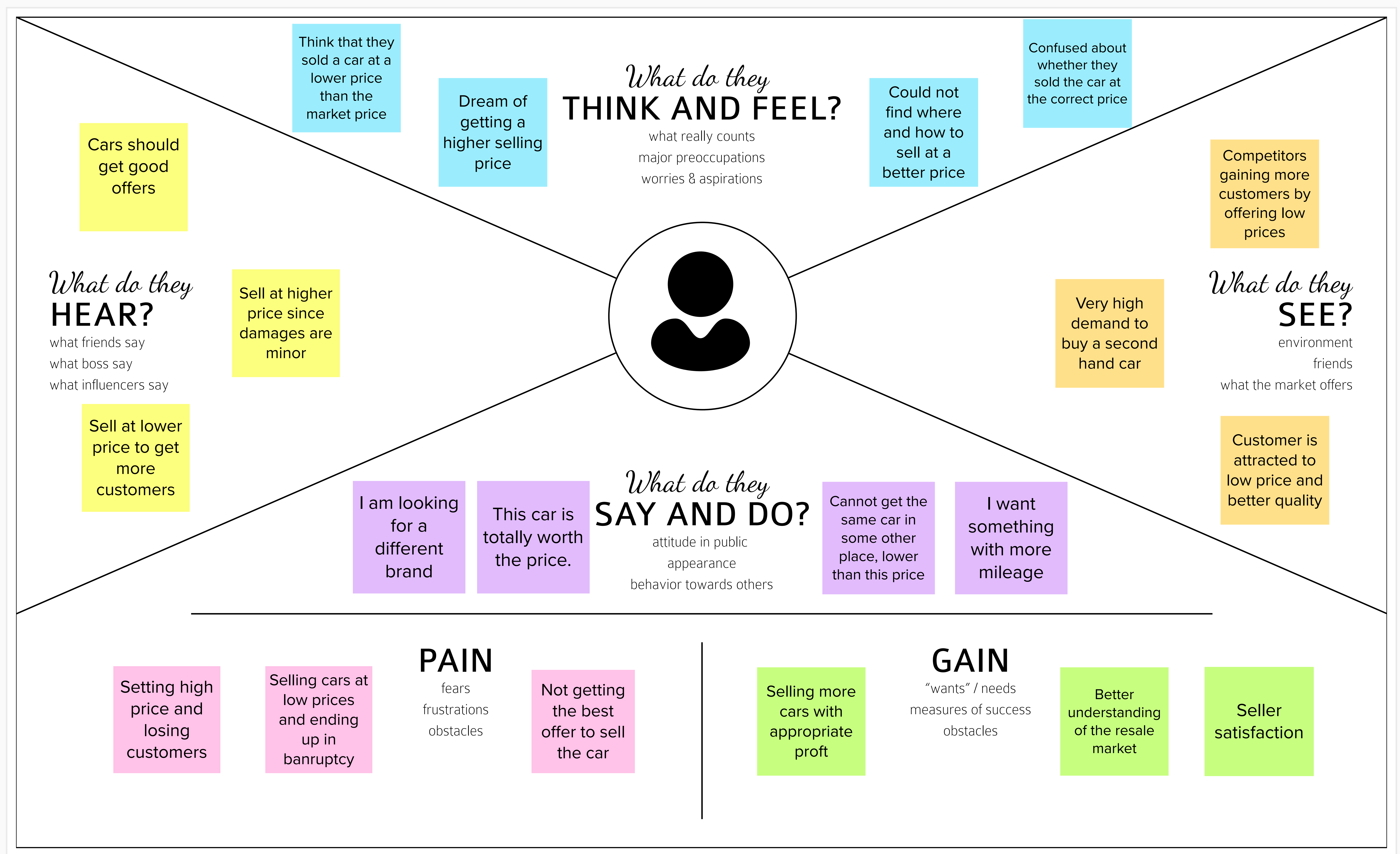
Gain insight and understanding on solving customer problems.

1

CAR RESALE VALUE PREDICTION

Think that they sold a car at a lower price than the market price

Dream of getting a higher selling price

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

Could not find where and how to sell at a better price

Confused about whether they sold the car at the correct price

Cars should get good offers

Competitors gaining more customers by offering low prices

What do they HEAR?
what friends say
what boss say
what influencers say

Sell at higher price since damages are minor

Very high demand to buy a second hand car

What do they SEE?
environment
friends
what the market offers

Sell at lower price to get more customers

Customer is attracted to low price and better quality

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

I am looking for a different brand

This car is totally worth the price.

Cannot get the same car in some other place, lower than this price

I want something with more mileage

PAIN
fears
frustrations
obstacles

Setting high price and losing customers

Selling cars at low prices and ending up in banruptcy

Not getting the best offer to sell the car

GAIN
"wants" / needs
measures of success
obstacles

Selling more cars with appropriate proft

Better understanding of the resale market

Seller satisfaction

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