

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Checking
various car
prices is
tedious

How to
know the
perfect
price

Is the car
value for
money

Is the
information
true

Is the
predicted
price
correct

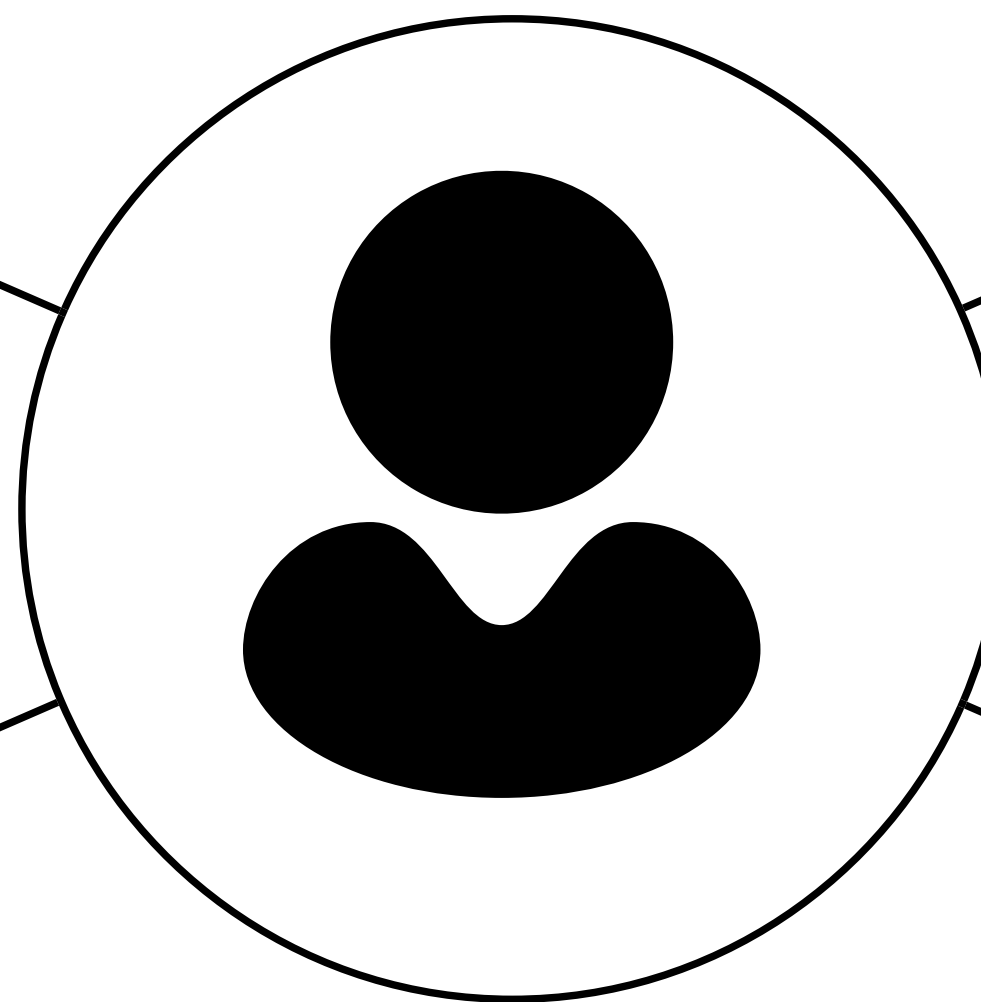
What do they HEAR?

what friends say
what boss say
what influencers say

good
comment
on car
predictor

feedback
from friends
and family

review from
articles, social
medias, etc.



What do they SEE?

environment
friends
what the market offers

car resale
price that is
provided by
the seller

price increase
due to third
party between
seller and buyer

suggestions
from friends
and family

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

No
information
will be
direct

collect
information
from friends
and family

Try to come
up with a
price range

How and
where to
start

PAIN

fears
frustrations
obstacles

should provide
correct
information to
the predictor

will the
predictor give
correct price

is the
predictor
safe to use

GAIN

"wants" / needs
measures of success
obstacles

will get the
predicted
price for
used cars

A second
opinion other
than seller's
price

will know
whether the
car is worth
the money he
is paying