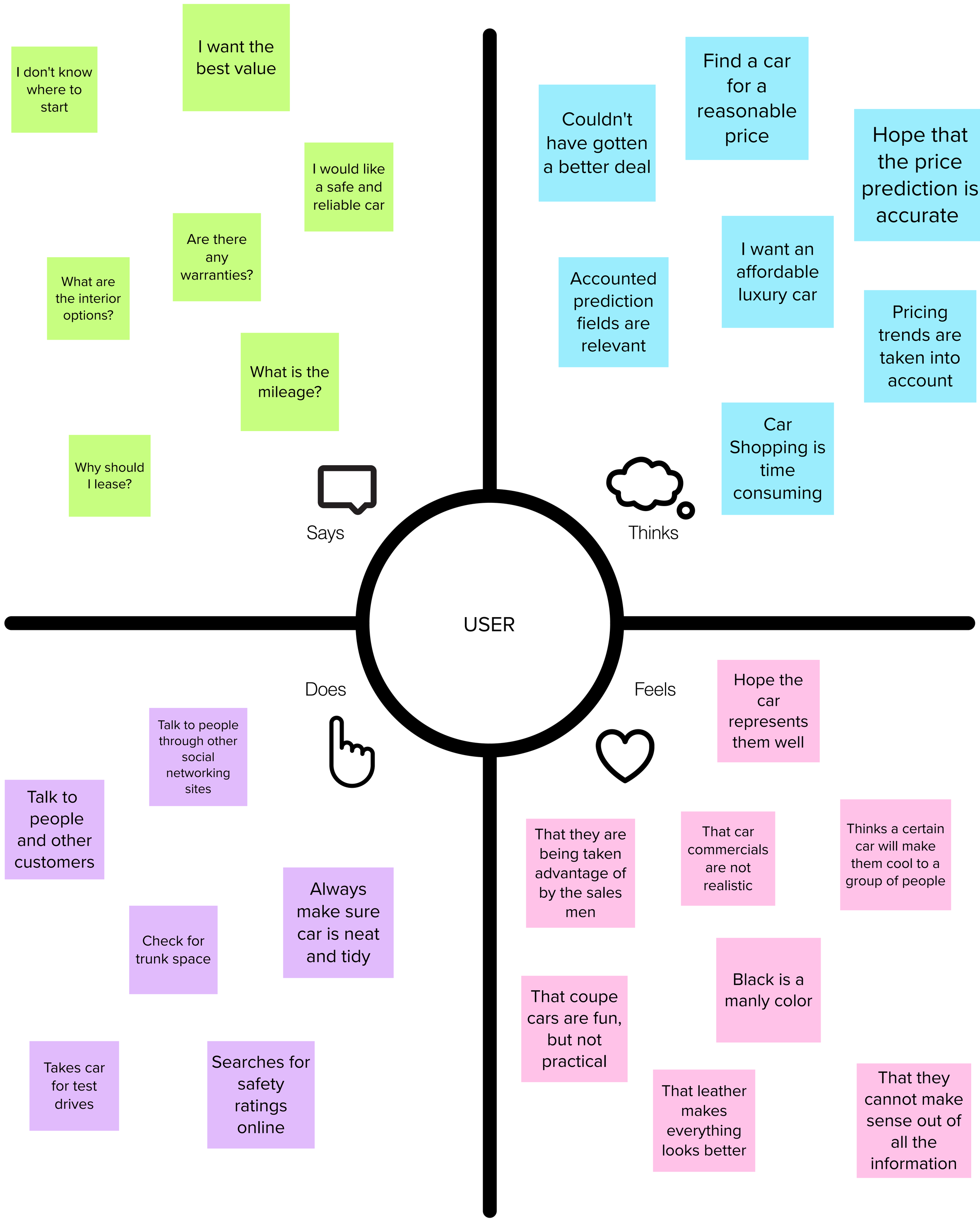
Empathy Map


I don't know where to start
I want the best value
I would like a safe and reliable car
Are there any warranties?
What are the interior options?
What is the mileage?
Why should I lease?
Says
Couldn't have gotten a better deal
Find a car for a reasonable price
Hope that the price prediction is accurate
I want an affordable luxury car
Accounted prediction fields are relevant
Pricing trends are taken into account
Car Shopping is time consuming
Thinks
USER
Does
Talk to people through other social networking sites
Talk to people and other customers
Always make sure car is neat and tidy
Check for trunk space
Takes car for test drives
Searches for safety ratings online
Feels
Hope the car represents them well
That they are being taken advantage of by the sales men
That car commercials are not realistic
Thinks a certain car will make them cool to a group of people
Black is a manly color
That coupe cars are fun, but not practical
That leather makes everything looks better
That they cannot make sense out of all the information