Build empathy

The information you add here should be representative of the observations and research you've done about your users.

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

What interior options are there?

What do you think about the brand?

What are some good car repairs shops?

How well does this car run?

Are there any warranties?

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

Wants to find a car for a good price

Don't care if it's made in US

That car shopping takes a lot of time

That the process should be easier than it currently is

That they would get a tesla if they could afford it

CAR RESALE VALUE PREDICTION

Searches for best deals

Always makes sure car is clean and tidy

Checks to see if car has been maintained well

Talks to people and other customers

Contacts experts that they know

Hope the car represents them well

Wants to find a car for good price

That they cannot make sense out of all the information

That cars commericals are not realistic

That are cars that are red are a very manly color

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

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