**About the** specifications of cars

Be friendly

with the

users or

customers

This car is worth for buying ?

## What do they THINK AND FEEL?

what really counts

major preoccupations

worries & aspirations

working performance

Is it a good





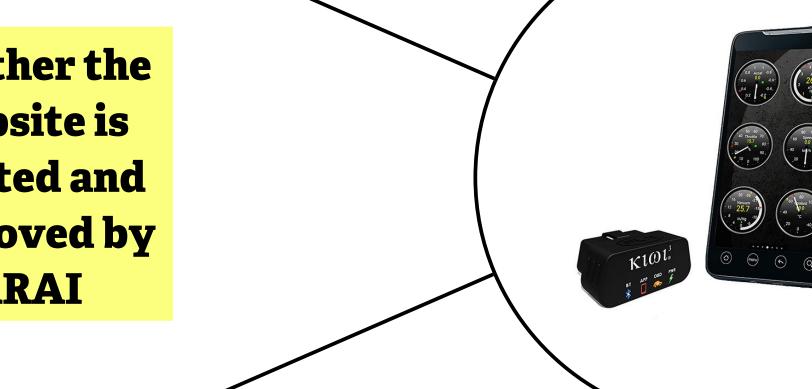


## What do they HEAR?

what friends say what boss say what influencers say

The quality and service of our process will do worth for buying.

whether the website is trusted and approved by **ARAI** 



**Belongs to** the performance of the vehicle



It's upon the user maintance

environment friends what the market offers

> **Based on** their satsifaction

They will show the specifications

In a genune manner

## What do they SAY AND DO?

attitude in public appearance behavior towards others

Be with an professionnal mentality and free talking minded



The price of the vehicle and kmpl

Afforded for high level performance vehicle at medium cost

PAIN fears frustrations

obstacles

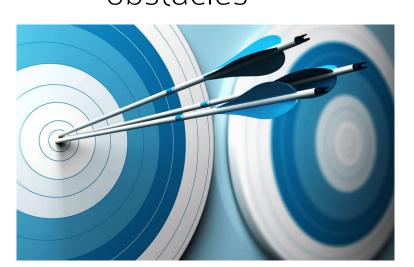


the cost of an good performance vehicle in top brands

Wants a low price at good performance vehicles

## GAIN

"wants" / needs measures of success obstacles



If they bought like that,They can't even explain happy

Price's, performance's, and compitition's