

## What do they think and feel?

What really counts  
major preoccupations  
worries & aspirations



## What do they Hear?

what friends say  
what boss say  
what influencers say

## What do they See?

Environment  
friends  
what the market offers

## What do they Say and Do?

attitude in public  
appearance  
behaviour  
towards others

*without  
seeing my car  
how can it  
predict*

*Is the  
predicted  
value  
correct*

*Machine  
cannot  
predict it  
correctly*

*Is it worth  
investing  
time and  
money?*

*Is it better  
than car  
resellers?*

*I want  
something  
reliable*

*Ask  
resellers  
about  
their Cars  
value*

*How can a  
software  
predict  
value of my  
car*

## Pain

*It cant be  
correct all  
times*

*fears  
frustrations  
obstacles*

*Technical  
Knowledge  
requirement*

## Gain

*Can predict the  
resale value of  
car*

*Needs  
Success*

*Predicted value is  
Mostly accurate*