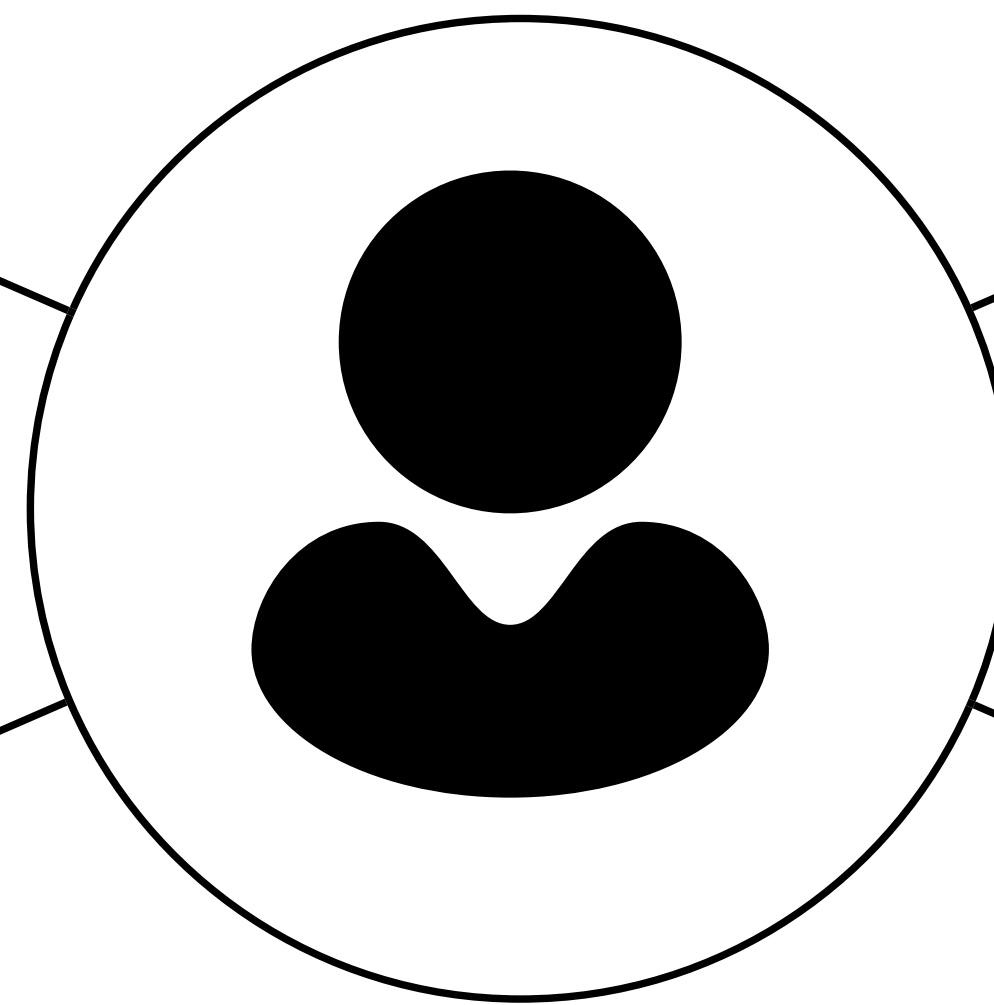


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SEE?

environment
friends
what the market offers

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

**Whether
the
product is
adapatable**

**Time
required to
finish?**

**anxious
doubtful
confused**

**Is the predicted
outcome favors
the positive
results?**

**Used vehicles
which fulfil
the buyer
requirements.**

**better
feedback
with real
Outcomes**

**exceptionation
of cheap
and reliable
vechiles**

**ratings
and
reviews**

**anyone can
get benefit
from it**

**Distintive
choices**

best prices

**More
options**

**Life
expectancy
of vechile**

**Does
Applicable
to other
technology**

challenges

**Annoying
prices**

**Happy
Outcomes**

**Customer
satisfaction**

**good
results**