Ideation Phase
Empathize & Discover

Date	26 september 2022
Team ID	PNT2022TMID10192
Project Name	Project - Car Resale value Prediction
Maximum Marks	4 Marks

Car Resale value Prediction

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- Is it really useful in real-time?
- More research is needed
- Easy to use
- It should provide accurate answers

What do they HEAR?
what friends say
what boss say
what influencers say

- Everyone can use
- Where should I start
- It will give correct result
- Customer wants to know about cars

What do they SEE?
environment
friends
what the market offers

- People with no prior knowledge can access easily
- Simple but effective UI/UX
- Get extra knowledge about selling cars
- Is services made on time?

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- Thus it will give instant result?
- How can we trust a machine to give correct result?
- It can be used from anywhere
- Whether it is useful for buyers?

PAIN
fears
frustrations
obstacles

- Trust Issues
- Sometimes we need to reverify with some websites
- Network Issues

GAIN
"wants" / needs
measures of success
obstacles

- Gains knowledge about selling cars
- Available 24/7
- Simple but effective UI/UX