I need something safe and reliable

I'm looking for a luxury car Am I getting the best price?

DO I really need all these extra features?

Technology features are important to me

I want a car with areat gas mileage

i really need a spacious interior

I want a car that is impressive to my social circles

is this salesperson taking advantage of me?

Maujoe now isn't the time to make this investment

SAYS

**FEELS** 

USER

(age, profession, location)

THINKS

DOES

overwhelmed

**Excited** 

uncertain

Nervous

Alert

compares prices of different makes and models

Asks a lot of questions

Asks friends and family for opinions

Takes a few days to think things over

> completes a test drive