



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

In a tight economic condition, a second hand car is the best

What if the car isn't as good as I think it is?

Hoping there isn't any investments to put in to make it work

Customizing the car for even better experience

What do they HEAR?

what friends say
what boss say
what influencers say

Buying a second hand car sounds risky

Do you not have enough money to buy a good car?

Sounds like the best thing to do if you're trying to save up

What do they SEE?

environment
friends
what the market offers

Quality cars but not so good offers

Cars often getting breakdowns during long drives

Buyers getting scammed by fake sellers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Quite timid in front of their peers

Fearing judgemental cries everytime they take the car

Some take pride in getting the best offer

PAIN

fears
frustrations
obstacles

Fear of getting scammed

Fear of getting judged for buying a user car

Getting the ownership to their name, which takes time

GAIN

"wants" / needs
measures of success
obstacles

Best offers around for an automobile

Easy to commute

Can explore the outside world when they want to