

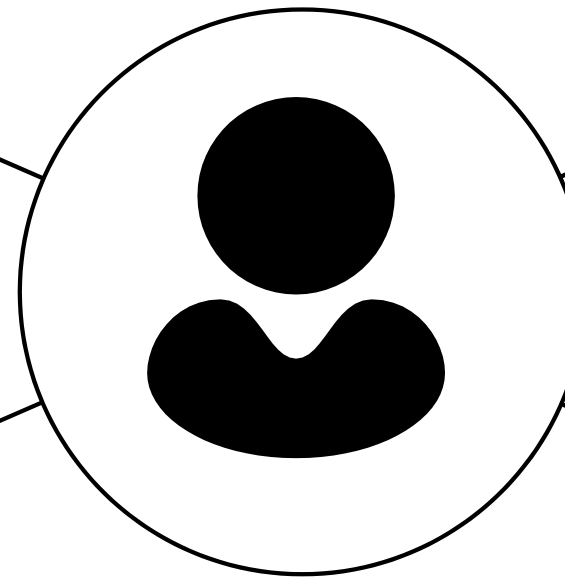
Ideation Phase

Empathize & Discover

Date	19 October 2022
Team ID	PNT2022TMID34995
Project Name	Car Resale Value Prediction
Maximum Marks	4 Marks

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



performance
of the used
vehicle

proper
Maintenance
of the used
vehicle

A car with
lower
mileage

also offer
better ride
quality

The age of the car,
The number of
owners of the car,
fuel type

What do they SEE?

environment
friends
what the market offers

Good in both
interior and
exterior
conditons

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Save money
and loan
amount

It's easier to
get new car
credit than
used car
credit

Cheaper
Insurance

Slower
Depreciation

Take a proper
test drive
before buying
a used car.

Check the Car's
Condition,
Maintenance Records,
Check Registration
Certificate,
Car Insurance,
Transfer of No Claim
Bonus.

Check all the
existing insurance
papers of the
second hand car
you are going to
buy

Buying a used
car would be
the wisest idea
for learning
driving.

Because while
learning 80% of
the people are
little nervous
before driving the
confidently

What do they HEAR?

what friends say
what boss say
what influencers say

A thorough
cleaning and
proper servicing of
your purchased car
is must before you
start driving it.

PAIN

fears
frustrations
obstacles

the main factors affecting
a used vehicle's price are
mileage and condition

The number of
owners on the
car had a very
prominent effect
on its resale
value

Without proper
maintenance the
resale value of
car will be
affected

The car
depreciates in
value by around
50% after 4-5
years

GAIN

"wants" / needs
measures of success
obstacles

Feel free and
no tensed
while driving
a used car

Lower
insurance
and
registration
charges

Available at
affordable prices,
lower loan amount
to be borrowed,
Quicker payoff