## Ideation phase Empathize and discover

Date	19 September 2022
Team ID	PNT2022TMID54269
Project Name	Car resale value
	prediction
Maximum marks	4marks

## **EMPATHY MAP**

What d	o you think about this brand?			
How well does this car run?		That car shopping takes a lot of time		
How long do I need to go between oil changes?	Are there any warranties?	That sales people are  That they would get a tesla if they	all jerks	That there are people more knowledgeable with cars than
What are some good car repairs shops?		could afford it	they are	
How many miles per gallon can I get with this car?  What interior options are there?	Does it with a leather interior?  Will there be follow up if the car is purchased from the	That all Buicks are for old people Don't care if it's made in the US	car prid	Thinks that the country of origin
I don't know where to start?	dealership?	That the process should be easier than it currently is	i Tha	or a car is mportant at dealerships "stealerships"
AAD				
Why should I lease instead of buy?	Says	Thinks	That they have gott better de their curr	ten a al on
	Does	Feels	have gott better de their curr	ten a al on
instead of buy?  Searches for best deals  Talks to people and other  Drives through car lots  Searches for safety ratings online  Puts car seats in back of car to see if multiple will fit	Takes cars for test drives  Talks to people through social networking sites  Tests out the AC to make sure it is working	That they are being taken advantage of by the sales men  That coupe cars are fun, but not practical  That leather makes	he car report Thinks a will mak a group That are color	resents them we a certain car se them cool to of people e cars that are a very manly cars
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