

GOAL



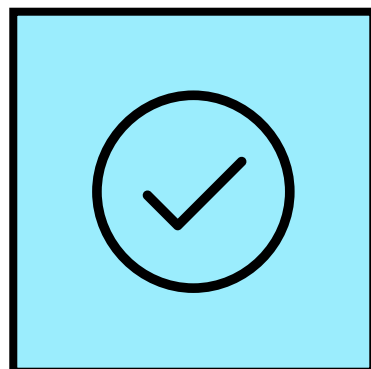
What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Why the car owner wants to sell the car?

What features doesn't work the way they are supposed to?

Can I take the car to the mechanic for inspection?



What do they DO?

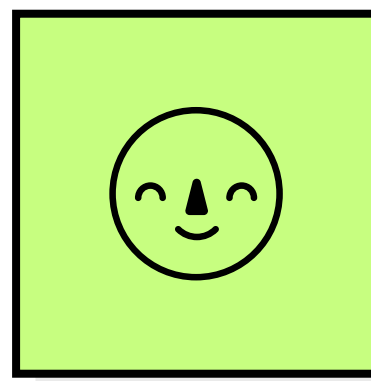
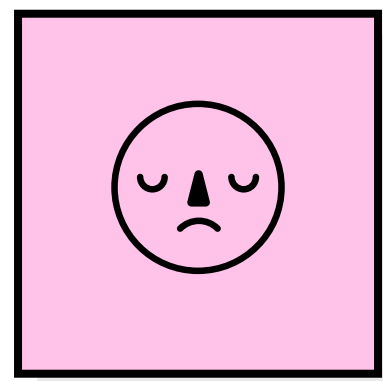
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Check the validity of the car

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?



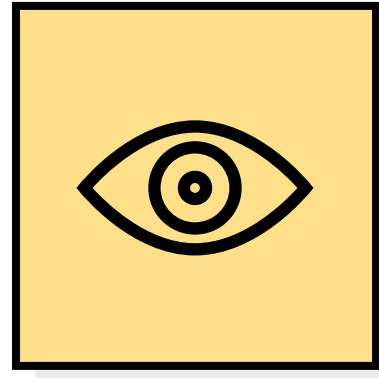
GAINS

What are their wants, needs, hopes, and dreams?

The car should be in good condition

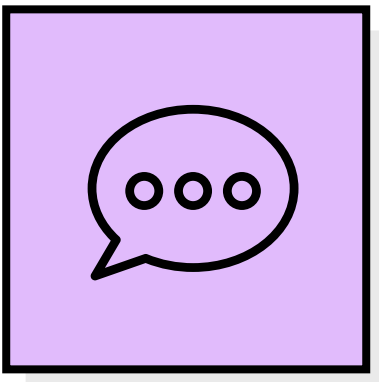
Is the Vehicle certified?

Is there an accident History?



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?



What do they SAY?

What have we heard them say?
What can we imagine them saying?

What should be the color of the car?

How many previous owners?

What are the financing options to buy the car?