

is it
worth to
buy?

Is it what i
need right
now?

When
should i
book the
car?

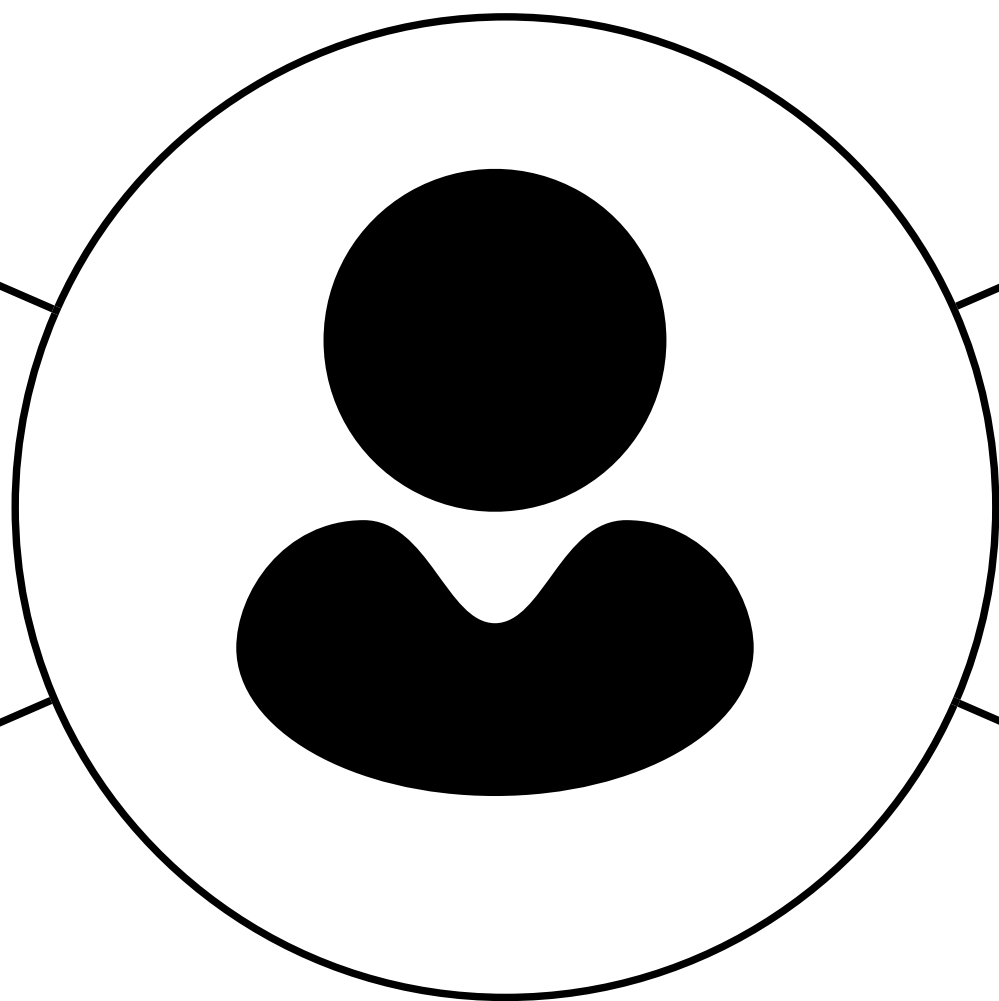
Excited to
buy

Nervous

Anxious

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

Comparison
of price

Good
handling

User
friendly

Colour of
the car

Checks
comfort

Checks for
damage

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Asks about
specs

Checks
condition of
the car

Negotiate
price

PAIN

fears
frustrations
obstacles

Petrol price
expensive

Dust or
scratches
might
frustrate alot

Washing
takes too
much time

GAIN

"wants" / needs
measures of success
obstacles

Accessible
for family

Makes
travel a
hooby

Can visit
places that
are far
away