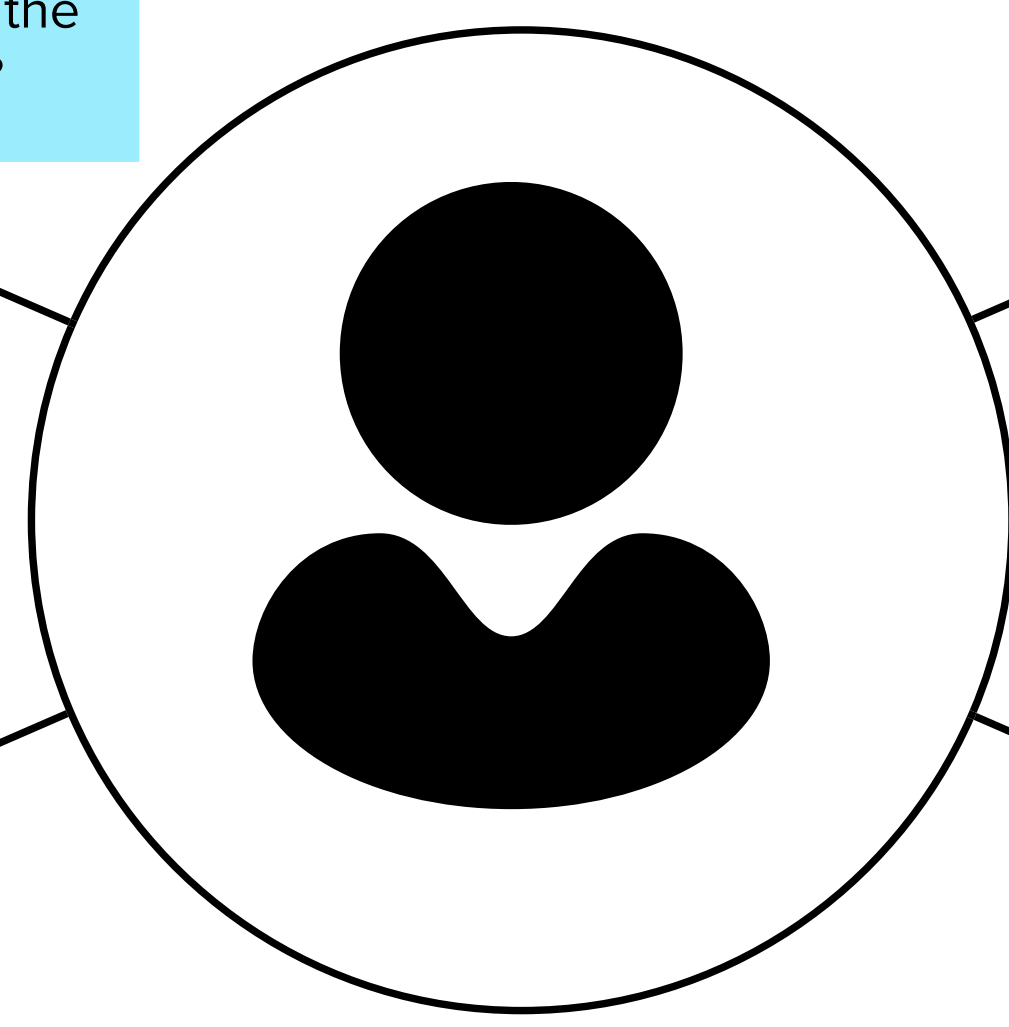


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Why is the previous owner selling the car?
- How many years can I use this car?
- Will the price of the used car be too high?
- Is it even possible to predict the price of a used car?
- Is the service records available for the car?
- How much will be the maintaince cost of the car?
- Will I have to get a loan for buying the car?
- Feels excited to get a new car.
- Worried if they can trust the dealer
- Maybe I should buy a new car.
- Confused about which car to buy

Many people are buying second hand cars.

- They see that a lot of resale cars are available in the market.
- Some features do not work in the car.
- The car has multiple ownership history
- Check registration certificate

What do they
SEE?
environment
friends
what the market offers

- Check the car condition (interior, exterior etc)
- The cars in the resale market are of obsolete technology

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Premium cars can be bought for much cheaper price
- Second hand cars are prone to accidents.
- Boss told me to go for a new car but I don't have the money.
- Friends are telling me its my choice but just check if the car is in good condition or not.
- Cars that are got from resale are very cheap and is the new trend.
- The car maybe damaged exteriorly.

- Planning on making modifications to the car?
- May I take the car for the test drive
- How many previous owners has the car had?
- Is there any return policy or replacement?

- Will the car be in bad condition?
- Doesn't want people to know it is a used car.

- Are there any repairs to be made?

What do they
HEAR?
what friends say
what boss say
what influencers say

PAIN
fears
frustrations
obstacles

- Has the car been in an accident?
- Will I be able to pay back the loan for the car?
- will the wear and tear parts in cars be in worn off condition?

GAIN
"wants" / needs
measures of success
obstacles

- The car would be in good condition
- The car was used only for a few years.
- The car price is cheap and acceptable.
- Better investment than new cars