

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

Is Desirable
and accurate
value
predicted?

Is website
is bug
free?

Is the
network is
vast?

Oscilation

Comforatable
to access
anywhere

Stress free

Is the model
satisfy the
customer
need?

Is it is better
than the
existing
model

Is the
product is
user
friendly?

Is Any other
benefits
gained using
this site?

Ready cash

Do car
maintained
in good
condition.

Does more
comparition

The website
should be
trustable.

The Website
should be
free from
Fraud

Best from
other
resale
website

Experience
from site

Error in the
site.

Reviews
and Ratings

REvie

PAIN

fears
frustrations
obstacles

Fraud
dealers

No
improvement
in the
engagement
made?

Car is nor
worth for the
expenditure
spend

fear of
online
mode deals

GAIN

"wants" / needs
measures of success
obstacles

Satisfaction

More rate is
fixed than
expected

Trusted
website

Happiness
on deal

Success