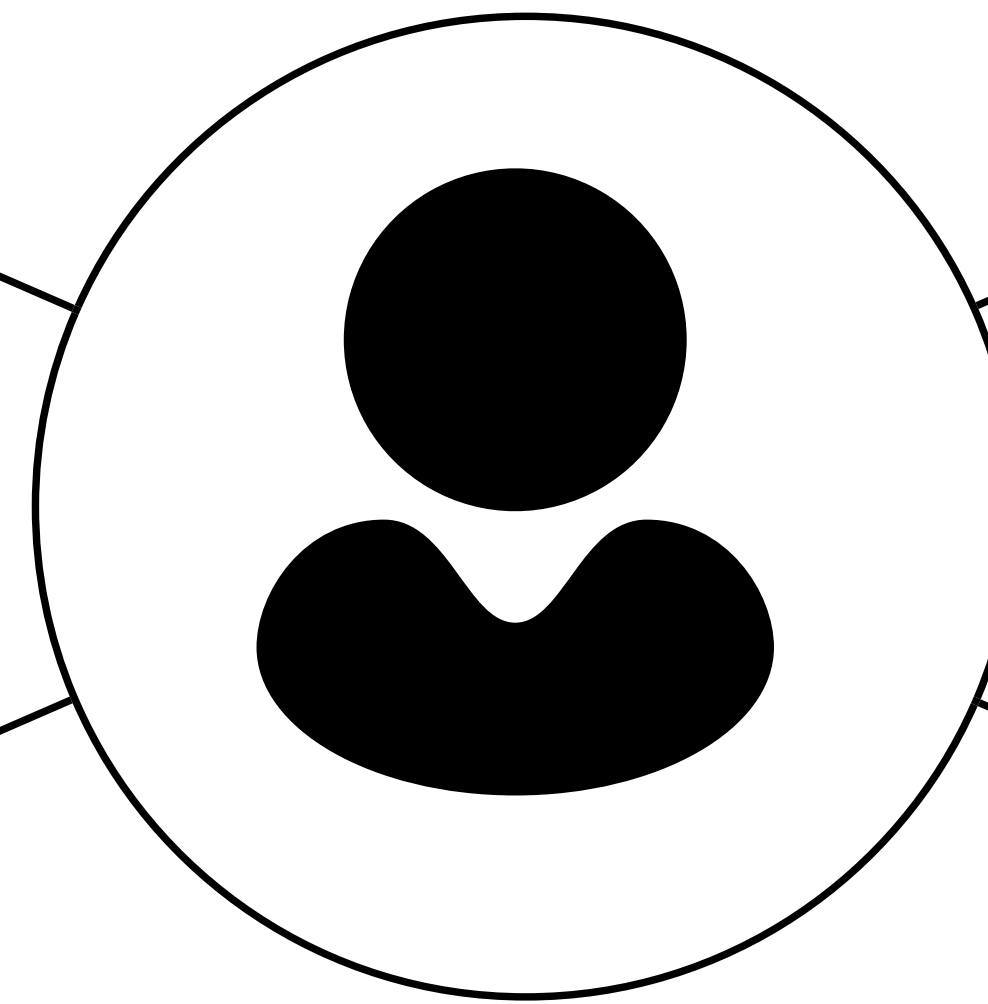


# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



easy to use

it should  
provide  
accurate  
answer

people with  
no prior  
knowledge  
can access  
easy

Using interface is  
easy and  
understandable

get extra  
knowledge  
about car  
saleing

is service  
are made  
on time?

It can be  
used from  
anywhere

Whether it  
is usefull to  
buyer?

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

thus it eill  
give instant  
result?

How can we  
trust a  
machine to  
give correct  
result?

customer  
wants to  
know about  
our service

It will give  
correct  
result

where i  
should  
start

Everyone  
use this

IS it really  
useful in  
real-time?

More  
research  
needed

# What do they HEAR?

what friends say  
what boss say  
what influencers say

# What do they SEE?

environment  
friends  
what the market offers

## PAIN

fears  
frustrations  
obstacles

trust issue

sometimes  
we need to  
reverify with  
some  
websites

sometimes  
network  
issue

## GAIN

"wants" / needs  
measures of success  
obstacles

gain  
knowledge  
about car  
saleing

Available  
24/7

good and  
understandable  
user interface