

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Better way
to reach
customer
satisfaction.

Expecting more
accuracy in
prediction of
vehicle
performance

Provided
easier
maintanance
of vehicles

Availability of
Spare parts
for
replacement

Increase in
prices of
raw
materials

Updating the
Vehicle
according to
the trends

Rival
companies
coming up
with new
innovations

Constantly
changing
world
market

should be
reached by
customers
easily

Success of
budget
friendly
products in
the market

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Create a
special team
to implement
the process

Test the
newly
implemented
technology

Set a
reasonable
prize for the
vehicle

Ask for
employee
opinions to
improve designs
and
performance

What do they HEAR?

what friends say
what boss say
what influencers say

"Expect
involvement of
latest
technologies in
automobiles"

"Want better
mileage"

"Want lesser
maintanance
cost"

"Want more
Luxury"

"Value of the
Vehicle must
remain same"

"Better
assurance
of safety"

PAIN

fears
frustrations
obstacles

High
investment
and Risk
factors

GAIN

"wants" / needs
measures of success
obstacles

Immense
profit from
the product
success

The brand
vaue in the
market

Trust and
Identity for
the Product

Reduction in
stock value
due to
inflation

Fear of the
failure of the
Product