



# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Is it  
trustworthy?

do they  
overcharge?

are the cars  
are well  
maintained?

are these  
models are  
new ?

are the  
proceurea  
are legal  
and easy?

Brand  
Reccognition  
like ADS

posts from  
social  
media

Youtube  
Marketing  
videos

youtube  
Suggestion

# What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Compare  
Prices

Post  
Photos

TestDrive  
model

checks  
model

# What do they HEAR?

what friends say  
what boss say  
what influencers say

good place  
to buy

vloggers  
feedback

safe and  
trustworthy

## PAIN

fears  
frustrations  
obstacles

what if it is  
scam ?

do these  
vehicles  
under any  
case?

Do they  
have proper  
papers?

Do they  
have  
insurance ?

## GAIN

"wants" / needs  
measures of success  
obstacles

Looks for  
cheap

New  
experience

Looks for  
new  
experience

Looks for  
rare and  
classic  
model