What do they THINK?

I want something awesome Can't afford a new car Which brand is good?

What do they FEEL?

Excited: want to look good Worried: whether car lasts for long time Confused: buying a second hand car



What do they SAY?

Where should I start? What do you think? I want something reliable What brand do you like?

What do they DO?

Checks car condition Test drive the car Lists pros/cons Collect service book to check history

Am I making the right decision? PAINS Am I making the right decision Which model will be the best?

Experiences many brands Buys a car as per user expectation