

## Define customer segments, fit into customer limitations

### 1. CUSTOMER SEGMENT(S)

Add

Showroom visitors

Market Automobile Buyers

### 6. CUSTOMER LIMITATIONS E.G. BUDGET, DEVICES

Add

Worse fuel efficiency

Low mileage

Lack of comfort

### 5. AVAILABLE SOLUTIONS PLUSES & MINUSES

Add

Providing high efficiency

Top speed

High fuel efficiency

## Focus on problem, tap into behavior, understand root cause

### 2. PROBLEMS / PAINS + ITS FREQUENCY

Add

Dirty air filter

due to dirty air fi

Bad spark plug

due to bad spark

### 9. ROOT / CAUSE OF PROBLEM

Add

coagulated air filter

coagulated air filter

Using wrong fuel

using wrong fuel

### 7. BEHAVIOR + ITS INTENSITY

Add

before low efficiency discomfort

low efficiency

after high efficiency comfort

by increasing cc

## Identify strong triggers & emotions

### 3. TRIGGERS

Add

comfort and safety features

fuel efficiency

### 4. EMOTIONS

Add

frustration > happy & enthusiastic

### 10. YOUR SOLUTION

Add

Reducing fuel consumption

Improved driving intelligent control system

reducing driving resistance

### 8. CHANNELS OF BEHAVIOR

#### ONLINE

Add

verify specification of vehicle through online

#### OFFLINE

Add

Test drive the vehicle