

WHO are we empathizing with?

Type your paragraph...

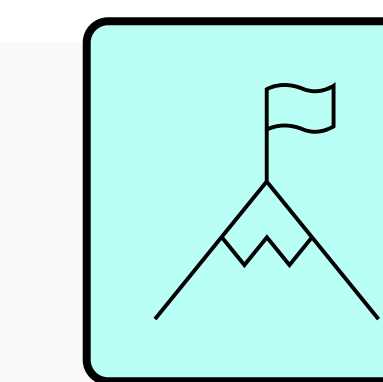
Prospective
car buyers
within 25-40
years of age

GOAL

To develop an innovative ML solution for predicting car purchases based on customer data, considering features such as age, income and historical patterns.

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?



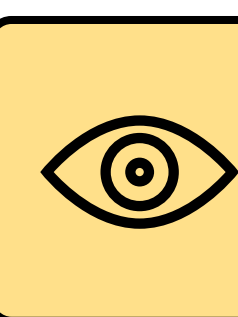
The prospective buyers need to consider various factors such as age, income, and historical patterns for deciding on the car model to purchase

peers, friends,
influencers
sharing their
car purchase
experiences

Local dealerships,
ads, billboards
promoting car
sales

Reading online
reviews , budget
car articles, and
comparison
videos on
youtube

Car models, features,
pricing options,
Promotions and ads
from various car
manufacturers and
dealerships.



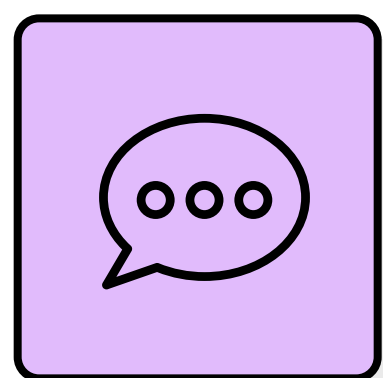
What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

Opinions and
remarks about
car features
and
performance

What do they SAY?

What have we heard them say?
What can we imagine them saying?



Discussions on
the overall car
buying
experience and
satisfaction

Preferences
regarding
specific car
models and
brands

Conversations
about budget
considerations
and financing
options

We can imagine that with advancements in technology, people might increasingly rely on virtual or augmented reality to explore and test drive cars without leaving their homes.
With the rise of online car marketplaces and e-commerce, people may continue to shift toward making more of their car purchase decisions online.

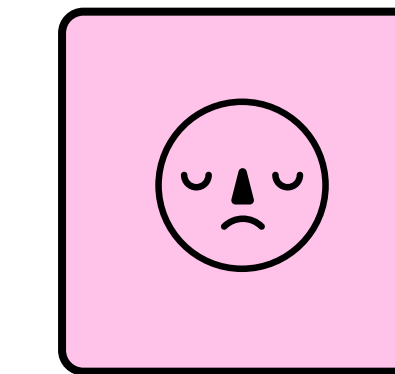
We've observed that people often take their time when deciding on a car purchase, carefully considering their options and conducting thorough research.
Bargaining and negotiation are common behaviors during the purchasing process.

Research
Visit Dealerships
Compare Prices
Negotiate
Read Reviews
Budget

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?



Confusion created due to overwhelming options of comparable car models

Considering additional expenses such as insurance, oil changes, maintenance of vehicle

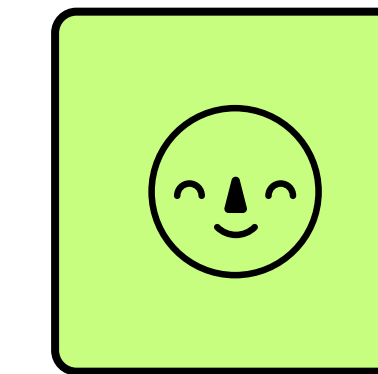
Considering safety and reliability of the car model

Finding secure financing options before visiting a car dealership

Considering factors such as maintenance records, vehicle modifications, etc. if a pre-owned car is to be purchased

GAINS

What are their wants, needs, hopes, and dreams?



A reliable and fuel-efficient vehicle that meets their daily needs.

Affordability and a good resale value to fit within their budget

Modern features and advanced technology for convenience and safety.

A smooth and straightforward buying process,

A car that suits their lifestyle, considering family size, activities, and daily commute.

Long-term durability and minimal maintenance

What other thoughts and feelings might influence their behavior?

Financial
Considerations
Safety and Security
Resale Value
Brand Loyalty
Environmental Impact
Convenience

Confidence
Anxiety
Excitement
Pride
Trust



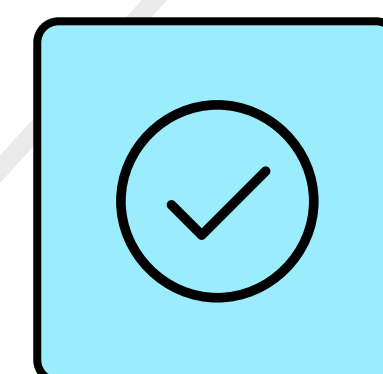
What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

My friend recommended a specific car model because it's been reliable for them.
My friend mentioned the importance of considering resale value when buying a car.

People are saying that fuel efficiency is a significant factor in car choice
A colleague shared insights about the maintenance costs of different car brands

There's a buzz about hybrid cars and their positive impact on the environment
Colleagues are talking about their experiences negotiating prices at different dealerships.
I've heard others discussing the value of extended warranties.



What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?