EMPATHY MAP OF CAR PURCHASE PREDICTION

What do they THINK and FEEL?

Who are you empathizing with?

Individual consumers who are buying their car for personal use

> Families who look for that can accomodate more members.

Companies and business owners purchasing cars for commercial use

Making a decision based on their research, preferences, and the information they've gathered.

After buying, assess whether

the chosen car meets their expectations and needs.

What do they need to do?

Analyze their financial situation, like down payments and monthly installments.

Preference for a brand known for its specific aesthetic features.

What do they HEAR?

About special promotions, discounts, or deals from manufacturers.

> Online reviews. ratings, or testimonials when researching different vehicles.

Influential figures in the automotive community on platforms like YouTube or Instagram

PAINS

Overwhelming

for selection of

specific brand,

models and

features

Finding a car that fits within a low budget can be challenging

Difficulty in understanding the technical specifications.

GAINS

Contributing to an improved quality of life.

Financial gains through their car purchase

Owning a car can bring emotional gains.

Specific body style, such as a sleek sedan, a rugged SUV, or a sporty coupe.

Strong preference for certain colors. such as classic black, vibrant red, or earthy tones.

What do they SEE?

What do they SAY?

Safety features are my top priority.

Fuel efficiency is a major factor because I have a long daily commute

I want a car with a sleek, modern design that reflects my style.

What do they DO?

Emotions like excitement, anxiety ,pride and frustation can arise during the car-buying process

Positive or negative experiences with previous cars can influence future choices.

What other thoughts and feelings might influence their behaviour?

Visit physical dealerships to inspect cars, take test drives.

family, or colleagues

Compare different models, considering factors like price, features, and customer reviews.

Seek advice and recommendations from friends,