Car Purchase Prediction - Empathy Map

- Determine an affordable price range for a car based on my age and income.
- Make a well-informed decision to avoid financial strain.
- Goals



- Find a car that aligns with my budget and lifestyle.
- Secure a car that meets my transportation needs and preferences.

- "Can I comfortably make car loan payments with my current salary?"
- "I'm not sure if my age and salary are suitable for buying a car."

Thinks



 "What are the average car prices for people my age and income level?"

Pains

Difficulty in

finding a

reliable tool to

estimate car

affordability.

Uncertainty about the

relationship between

age, salary, and car

affordability



Fear of

overcommitting to

a car purchase and

financial strain.



Gains

Confidence in making an informed decision regarding car purchase.

Avoidance of potential financial burdens through wise choices.

Clarity on whether they can afford a car within their means.

- Anxious about the financial implications of buying a car.
- Eager to gain clarity on their affordability.

Feels

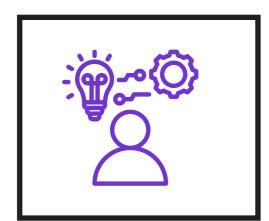


Says



- "I want to buy a car, but I'm not sure if I can afford it."
- "I'm concerned about making a poor financial decision."

Does



- Researches car prices, loan options, and interest rates.
- Compares their age and salary to the car price ranges.
- Tries to calculate potential car loan monthly payments.

Hears



- "Financial experts recommend not spending more than 40% of your salary on a car."
- Car dealerships are offering special financing deals.
- "Recent news reports mention changes in car loan interest rates."