

Stages	Initial Engagement	Onboarding & Registration	Exploring Features	Day-to-Day Interaction	Loyalty & Advocacy Building	Ongoing Relationship	Advocacy & Referral	End of Ownership Cycle
Actions	<ul style="list-style-type: none"> Car Dealer Research Vinsyt as a solution. Car Owners Encounter Vinsyt during vehicle purchase. 	<ul style="list-style-type: none"> Car Dealer Sign up and customize dealership information. Car Owners Create personal accounts and register vehicles. 	<ul style="list-style-type: none"> Car Dealer Explore Vinsyt's dashboard and data insights. Car Owners Access vehicle-specific resources via the mobile app. 	<ul style="list-style-type: none"> Car Dealers Engage with customers through Vinsyt. Car Owners Rely on the mobile app for service reminders and information. 	<ul style="list-style-type: none"> Car Dealers Build customer loyalty and advocacy. Car Owners Become loyal customers and potential advocates. 	<ul style="list-style-type: none"> Car Dealers Maintain a continuous partnership with Vinsyt. Car Owners Continue relying on Vinsyt for ownership support. 	<ul style="list-style-type: none"> Car Dealers Measure success through increased advocacy. Car Owners Advocate for the dealership and refer others. 	<ul style="list-style-type: none"> Dealers Potentially part ways with Vinsyt due to dealership changes. Owners Transition to a new vehicle, marking the end of the current ownership journey.
Jobs to Be Done	<ul style="list-style-type: none"> Car Dealers Identify tools for customer loyalty and revenue growth. Car Owners Seek convenience and added value in the ownership experience. 	<ul style="list-style-type: none"> Car Dealers Set up Vinsyt for dealership-specific needs. Car Owners Connect their vehicle to the platform. 	<ul style="list-style-type: none"> Car Dealers Utilize data-driven tools for decision-making. Car Owners Find convenience in accessing valuable resources. 	<ul style="list-style-type: none"> Car Dealers Maintain efficient customer engagement. Car Owners Receive timely and relevant information and support. 	<ul style="list-style-type: none"> Car Dealers Create a sense of community and reward loyalty. Car Owners Experience satisfaction and a desire to refer others. 	<ul style="list-style-type: none"> Car Dealers Adapt to changing customer preferences. Car Owners Receive consistent support and engagement. 	<ul style="list-style-type: none"> Car Dealers Assess the impact of loyalty programs. Car Owners Share positive experiences with friends and family. 	<ul style="list-style-type: none"> Car dealer Evaluate the platform's continued relevance. Car owner Begin a new ownership journey or potentially with a new vehicle.
Pain Points	<ul style="list-style-type: none"> Car Dealer's Uncertainty about the platform's effectiveness. Car Owners Lack of familiarity with Vinsyt's potential benefits. 	<ul style="list-style-type: none"> Car Dealers Navigating the initial setup process. Car Owners Entering vehicle details accurately. 	<ul style="list-style-type: none"> Car Dealers Learning to navigate and interpret data. Car Owners Discovering and utilizing available resources. 	<ul style="list-style-type: none"> Car Dealers Ensuring consistent customer engagement. Car Owners Managing multiple aspects of ownership. 	<ul style="list-style-type: none"> Car Dealers Measuring and sustaining customer loyalty. Car Owners Identifying opportunities to refer others. 	<ul style="list-style-type: none"> Car Dealers Adapting to evolving customer needs. Car Owners Maintaining a seamless ownership experience. 	<ul style="list-style-type: none"> Car Dealers Evaluating the effectiveness of advocacy efforts. Car Owners Encouraging referrals effectively. 	<ul style="list-style-type: none"> Car dealer Assessing the platform's alignment with dealership goals. Car owner Managing the transition to a new vehicle.
Emotional Journey	<ul style="list-style-type: none"> Car Dealer's Curiosity and interest in exploring a new solution. Car Owners Intrigue and anticipation of a convenient ownership experience. 	<ul style="list-style-type: none"> Car Dealer's Empowerment through customization. Car Owners Beginning to feel a sense of ownership. 	<ul style="list-style-type: none"> Car Dealer's Efficiency and data-driven confidence. Car Owners Convenience and support in accessing resources. 	<ul style="list-style-type: none"> Car Dealer's feel A sense of long-term efficiency. Car Owners find dependable source of ownership support. 	<ul style="list-style-type: none"> ADM: Achievement of loyalty and advocacy goals. Car Owners find A sense of belonging and satisfaction. 	<ul style="list-style-type: none"> Car Dealers feel A sense of ongoing partnership and growth. Car Owners feel A dependable source of support throughout ownership. 	<ul style="list-style-type: none"> Car Dealers find Measurable success and growth. Car Owners feel A sense of pride and reward for advocacy. 	<ul style="list-style-type: none"> Car dealer Reflecting on the platform's impact on dealership operations. Car owner Starting a new ownership journey with potential opportunities.
Opportunities	<ul style="list-style-type: none"> Provide clear and compelling information to pique interest. Highlight benefits for both dealerships and car owners. 	<ul style="list-style-type: none"> Simplify onboarding with intuitive design. Provide guidance for accurate registration. 	<ul style="list-style-type: none"> Provide user-friendly data visualization. Highlight the convenience of resource access. 	<ul style="list-style-type: none"> Streamline communication channels for Car Dealers. Highlight the reliability of service reminders for Car Owners. 	<ul style="list-style-type: none"> Showcase successful loyalty programs. Encourage satisfied Car owners to refer friends and family. 	<ul style="list-style-type: none"> Provide adaptability and flexibility for Car dealers Highlight the long-term reliability of the platform for Car Owners. 	<ul style="list-style-type: none"> Highlight the impact of successful loyalty programs. Provide tools and incentives for Car owners to refer others. 	<ul style="list-style-type: none"> Gather feedback from departing dealers Offer seamless transition options for Car owners starting a new journey.