



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

How fast
does it
recognize?

Will the
model give
accurate
predictions>

Anxious

Bothered

What do they HEAR?

what friends say
what boss say
what influencers say

Does the
model
produce
accurate
prediction?

Can it
recognize
any hand
writing

Will it be
effective?

What do they SEE?

environment
friends
what the market offers

How does
this model
help me?

What is
done to
reduce
error?

What are the
practical
applications
of this model?

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

How
this will
save time?

Will it be
cost
effective??

Read the
image

Predict the
digit

PAIN

fears
frustrations
obstacles

Mislabeled
data fed
into the
model

Time taken
to produce
the output

Data other
than digit
given as
input

GAIN

"wants" / needs
measures of success
obstacles

Accurate
prediction
of digits

Reduces
manual
work

Tool for
automatic
digit
recognition