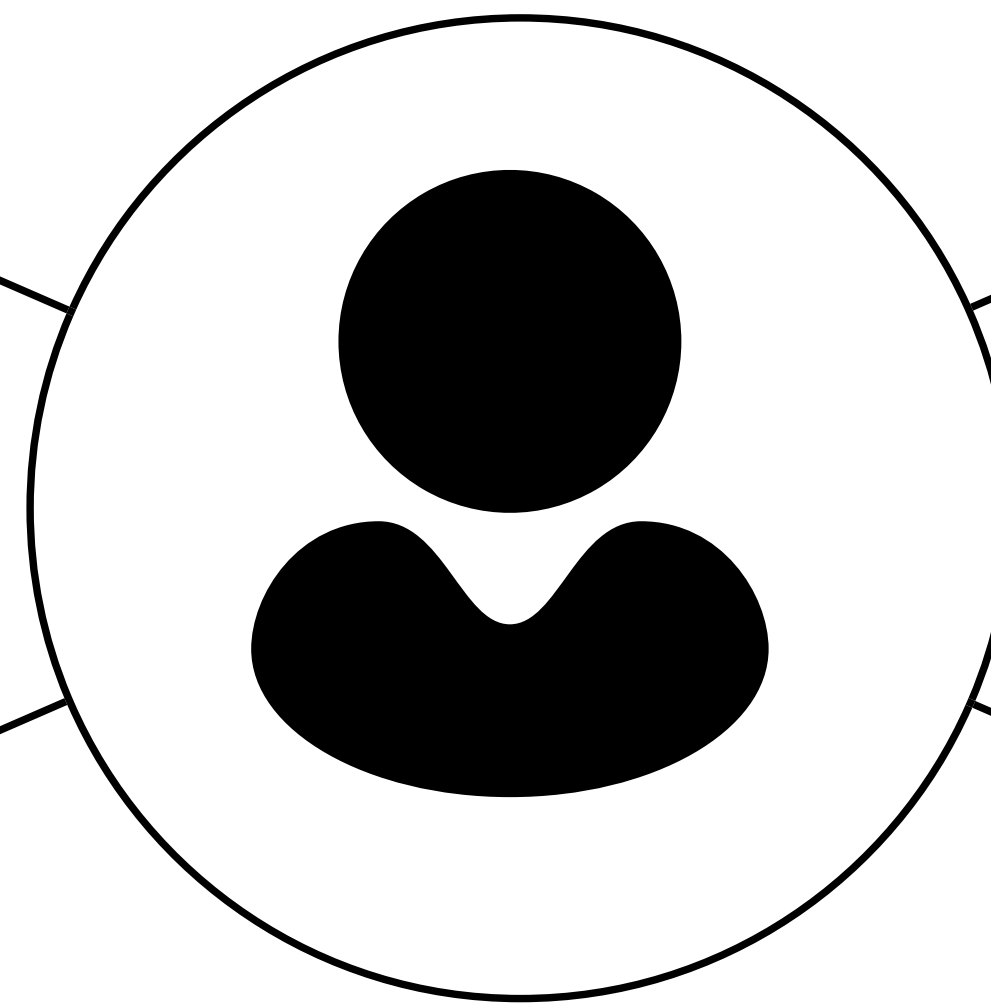


# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



Feel bad

Thinking  
who will  
bring  
automation

How to gain  
ideas

Whom shouldi  
consult to  
reduce my  
work

Will  
automation  
need more  
investment

Hard to include  
numbers  
manually from  
cheque

Need some  
automation

Why not digits  
to be  
recognized  
automatically

What if  
numbers are  
transmitted to  
system  
automatically

Feel stressed  
because of  
more manual  
work

## What do they HEAR?

what friends say  
what boss say  
what influencers say

## What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Search for  
right Engineer  
to solve their  
problems

Start  
executing

Work on  
Budgeting the  
automationn

## PAIN

fears  
frustrations  
obstacles

Need to  
search the  
right  
solution

Choose the  
right  
engineer

Might need  
more  
investment

## GAIN

"wants" / needs  
measures of success  
obstacles

Make your  
work the  
easiest

Saves Time

Invest the  
time for some  
other  
important  
things

What if  
numbers are  
transmitted to  
system  
automatickly

work

solve my  
problem

what is the  
best way to  
solve this  
problem

wh

*What do they*  
**SAY AND DO?**

attitude in public

appearance

behavior towards others

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Seeing a

Engineer  
who might

Visualizes

*Wh*

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what the market offers

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