What other thoughts might influence their behavior?

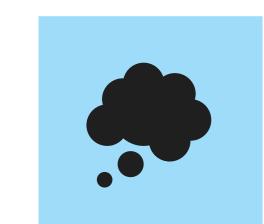
The users may

think that the

price of the

software is

worth or not



That the customer care service is available at any time.

The end user may expect something different.

The user may expect more flexibility and reliability of the software app

The user may think about time consumption

The end user may think about the app's features



TECH PRO SOLUTION

The user may asks opinion to their friends

The user may compare the price the software

The user may make budget

That the software is more convenient to use

The users feels about the advantages of app.

The user may feels insecure.



Does

What behavior have we observed? What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



