



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

can we
believe the
predictions?

Is their
predictions
are good?

Their
previous
predictions
are good!

it's easy to
use

The
predictions
has to be
trustable

This
application
has good
predictions

day by day
crude oil price
is
unpredictable

What do they HEAR?

what friends say
what boss say
what influencers say

They has to
change their
UI design.

Their
prediction
are very
slow.

What do they SEE?

environment
friends
what the market offers

The new crude
oil prediction
application has
good feature

today crude
oil price
reaches
high.

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Is crude oil
price will
high in
tomorrow?

can we check
the crude oil
price today?

search for
good
solutions

check the price
predictions
through other
websites

Confirm the
price
predictions
through app

PAIN

fears
frustrations
obstacles

How to find
the best
time to buy
crude oil?

can we
believe the
predictions?

why crude oil
price only
reaches high?

GAIN

"wants" / needs
measures of success
obstacles

they can
easily predict
the crude oil
price

it will be easy
for them to
buy crude oil
on correct
time

they can
manage
their time.