

# User

Says

Thinks

Does

Feels

No ads

User Items  
recommend  
often

User  
Interface is  
complex

Searching  
Methods  
are  
accurate

Application  
should be  
light weight

Applications  
should contains  
maximum  
numbers of items

Good  
UserInterface

shoud  
contains oil  
prices

Good  
customer  
care

24\*7  
services  
available

More  
Research

List pros  
and cons

Ask  
Friends

Compare with  
other  
applications

Purchase  
product  
details

Easy to  
handle

User  
friendly

Does'nt  
affects the  
ecosystem

easy to  
implement

most  
widely  
used