

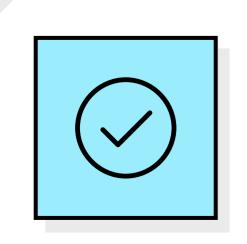
## What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

> It works fast and accurate.

It reduces worktime.

> It helps for people who unable to type fast.



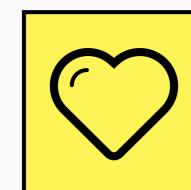
# What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

**GOAL** 

Person who process the check

The persn who wants to digitalize the written document



Get

suggestions

from

youtube

## WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

#### What do they THINK and FEEL?

# **PAINS**

What are their fears, frustrations, and anxieties?

Fear of

accuracy

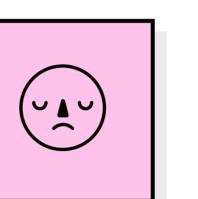
Does it

handle every

handwriting.

Ask for

friends



## **GAINS**

What are their wants, needs, hopes, and dreams?

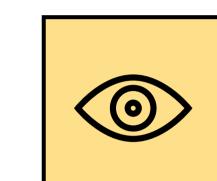


work



Reduce

They see friendly interface.

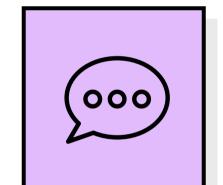


# What do they SEE?

They check

output.

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



#### What do they SAY?

What have we heard them say? What can we magine them saying?

Which is best?

Which is userfriendly?

How to use

Searh For website