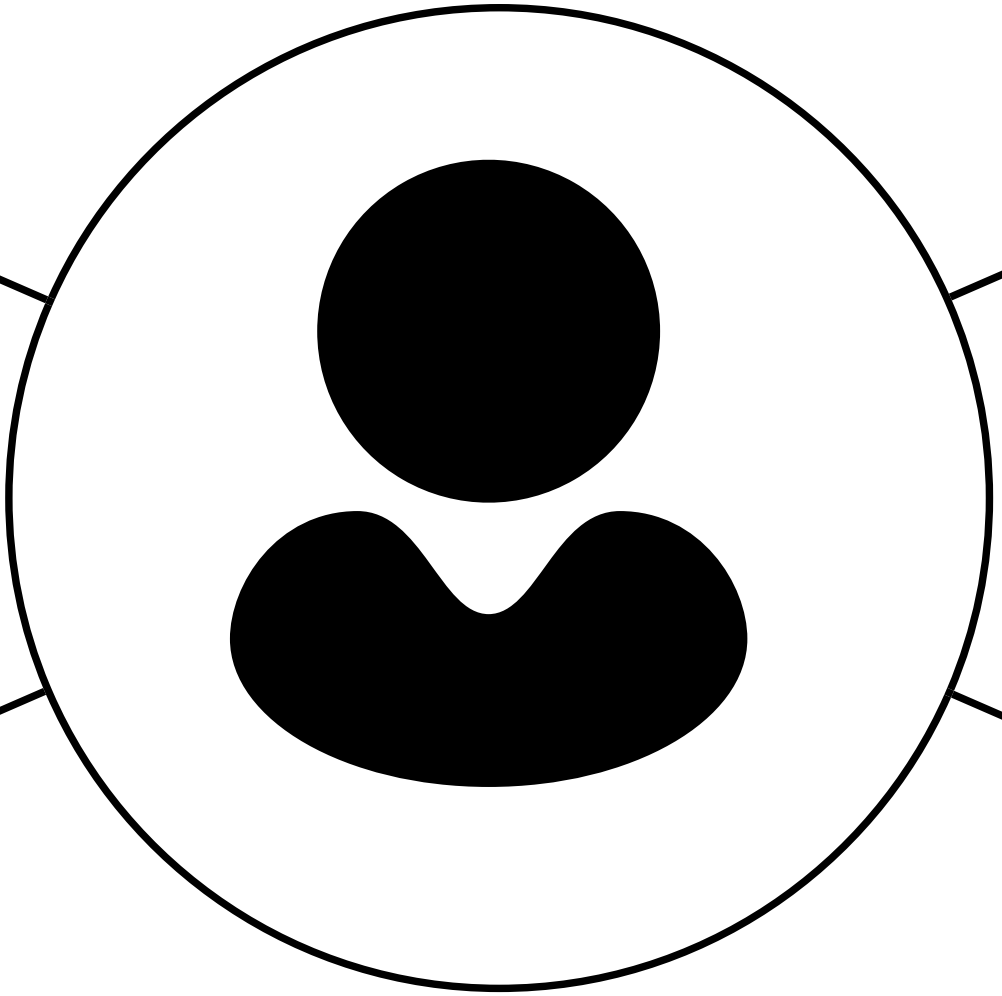


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Feel flustated
that takes so
much of time to
recognize

We need
maximum
accuracy

Concern
about if
automating
spoils our
reputation

Require
technical
support

What do they
HEAR?

what friends say
what boss say
what influencers say

I choose
this becuse
its so fast

"I choose this
because Iam
lazy in doing
big work"

Handwritten
recognition is saves
time but
Handwrotten digital
recognition is
reduce your half
work

Very high
technology

Complete the
work in short
period of time

Reads a blogs for
quick recognition
that recommends
handwritten digital
recognition

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

I need a
good result

using this,my
work is reduce
by half and
concentrate on
other task

we are ready
to try if its
accurate and
low cost

PAIN

fears
frustrations
obstacles

Technical
issue like
malfunction
and downtime

Takes more
time for
long
number

convince
users to
adapt

GAIN

"wants" / needs
measures of success
obstacles

Produce
classification of
digit as well as
description of
instantiation
parameter

speed and
advanced
reporting