



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Anxiousness
Excitement
Adequacy

Vision
Environment
Changes

What do they SEE?

environment
friends
what the market offers

Forecasting
the future
outcome

Spectral and
Precognitive
Analysis

Environmental
Assessment
and Feature
Scaling

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Appearance
Behaviour
Research

What do they HEAR?

what friends say
what boss say
what influencers say

Stakeholder
Approaches
and Data
Acquittal

Improvement
on Analyzed
Existence of
Data

Adequacy of
implements

Domain
Experts and
Professional
Review

Stakeholder
Engagement

Implementation
and Exposure

Modelling
and
Prediction

Analysis of
Undertaken
Dataset

Literature
Survey and
Pre-cognitive
Analysis

PAIN

fears
frustrations
obstacles

Inadequacy

Failure

Data
Myopia

GAIN

"wants" / needs
measures of success
obstacles

Fraud
Detection

Risk
Reduction

Informed
Decision
Making

Review
Engagement
Opinion