

What do they
THINK AND FEEL?

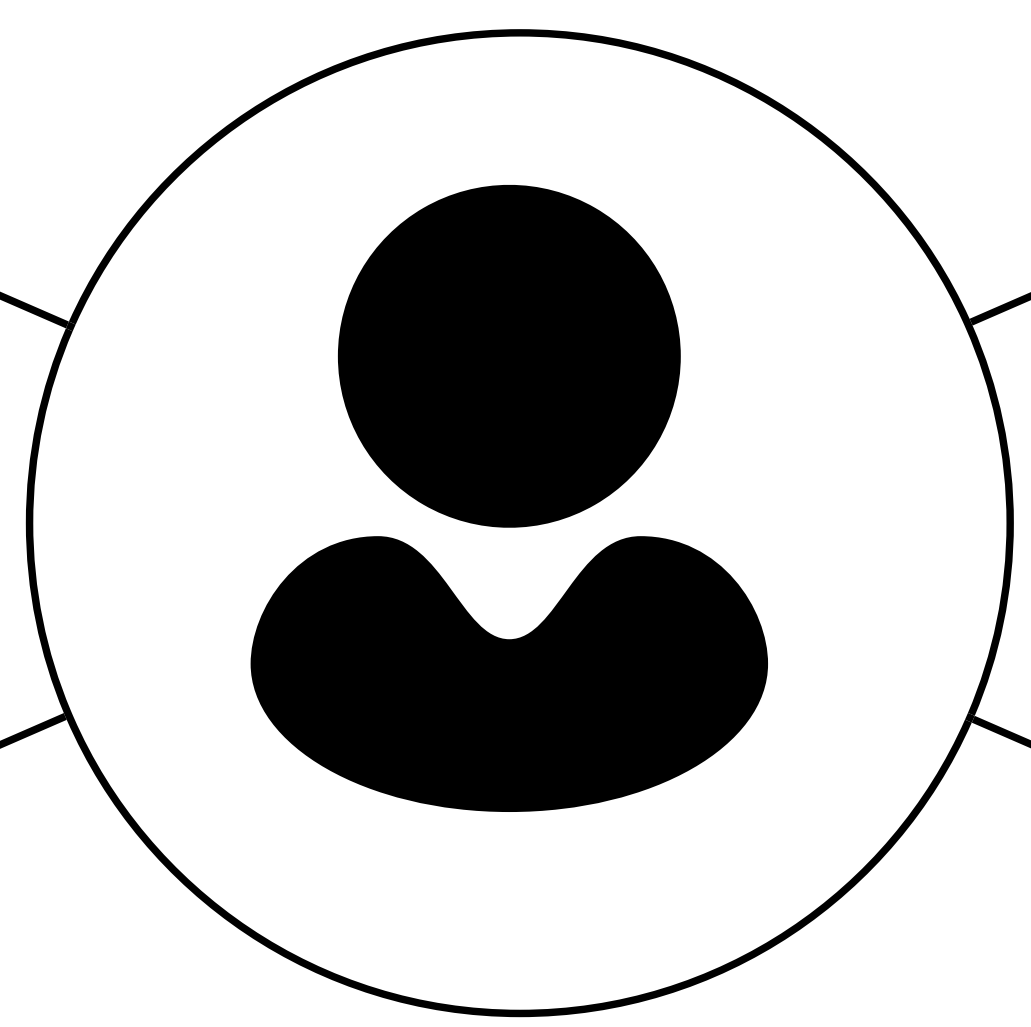
what really counts
major preoccupations
worries & aspirations

Whether it
supports
for large
datasets ?

How
accurate is
the
solution?

Will the UI
be easy to
understand
and use ?

Are
predictions
useful for
investments?



What do they
HEAR?

what friends say
what boss say
what influencers say

Accurate
predictions

Highly
Efficient

Reliable

Easy to
manage
demand and
supply

More profits
in investing
and trading

User
friendly

Provides
valuable
information
for decision
making

Saves time
for the user

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Different
types of
visualization

Gets live
predicitiions

Easier to
use

Make wise
decisions

PAIN

fears
frustrations
obstacles

Chaotic
nature of
data

Rumors

Natural
Calamity

Dependence
on other
countries

GAIN

"wants" / needs
measures of success
obstacles

Decrease
risks

High
returns

Time and
Cost
Efficient

High
accuracy