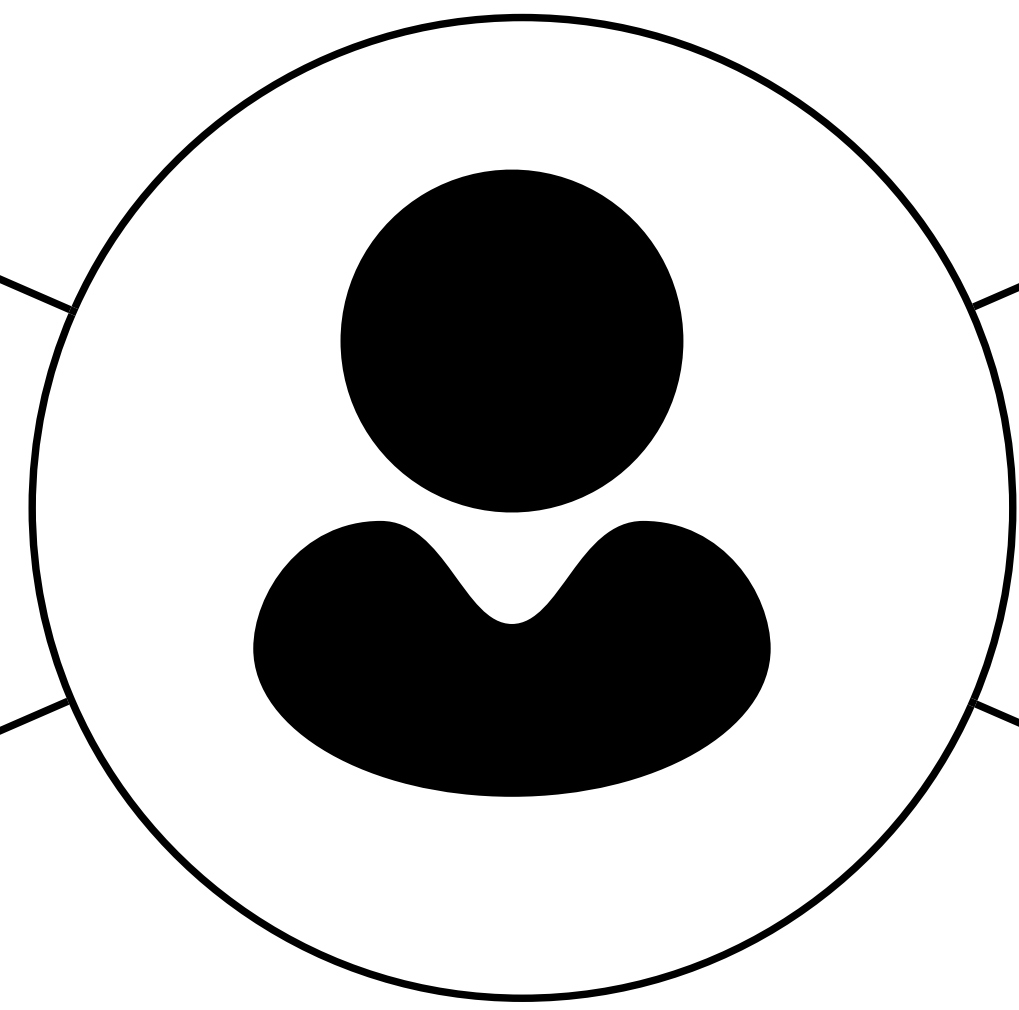


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



- Desire/  
Necessity
- Wants  
variety
- Decision  
Fatigue

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

- Friends  
Opinions
- News
- Chat with  
colleagues

*What do they*  
**SEE?**

environment  
friends  
what the market offers

- Colleagues
- Social  
media
- Advertisements

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- Read blogs
- Researches  
in holidays
- Deal  
hunting

**PAIN**

fears  
frustrations  
obstacles

- Financial
- Productivity
- Online  
Search

**GAIN**

"wants" / needs  
measures of success  
obstacles

- Less Cost
- Easy  
Navigation
- Easy  
Checkouts