

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

**WHAT IS
BEST FOR
ME?**

**WHAT DOES
YOUR USERS
ENVIRONMENT
LOOK LIKE?**

What do they
SEE?

environment
friends
what the market offers

**HOW DOES
YOUR USER
INTERACT WITH
THEIR
ENVIRONMENT?**

**WHAT IS
YOUR USER
EXPOSED TO
ON A DAILY
BASIS?**

**I WANT
SOMETHING
RELIABLE**

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

**WHERE
SHOULD I
START?**

**IS YOUR
CUSTOMER
EASILY
INFLUENCED**

**HOW DOES
THE USER
REACT TO?**

**WHAT
INFLUENCES
YOUR
USERS?**

What do they
HEAR?

what friends say
what boss say
what influencers say

**WHO
INFLUENCES
YOUR
USERS?**

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

**WHAT ARE
THE RISK
FACTORS?**

**HOW CAN
GOAL BE
ACHIEVED?**

**WHAT ONE
WANT TO
ACHIEVE?**

**WHAT
STRATEGIES
CAN BE
FOLLOWED TO
ACHIEVE
SUCCESS?**

