

Better  
Experience

User  
Friendly

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Advanced  
Technology

Smart  
Gesture  
Experience



# What do they HEAR?

what friends say  
what boss say  
what influencers say

Less  
Friendly

High  
Technical  
Knowledge  
Required

Less  
Awareness  
Of Model

Less  
Comfort

Difficult To  
Process

Difficult To  
Understand

# What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Free Of  
Cost

Efficient

Less Time  
To Process

Futuristic  
Model

## PAIN

fears  
frustrations  
obstacles

Less  
Accurate

Less  
Flexible

More Time  
Required

## GAIN

"wants" / needs  
measures of success  
obstacles

True Data

Fast In  
Retrieval

High Tech  
Processing