



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Lots of
recommendations

Clean UI and easy
Interaction

Easy to find Service

Responding
Quickly

Trust issue on
product quality

Is service will
be worthy?

Is webpage
responsive?

is Service is
made on time?

service
Recommendation

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Interactive user
interface

Instant reply

Follow up

Handling
problems

What do they
HEAR?

what friends say
what boss say
what influencers say

Attentive
listening

Selecive
Listening

should support
bus

Customer
satisfaction

Clean UI and easy
Interaction

What friends
say?

What do they
SEE?

environment
friends
what the market offers

PAIN

fears
frustrations
obstacles

Slow Software

Lots of Manual
work

GAIN

"wants" / needs
measures of success
obstacles

Help Center

Tracking of
Services