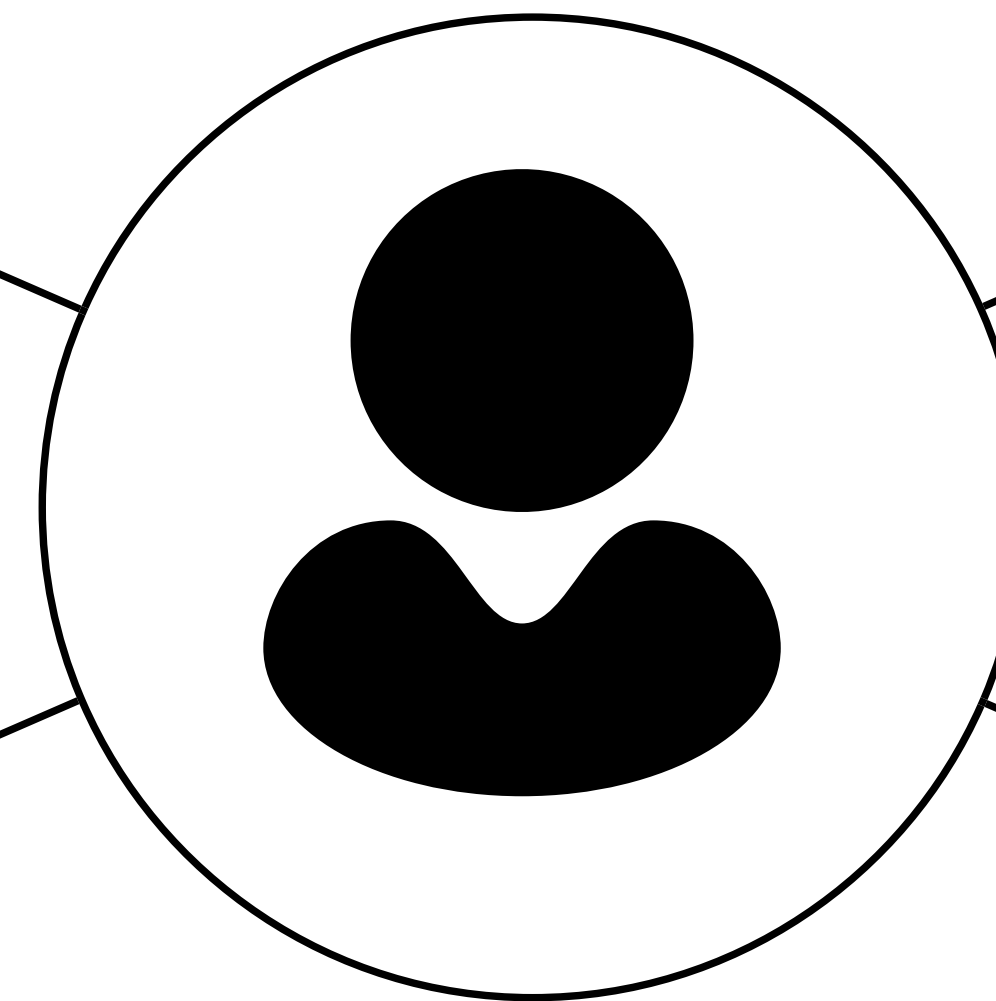


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

Feel outdated in dicovering new inventions

It could be better if there is any system to track the inventions

could have a easier way to manage the inventions

It is very difficult to be aware of the inventions

It would be nicer to have an easier way to register inventions

It would be great to have a sytem which has precise tracking of inventions

What do they
SEE?

environment
friends
what the market offers

see latest updates in inventions

Present system is very tedious to use

There are no easy ways to register inventions

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

They use traditional methods to mange the inventions

They struggle a lot to use the present system

They somtimes fail to register inventions due to tedious process

PAIN

fears
frustrations
obstacles

Afraid that their inventions may go unnoticed

Frustrated in spending lot of time in invention management

feel it as a hectic work as lots of data are involved

GAIN

"wants" / needs
measures of success
obstacles

Need an easy way to manage the inventions

In need of a system to manage the inventions efficiently

Need an easier way to register the inventions