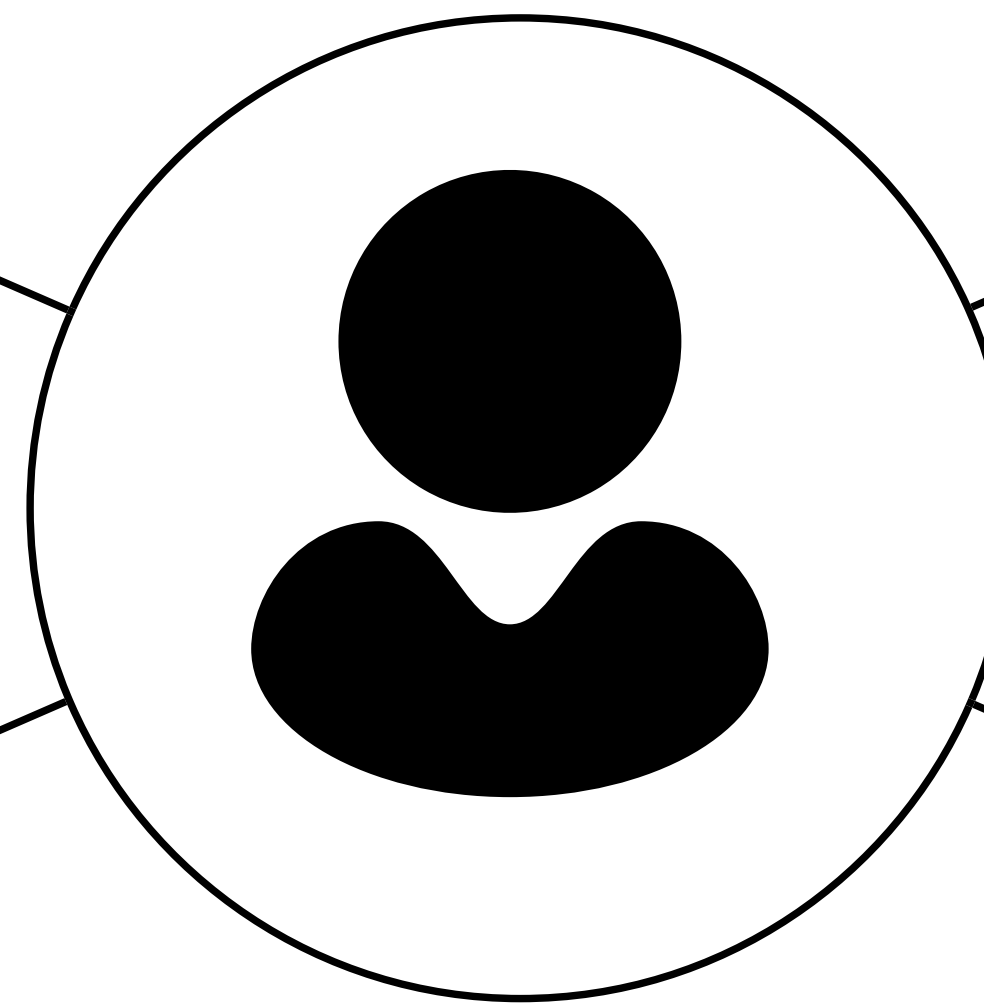


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they SEE?

environment
friends
what the market offers

Make the
Impossible
possible

Collective
network of
connected
devices

Technology
buzz

Extraction
of data

Higher
scalability

Monitor and
optimize
resource
management

Real time
data
processing

Automated
decision
making

What do they HEAR?

what friends say
what boss say
what influencers say

Centralized
Hub

Predictive
analysis

Integration
of various
technologies

Collect,
collaborate,
transfer,
analyze data

Reduce
Human
intervention

Makes Life
easier and
pleasant

Connect
real-world
objects into
virtual-world

Extraction of
knowledge
from
generated
data

PAIN

fears
frustrations
obstacles

High cost of
IOT devices
and
maintenance

Increased
un-
employment

Possibility
of network
attack

Need
unlimited or
continuous
internet

GAIN

"wants" / needs
measures of success
obstacles

Need
unlimited or
continuous
internet

Reduces
waste

Improved
livestock
farming

Quick
response to
changes in
environment