What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- Does the prediction was accurate?
- It was very responsive
- Whether it was going to work fine in real life?
- Whether it was going to work fine in real life?

What do they HEAR?
what friends say
what boss say
what influencers say

- It was an modern method
- It was an user friendly
- It will save us time

What do they SEE?
environment
friends
what the market offers

- A new technology
- Tension free work
- Risk free work

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- They ask to add more features
- Efficiency
- Low cost
- Reliability

PAIN
fears
frustrations
obstacles

- Bug
- Inadeqaute knowledge
- Done in time

GAIN
"wants" / needs
measures of success
obstacles

- Man power less
- Logical thinking
- Time efficient

modern
method

user
friendly

us time

technology

free work

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