



Does the prediction was accurate?

It was very responsive

Whether it was going to work fine in real life?

What do they THINK AND FEEL?

Whether it was going to work fine in real life?

what really counts major preoccupations worries & aspirations



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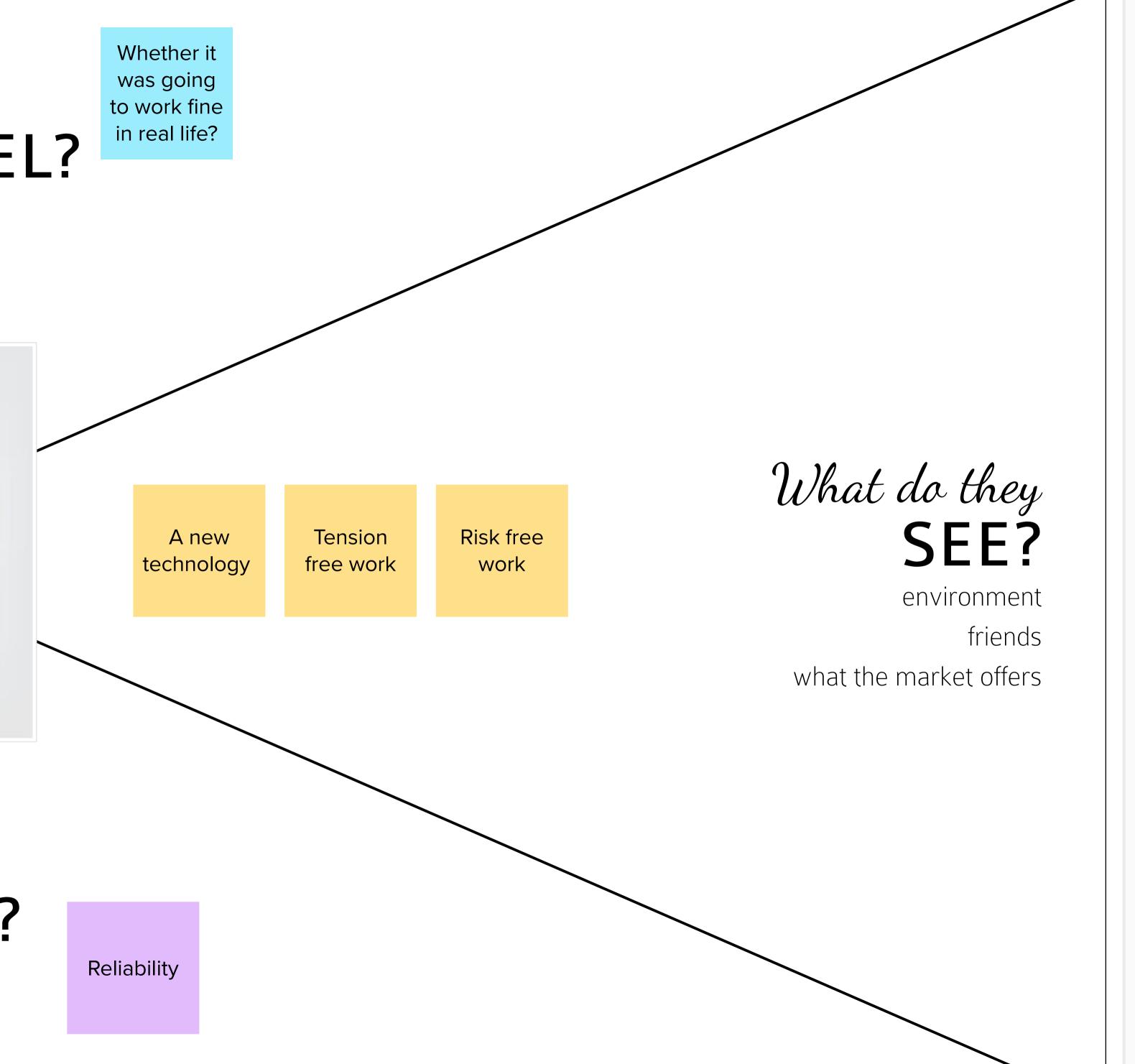
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Tansian

Pick from

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Does the Whether it prediction It was very was going to work fine responsive was THII in real life? accurate? What do they HEAR? It was an It was an It will save modern user us time what friends say method friendly what boss say what influencers say They ask to add more Efficiency Low cost features



PAIN

fears frustrations obstacles

Bug

Inadeqaute knowledge Done in time

GAIN

"wants" / needs
measures of success
obstacles

Man power less

Logical thinking

Time efficient

