

They enquire whether the informations are valid and useful

It alerts us while we enter the containment zone



Aspiration: To restrict them from entering containment zone

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

Worries: They get sick if they enter the zone .



Reliability of the application and its use cases

Shows Information about your community members



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



Reach of the app and its advertising strategy



multiple zones closed due to containment



What do they SEE?
environment
friends
what the market offers

Asking about the scope of the project and efficiency



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



interactive intuitive simple elegant design of UI



Gives information about the containment zone and containment level

Technical difficulty
wrong intimations



Data theft
misleading informations



PAIN
fears
frustrations
obstacles



Server ping problems
GPS locking issue



Informations about the containment zone which helps me to avoid the zone



GAIN
"wants" / needs
measures of success
obstacles

Following the instructions and information about the containment zones and keep up the health

Flawless information about the containment zones

