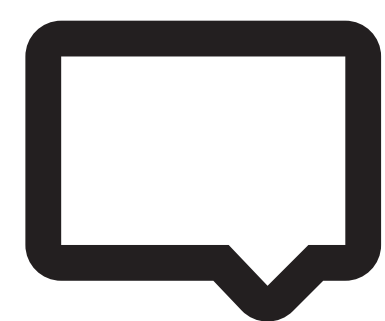
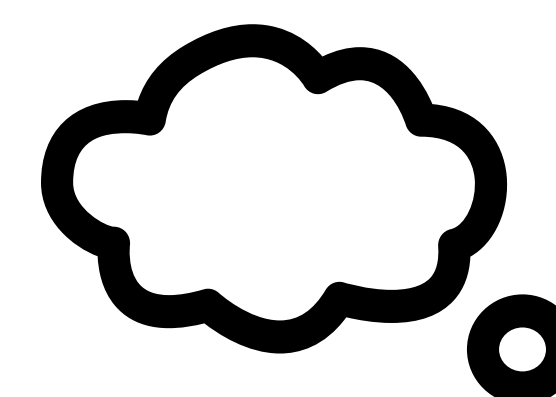


- 1) I want something reliable.
- 2) I want an easy to use environment.
- 3) Should give me accurate results.
- 4) Should not contain ads.

- 1) This whole process should be easy.
- 2) It should have intuitive and interactive UI
- 3) Is this one of the best platforms?
- 4)Am I wasting my time here?

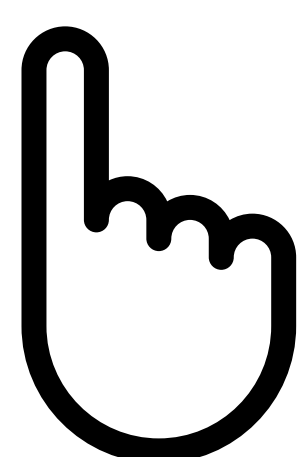


Says

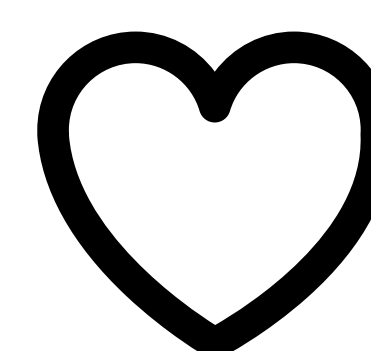


Thinks

Does



Feels



- 1) Checks available options.
- 2) Asks friends about our product
- 3) Compares with other products
- 4) Checks the website

- 1) Excited
- 2) Anxious
- 3) Overwhelmed
- 4) Fear