

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



I want something easier to communicate.
Shouldn't this be easier?
Overwhelmed

Left out from the conversation.
Lonely
Afraid

What do they HEAR?

what friends say
what boss say
what influencers say

Communication using pen and paper
Using aids from the market

What do they SEE?

environment
friends
what the market offers

people communicating
Friends trying hard to involve them

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

I need something reliable
Technological features are important to me
Asks a lot of questions

Asks people to help them
Depends on other people
needs a person to accompany them all the time

PAIN

fears
frustrations
obstacles

Confused Looks
No good communication
Hard to mingle

GAIN

"wants" / needs
measures of success
obstacles

Being Independent
Cheaper solution
easy communication