



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

How will the price of oil vary today?

How will this affect each markets sector?

I need a reliable way to predict the price

I hope I don't lose too much money in the market

Hope I can make profits

Stressful

Twitter trending page

Price charts

News, articles

Websites to predict oil price

Youtube market predictions

CNBC daily morning show

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

Recommendations and trading strategies

Friends speculating how the market will move

Price movement and trends covered by news channels

Other products which predict oil prices

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Ask around what other people are doing

Ask for reliable ways to predict oil price

Look up recommendations given by friends

Goes on a run to get some relaxation

Talk to people about daily news to make more accurate predictions

PAIN

fears
frustrations
obstacles

Lack of existing tools to predict prices

Too much noise with respect to speculations

Losses

Incorrect predictions

High market volatility

GAIN

"wants" / needs
measures of success
obstacles

Making profits

Easy to use tool to make better investment/trading decisions

Accurate oil price predictions