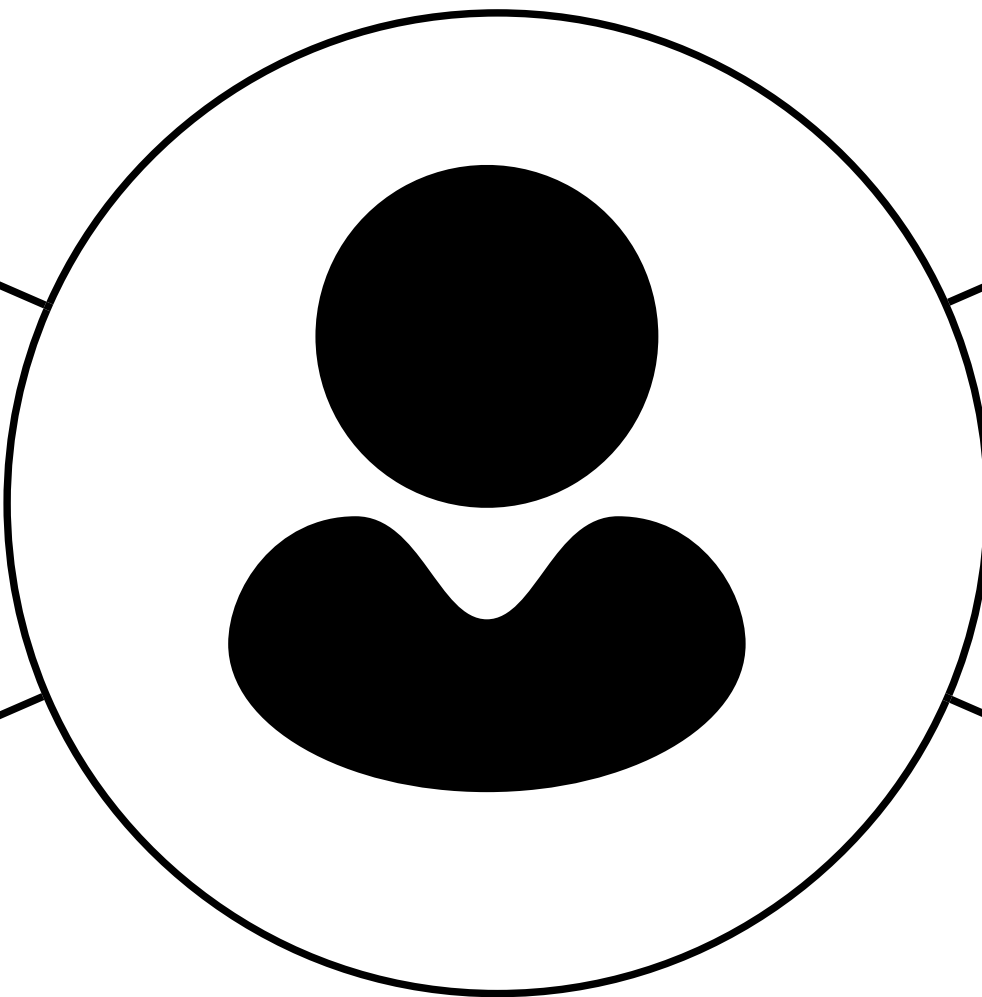


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
SEE?

environment
friends
what the market offers

- Different models use in environment
- Dome Videos
- Sees the web site
- Feedback and user review

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- I want something reliable
- Where should I start
- More research

What do they
HEAR?

what friends say
what boss say
what influencers say

- Need Improvement
- Check and compare with other models
- Will this model have long life

- I want something awesome
- Overwhelmed
- Excited

PAIN

fears
frustrations
obstacles

- Lose of functions
- Range Anxiety
- Risk Factors

GAIN

"wants" / needs
measures of success
obstacles

- Public Recognition
- own sense of worth
- Profit