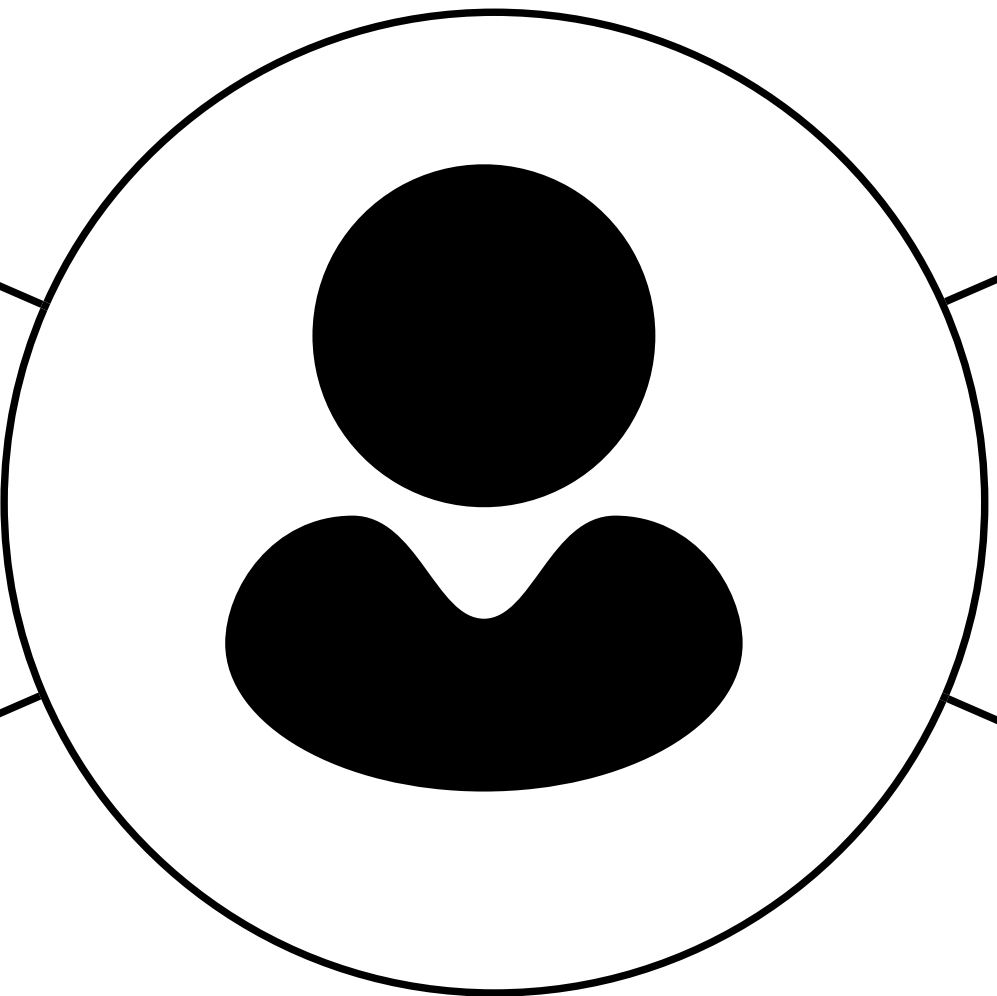


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



FREWARE

**DETECT
BLUR
IMAGES ?**

**IS IT
ACCURATE &
EFFICIENT ?**

**IS IT LIGHTING
DEPENDENT?**

**WORKS ON
LOW
RESOLUTION
IMAGES**

**COMPARITIVE
PERFORMANCE**

INTERACTIVE

**QUICK
RESPONSE**

**FASTER
PROCESSING**

**ACCURATE
RESULTS**

**BETTER UI/
UX**

**HASSLE FREE
ENVIRONMENT**

**COMPATIBILITY
SUPPORT**

**CAMERA
QUALITY**

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

**PROCESSING
SPEED**

**TRIAL AND
DEMO**

PAIN

fears
frustrations
obstacles

**PROPER
IMPLEMENTATION**

**PARALLEL
PROCESSING
LIMITATIONS**

**CLOUD
DEPLOYMENT
COST**

GAIN

"wants" / needs
measures of success
obstacles

**MINIMAL
PRE-
REQUISITES**

**MINIMAL
HUMAN
ERRORS**

**AI
PROCESSED
ACCURATE
RESULTS**

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SEE?

environment
friends
what the market offers