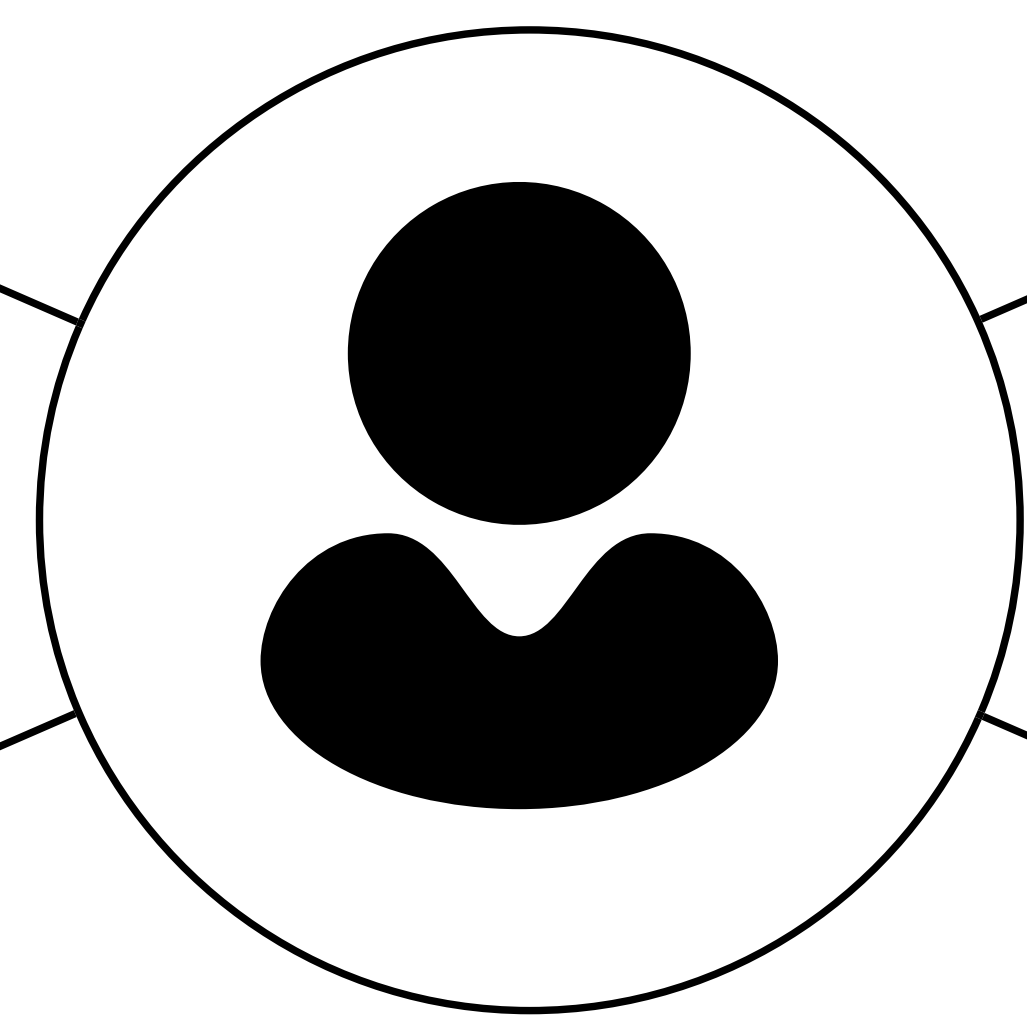


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

- How useful the system is for you
- Maintenance cost
- How powerful it is

What do they
SEE?

environment
friends
what the market offers

- High demand product stock details.
- Low stock notification.
- Rating of each product in the stock.

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- user friendly application
- Add and update products
- Transaction history tracking

PAIN

fears
frustrations
obstacles

- Fear about leak of data
- Trust issues
- Mismatching data

GAIN

"wants" / needs
measures of success
obstacles

- Less employability
- High Productivity
- Low cost efficient