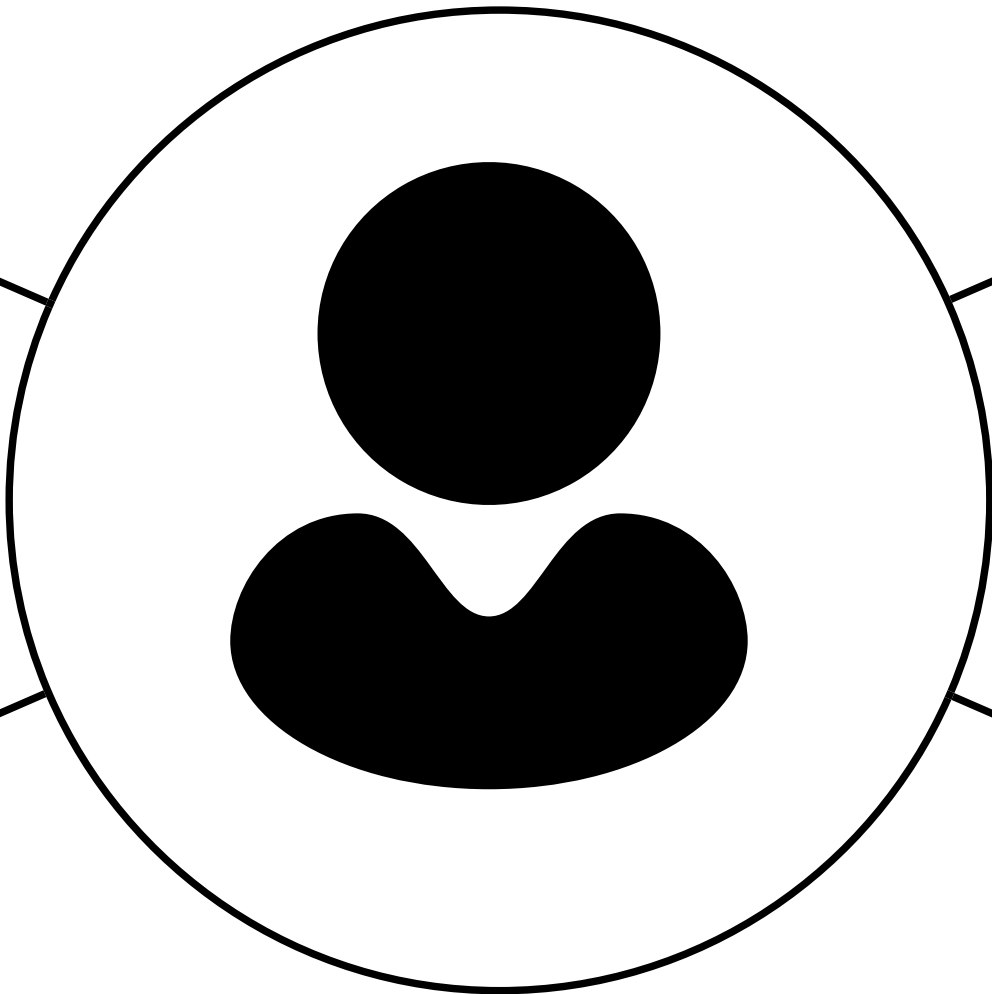


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



**WHAT'S
THE
EFFECT OF
IT ON ME**

**DOES THE
NEW
SYSTEM
IS TRUST
WORTHY?**

**INCREASED
COMPANY
VALUE**

What do they
SEE?

environment
friends
what the market offers

**I FEEL
THAT I
AM
SECURED**

What do they
HEAR?

what friends say
what boss say
what influencers say

**IS THE
SYSTEM
EASILY
ACCESSIBLE**

**COST
EFFICIENT**

**NEW
UPDATES
THAT CAN BE
ADDED**

**WE NEED
A HIGHLY
SECURED
SYSTEM**

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

**MODEL MUST
BE
EXTREMELY
ACCURATE**

PAIN

fears
frustrations
obstacles

**VERY
CONFUSING**

**DON'T KNOW
ABOUT ML**

GAIN

"wants" / needs
measures of success
obstacles

**EASILY
IDENTIFIES
THE PATTERN**

**CONTINUOUS
IMPROVEMENT**

**A SENSE OF
COMFORT IS
PROVIDED**