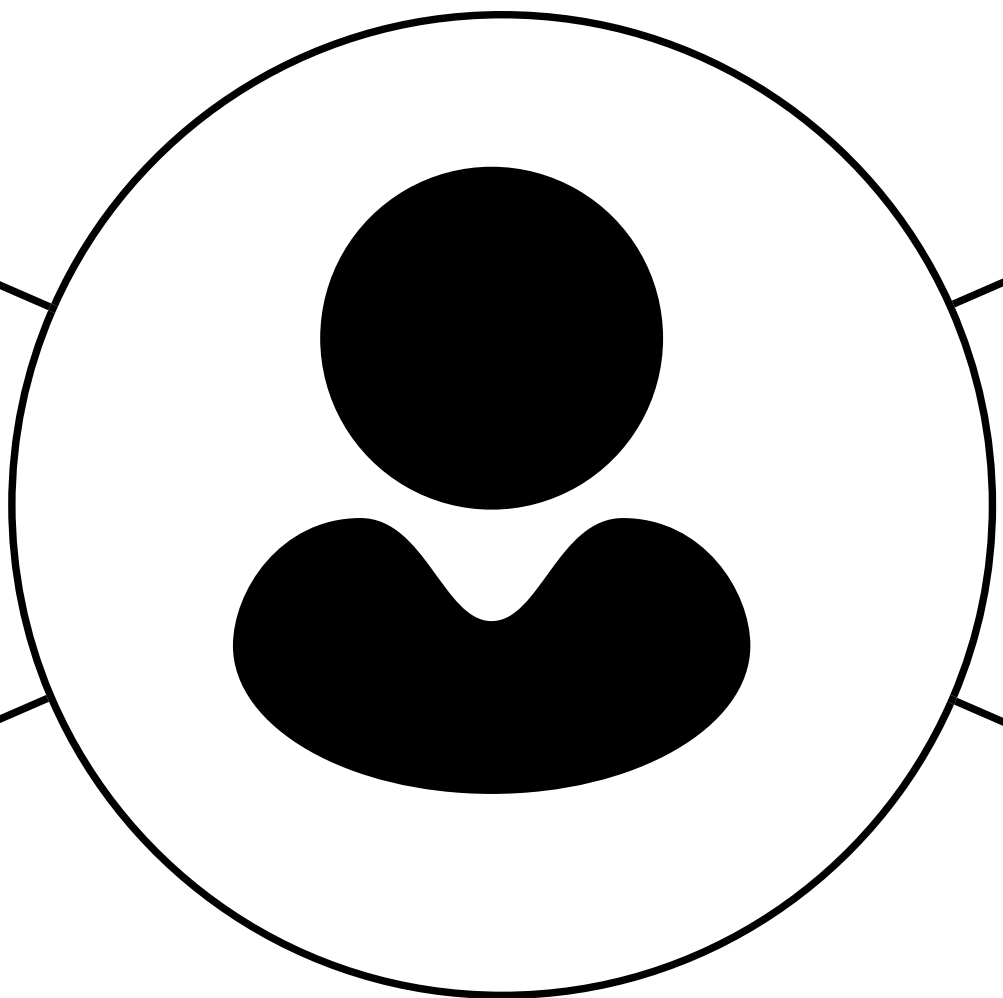


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

*comforted  
by online  
images*

*I don't want  
anyone to  
complaint  
especially  
Natalie*



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

*portofino is  
good*

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*interior decor  
of restaurant  
looks well  
matched to her  
tastes*

*website is  
contemporary*

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

*researches  
online,checks  
out reviews*

*that's okey*

**PAIN**

fears  
frustrations  
obstacles

*the ability to  
add an item  
intermidiate*

**GAIN**

"wants" / needs  
measures of success  
obstacles

*create insight  
become aware  
applicable in  
more domains*