What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- Exciting
- Overwhelming
- Difficult
- Network Problem
- Time Consuming
- Informative

What do they HEAR?
what friends say
what boss say
what influencers say

- Complicated
- Innovative
- Must satisfy Customer problems
- Usable without Fear

What do they SEE?
environment
friends
what the market offers

- Different chatbots
- Data privacy
- Improper information
- Absence of Proper Customer Care

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- New Project
- Informative design
- Support few languages
- Proper query handling

PAIN
fears
frustrations
obstacles

- Loss of Data
- Less Usage
- Insufficient Time
- Less Experience
- New Interface

GAIN
"wants" / needs
measures of success
obstacles

- AI and data science exposure
- Completing Tasks
- Proper planning
- Team work
- Experience
- Simple User friendly Chat bot

problems | Fear

chatbots | privacy | Customer Care

wh

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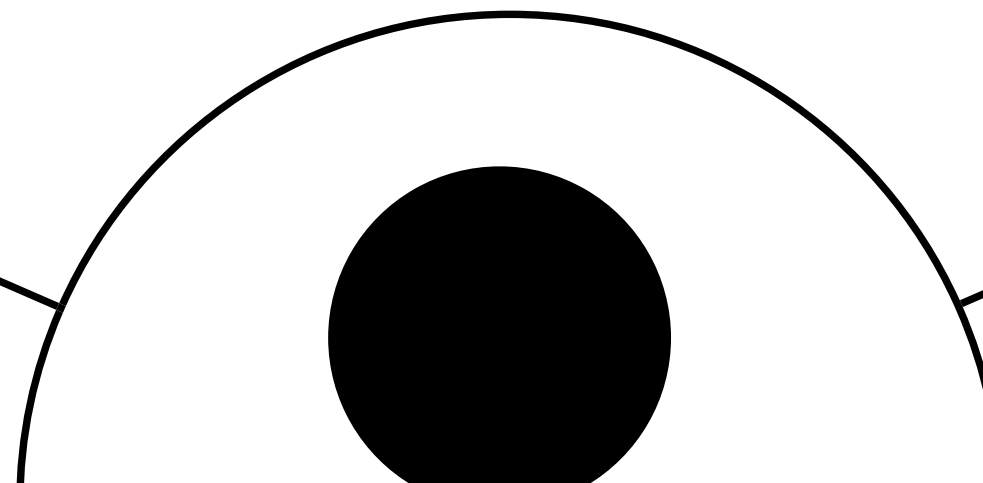
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