



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

What is  
best for me

Whether  
there could  
be any  
loss?

Wasting too  
much time

Curious  
about the  
outpu

Fear about  
the results

Compliment

## What do they SEE?

environment  
friends  
what the market offers

Environmental  
Factors

Profit



## What do they HEAR?

what friends say  
what boss say  
what influencers say

The outcome  
will be more  
accurate

Light  
weight

Good  
interface but  
needs some  
improvement

Comparing  
products

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Ask  
something  
reliable



## PAIN

fears  
frustrations  
obstacles

Afraid of  
estimating  
the cost

Afraid of  
monitoring

Weather  
distraction

## GAIN

"wants" / needs  
measures of success  
obstacles

Affordable  
cost with  
best  
outcome

Avoid  
unnecessary  
man powe

Achieved  
the  
expected  
output