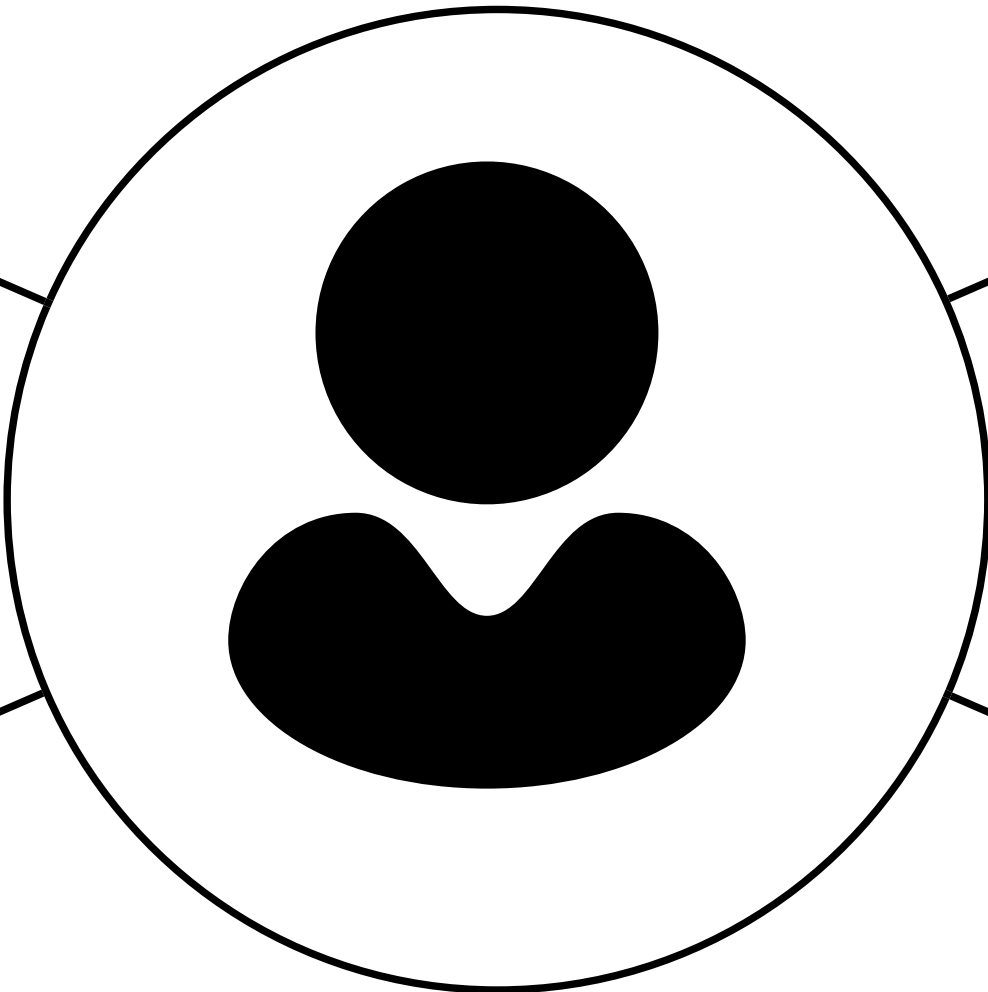


Irritated
Excited
Confused

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



This was easier the last time I used it
More research
Checks the website

Comparing with other solution
I'm not sure what to do next
The ads on the page are distracting

What do they
SEE?
environment
friends
what the market offers

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

I'm not sure what to do next
Is the solution correct?
Can we solve the problem by the given solution

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

PAIN
fears
frustrations
obstacles

Way to achieve the solution
Will I able to use new technology?
Need more patience

GAIN
"wants" / needs
measures of success
obstacles

Good Solution
Satisfaction
Happiness