What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

PERFECT OUTCOME

THE WAY OF USE

SAFETY

USE OF NETWORK REQUIRED

What do they HEAR?

what friends say
what boss say
what influencers say

TIME CONSUMPTION

APPLICATION OR PLATFORM REQUIRED

What do they SEE?

environment
friends
what the market offers

EFFICIENCY

The working condition of the website

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

RATE OF CONSUMERS USING

APPEARS TO BE SIMPLE AND EYE CATCHY

PAIN

fears
frustrations
obstacles

ACCURARCY

GAIN

"wants" / needs
measures of success
obstacles

INNOVATIVE AND DESIGN

CHANCES OF SERVER CLASH

EASY CALCULATIONS

AI for demand forecasting in the food industry