

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

**THE WAY  
OF USE**

**USE OF  
NETWORK  
REQUIRED**

*What do they*  
**SEE?**  
environment  
friends  
what the market offers

**THE  
WORKING  
OF AN  
MODEL**

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

**PERFECT  
OUTCOME**

**SAFETY**

**TIME  
CONSUMPTION**

**EFFICIENCY**

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



**PAIN**  
fears  
frustrations  
obstacles

**CHANCES  
OF  
DETECTION  
ERROR**

**ACCURACY**

**PREVENTS  
FOREST  
FIRE**

**GAIN**  
“wants” / needs  
measures of success  
obstacles

**PREDICT  
AND  
ALERTS**

