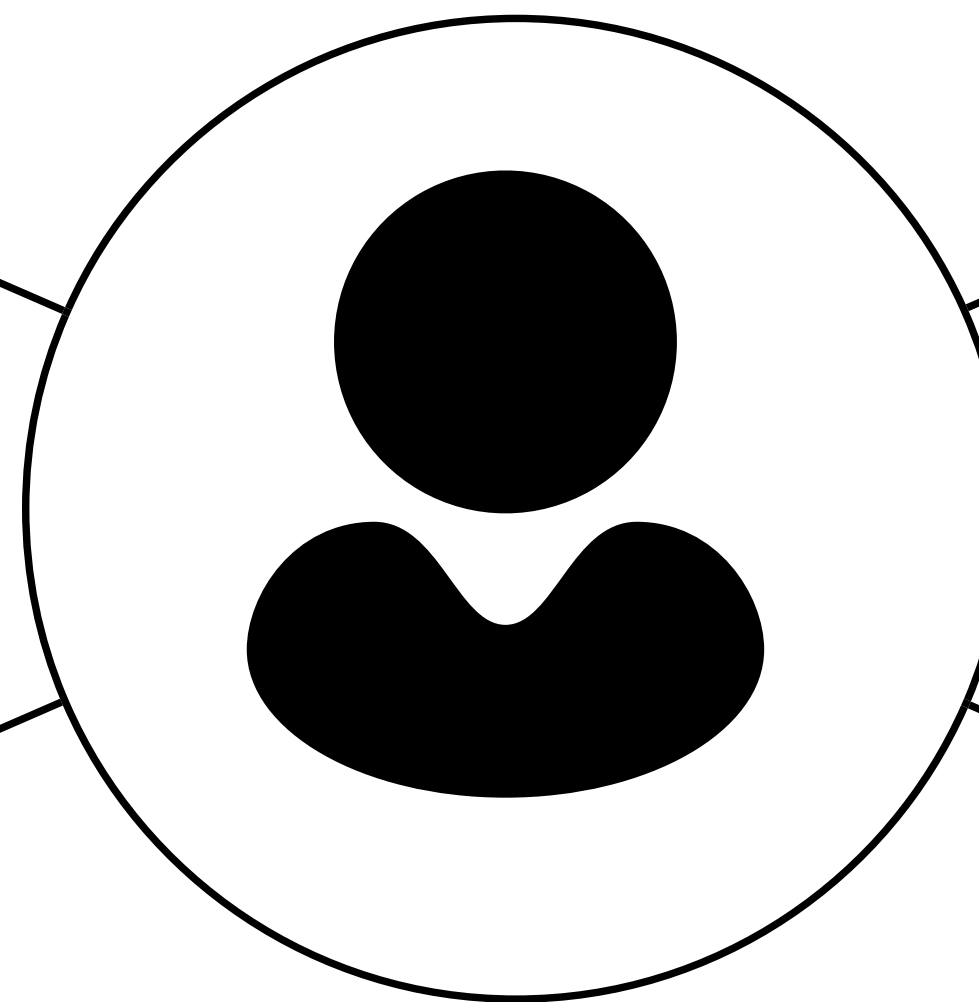


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*More efficient UI  
Daily in and out  
product list and  
Product trackers.*

*Order Priority  
data must be  
observed.*

*Sales  
Report*

*Aesthetic of  
the dashboard  
Filter*

*Variety of  
Products*

*which  
Product has  
highly  
purchased?*

*Area of sales  
improvement  
comparative  
chart data*

*Review  
about the  
purchased  
product*

*Want  
something  
Reliable*

*Discounts  
must be  
evaluated*

*Accuracy  
of the  
results*

**PAIN**

fears  
frustrations  
obstacles

*Analysis of  
damage is  
tough*

*High  
expense*

*Track  
product  
growth*

**GAIN**

"wants" / needs  
measures of success  
obstacles

*Area of  
expenditure  
is known*

*Success in  
Job*