



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Speed

Results

Accurate

Demand

**Accuracy
is vital**

**User
Friendly**

What do they HEAR?

what friends say
what boss say
what influencers say

**Use of
technologies**

What do they SEE?

environment
friends
what the market offers

Features

**Avoid
bad
predictions**

**This is
useful**

What do they SAY AND DO

attitude in public
appearance
behavior towards others

**Check
Predictions**

**This is
user
friendly**

**This is
Accurate**

**Cost
Accuracy**

PAIN

**Training using
Large datas**

**Could
be
Difficult**

Complexity

GAIN

**Accurate
prices**

**Greater
Insights**

**Brand
Value**