

What do they
THINK AND FEEL?

Skill based
job

what really counts
major preoccupations
worries & aspirations

Hard and
Annoying

Easy and
Accuracy

What do they
HEAR?

what friends say
what boss say
what influencers say

It is nessary

automation
will help us
be our best
services

Is thay helps
to
recommend
best

What do they
SEE?

environment
friends
what the market offers

ai
immersion

automation
in
workspace

tech
adoption

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

i am ready

take the
necessary
steps

let's move
forward

PAIN

fears
frustrations
obstacles

hard to bring
in public
knowledge

public don't
trust easily

need true and
acknowledge
skill inputs

GAIN

"wants" / needs
measures of success
obstacles

easy to get
skilled
workers

seekers can
get job
according to
there skills

no manual
work
needed