

what does (s)he

# THINK & FEEL?

What really counts  
Major preoccupations  
Worries & aspirations

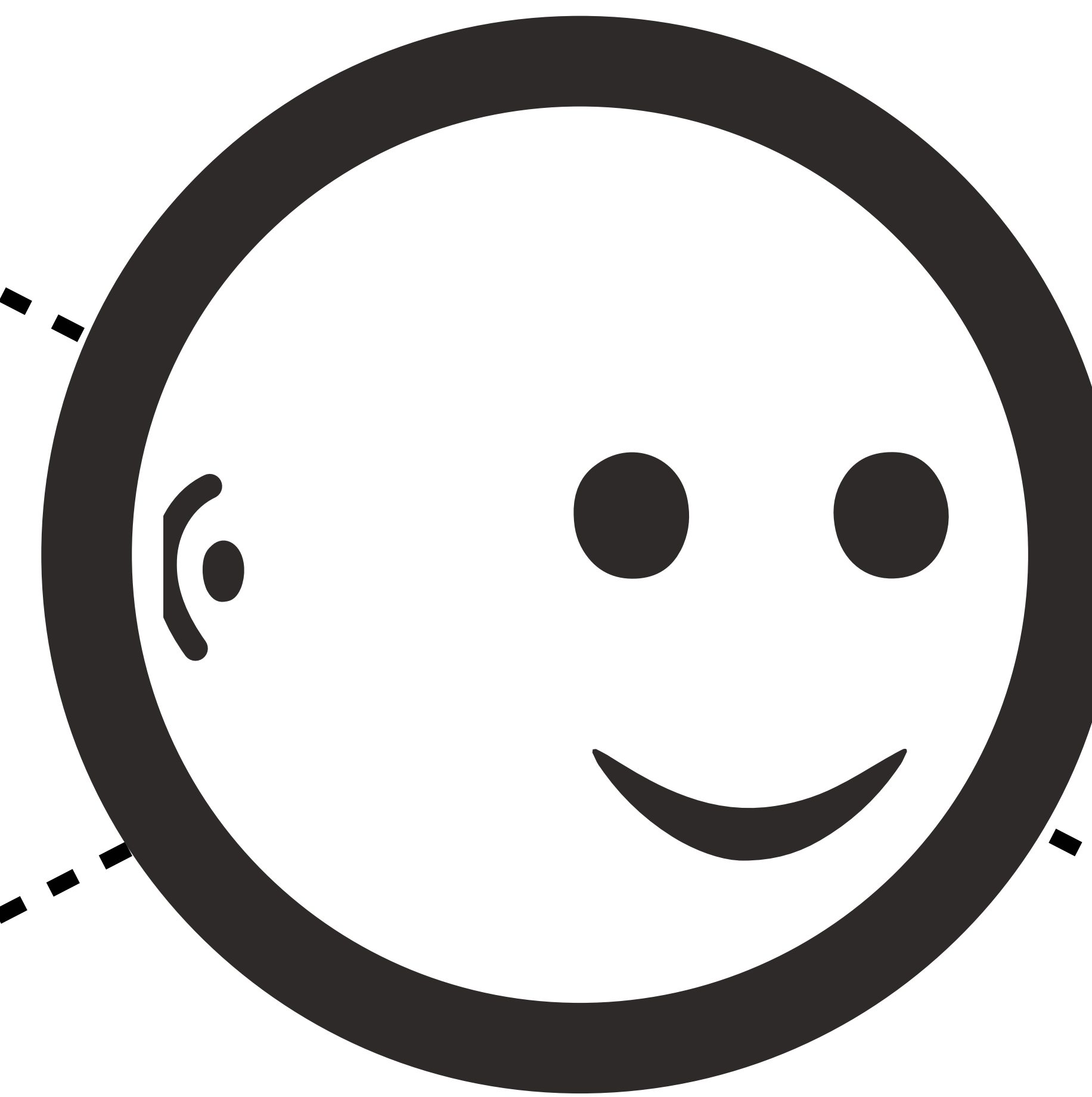
How to  
recognise  
the digits

Approaching  
this project  
using three  
layered  
network

Is this  
scalable?

Detects the  
scanned  
images of  
handwritten  
digits

Makes the  
identification of  
the text realistic  
through 3  
layered network  
model



Good  
Application that  
recognizes the  
digits of the  
handwritten  
texts

what does (s)he

# SEE?

Environment  
Friends  
What the market offers

Well  
Developed  
UI that  
satisfies the  
customer

what does (s)he

# SAY & DO?

Attitude in public  
Appearance  
Behaviour towards others

Automation  
is not user  
friendly and  
it is costly

I couldn't  
read what I  
wanted

We are  
ready to try  
if it is  
accurate

We need an  
automation  
tool to speed  
up  
processing

Handwriting  
is not clear

Understand  
the need for  
automation

Automating  
workflow is  
important in  
the market

what does (s)he

# HEAR?

What friends say  
What the boss says  
What influencers say

The letters  
are too  
small to  
read



# PAINS

fears  
frustrations  
obstacles

Cursive  
handwriting  
makes  
challenging

Typological  
errors may  
be present

Wrong  
interpretation  
of the  
message

More  
accurate  
results

Faster than  
manual

Errors can  
be reduced

# GAINS



“wants”/needs  
measures of success  
obstacles