

WHAT DO THEY THINK?

Expect the ability  
to get digital data  
to get digital data  
out of wordings  
written in paper

Read the  
sentence  
written in bad  
handwriting

What Really Counts  
Major Pre-occupations  
Worries & aspirations

Apps that get  
information in  
paper books

WHAT DO THEY HEAR?

Are raw  
materials are  
available at  
cheaper rates

What friend say  
What boss say  
What influencers say

Calorie  
should be  
tracked

WHAT DO THEY SEE?

Environments  
Friends  
what the market others

Software  
capable of  
recognizing  
Mathematical  
equations

WHAT DO THEY SAY AND DO

Attitude in public  
Appearance  
Behavior towards others

Exercise  
linked with  
nutrition

Nutritional  
information  
on packaged  
food is false

PAIN

Fears  
Frustrations  
Obstacles

Tired of  
bugs and  
insects

A lot of  
effort

GAIN

Needs  
Measures of success  
Obstacles

Health benefits  
as organic  
products are  
very nutritional

No worries  
about food  
poisoning