## What do they THINK AND FEEL?

what really counts

major preoccupations

worries & aspirations

- Handling large amount of data in much scalable way
- Data and tool integration and openness
- Complete track on treatments and plans
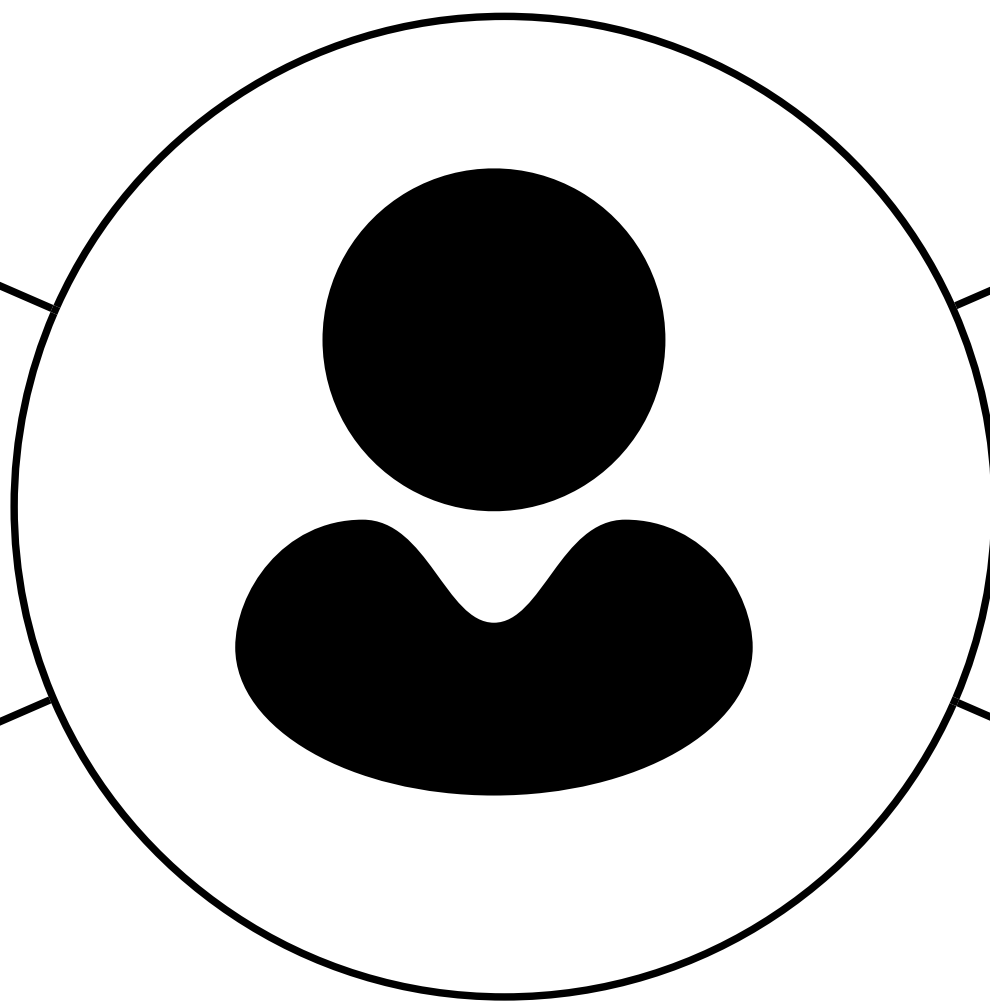
## What do they HEAR?

what friends say

what boss say

what influencers say

- Accessing and manipulation of data is much easier
- Updation of data and retrieval is simple
- Mismatch of data causes problems in results

## What do they SEE?

environment

friends

what the market offers

- Providing 24/7 services
- Handling large data to avoid inscalability
- Maintaining good reviews from customers

## What do they SAY AND DO?

attitude in public

appearance

behavior towards others

- Avoiding Human errors
- No physical activities
- Maintain friendly and genuine relationship between customer

## PAIN

fears

frustrations

obstacles

- Processing vast amount of data is time consuming
- Collection and retrieval of dataset is difficult task
- Complex interfaces and tools which are difficult for user to handle

## GAIN

"wants" / needs

measures of success

obstacles

- Less Time Consuming
- User-friendly
- Personalization of products and services
- Good Quality of Data