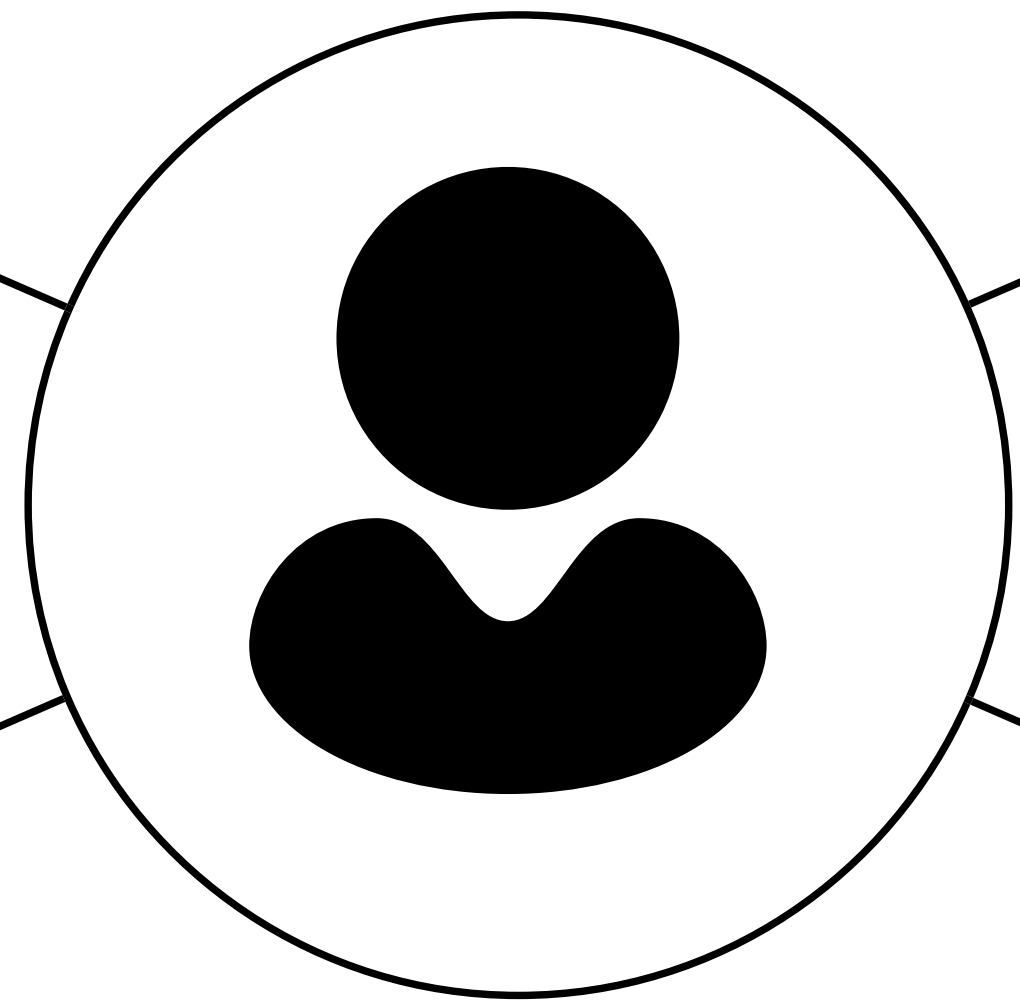


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- is this faste
and
compact
- Have more
features in
it
- Is this a
Good
Application

What do they
HEAR?

what friends say
what boss say
what influencers say

- Accuracy
level
- useful tool
- well
understanding
algo

What do they
SEE?

environment
friends
what the market offers

- Different
platform
apps
- Multiple digit
recognition
softwares
- complex
understanding
digits

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Usage of
the app
- How will it
work
- Does it
scan digits

PAIN

fears
frustrations
obstacles

- Difficulty in
understanding
the writings
- Time
consuming
task
- Hard to
communicate
and
understand

GAIN

"wants" / needs
measures of success
obstacles

- Fast
detection
- Easy
Translation
- Scans
every
possible
digits