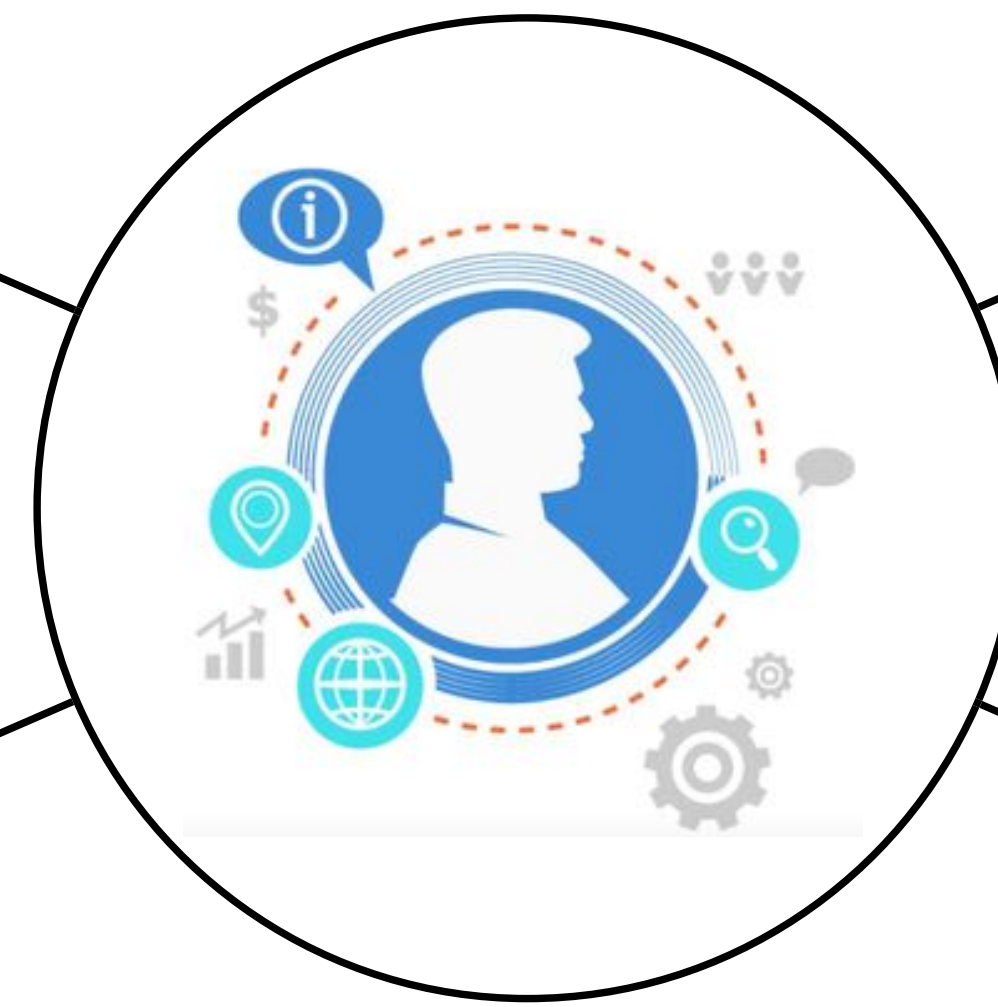


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Communication
with sign
language to
specially abled

Use mobile
phones for
assistance
with internet

Better
for smart
phone
technology

Is this
securable ?

Provide
personalised
learning
experiences

Allow people with
disabilities to
fully control their
environments

Being
flexible in
workplace

Can I
recognize
the sign
language?

Easy to
learn and
visualize

Access
with all
keywords

The audio is
clear in the
crowd too

Is the
audio is
clear?

Inadequate
money

Is it worth
for money

Fear of
addiction

Images are
in good
pixels

How quickly
the images
are visible

Is the
working
environment
is good ?

It make use
of text
editors and
social media

Influencer
platform
will be
used

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Need
more free
time

Is there
live
session to
learn ?

How to
retrieve
information ?

Cannot able
to focus
more time

Heuristic to
learn for
themselves

Capable of
performing
multiple task

Visually
impaired users
can set it up to
work with
VoiceOver

Hearing
impaired users
can use text
descriptions and
icons

Anybody can
have access it
including
people with
disabilities

Easily get
idea of
representation