



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

WILL THIS
APPLICATION
RECOGNISE
DIGITS
PROPERLY

IS THIS
APPLICATION
USER
FRIENDLY

WILL THE
APPLICATION
DETECT ANY
TYPE OF
HANDWRITING

USERS POINT
OF VIEW ON
THIS
APPLICATION

What do they
SEE?
environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

COMPARES THIS
APPLICATION
WITH OTHER
APPLICATIONS
AVAILABLE
ONLINE

ADVANTAGES
AND
DISADVANTAGES
OF THE
APPLICATION

ASK FEEDBACK
FROM OTHER
USERS ABOUT
WORKING OF
THIS
APPLICATION

PAIN

fears
frustrations
obstacles

CAN THIS
APPLICATION
BE ACCESSED
ANYWHERE
AND ANYTIME

IS INTERNET
CONNECTION
REQUIRED

IS THIS
APPLICATION
AVAILABLE TO
ALL USERS
ACROSS THE
GLOBE

GAIN

"wants" / needs
measures of success
obstacles

AN
APPLICATION
TO USE FOR
EASY
HANDWRITING
RECOGNITION

INCREASES
SCOPE FOR
DIGITAL
DEVELOPMENT

What do they HEAR?

what friends say
what boss say
what influencers say

FEEDBACK
ABOUT THE
APPLICATION

OPINIONS OF
OTHER USERS
ON THE TRUST
OF THIS
APPLICATION

PERCEPTION
FROM OTHER
USERS