



is it having
correct
values

what should
we do to
retain our
customers

what is the
demand in
market

what should
we do to
increase
profit

will the profit of
the product
increases,if we
reduce or
increase the
price

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

What do they SEE?

environment
friends
what the market offers

compare
organization
performance
with industry

see evident
bases data
driven
results

insight
about the
sales

a good nice
looking
dashboard

hears about the
market trends and
our dashboards
analytics report
and cmpares them

selling a
perticular
product won't
do good for our
business

yesterday sales
is higher or
lower than
previous weeks
sales

will the
dashboard
have all the
useful
informations

test and verify
that tha data
tracking is
done properly

what other
benifits are
there

where
should we
focus on
selling

detailed
work flow
should be
available

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

complexity
and bias

lack of
assignment
within
teams

getting the
right data

needs
constand
data
updation

lack of
accuracy

GAIN

"wants" / needs
measures of success
obstacles

increase
customer
retention

plan future
targer

improve
customer
acquisition

boost sales
productivity

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What do they **HEAR?**

what friends say

what boss say

what influencers say

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