

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Customer and
machine
conversation

it gives many
options for our
questions
(requirement)

It follow
sequence
guidelines

All time
availability

What do they
HEAR?

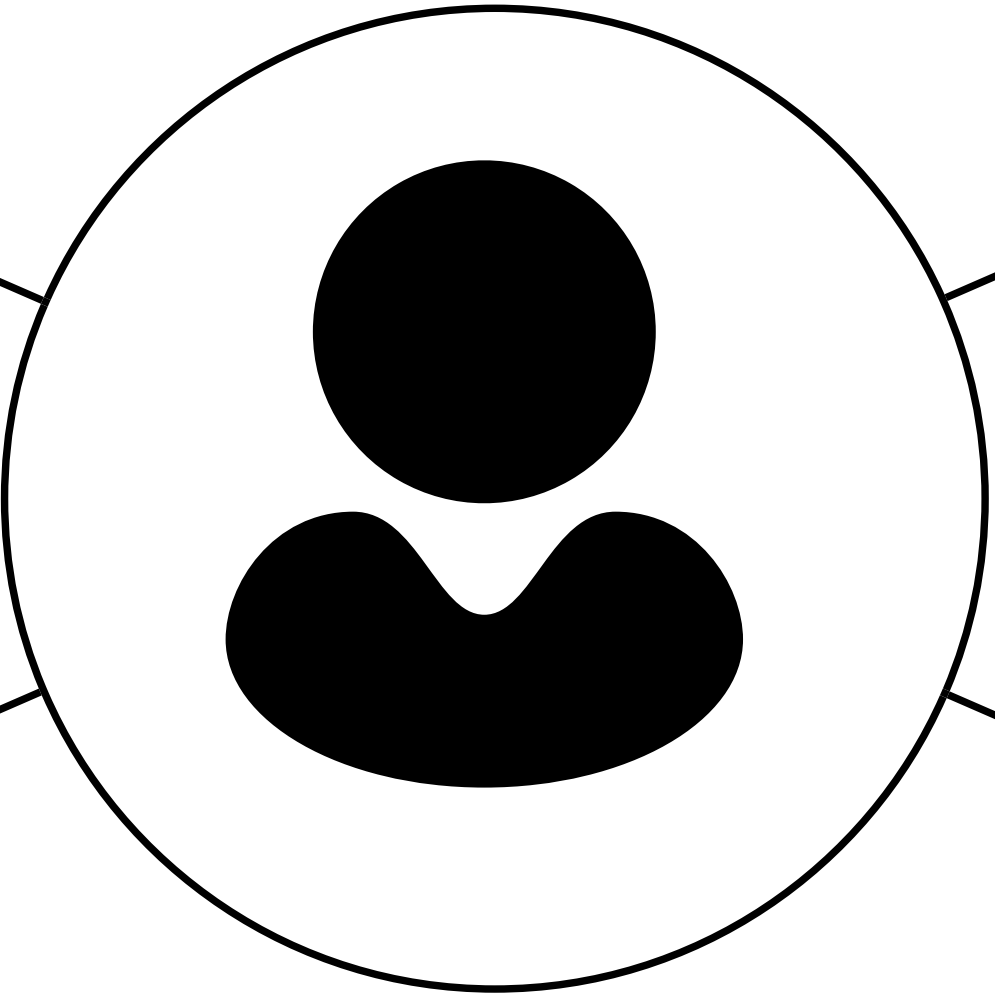
what friends say
what boss say
what influencers say

User
friendly
application

It is used in
all domain

It is reliable

It is stable
application



Opportunity
to study
online

different way of
communication

A lot of
option to
choose

It give
different
services

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

They will say
for expecting
different
services

it is very
important to
known the
less english

The way of
communication
is simple and
convenient

The some other
exception
services the will
to need humans

PAIN

fears
frustrations
obstacles

No other
language
include

ask deep relavent
question, chatbots
confused

Limited
availability
of data

Some time it is
misunderstanding

GAIN

"wants" / needs
measures of success
obstacles

It gives
flexible
customer
service

all time
availability

It reduces
the
workload

Easily
accessible