



# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

- Is it possible to process large data?
- Can the data be segmented properly?
- Can the redundancy checked properly?

- Excited
- How it is going to stand out?
- How reliable it is?

# What do they HEAR?

what friends say  
what boss say  
what influencers say

- Its already present in other firms
- Redundancy chances are high
- Easier access of stocks

- Determining Organizational Goals
- Pinpointing Trends and Patterns
- reports with clear visualization

# What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

- Will this be accurate?
- What are the requirements?
- How reliable is it?

- Manually check for the availability
- First check it out with smaller data
- Properly frame the solution with some related works

## PAIN

fears  
frustrations  
obstacles

- Inaccuracy
- Redundancy
- Security and Reliability

## GAIN

“wants” / needs  
measures of success  
obstacles

- Faster access
- Ease of use
- Analytics helps to improve better