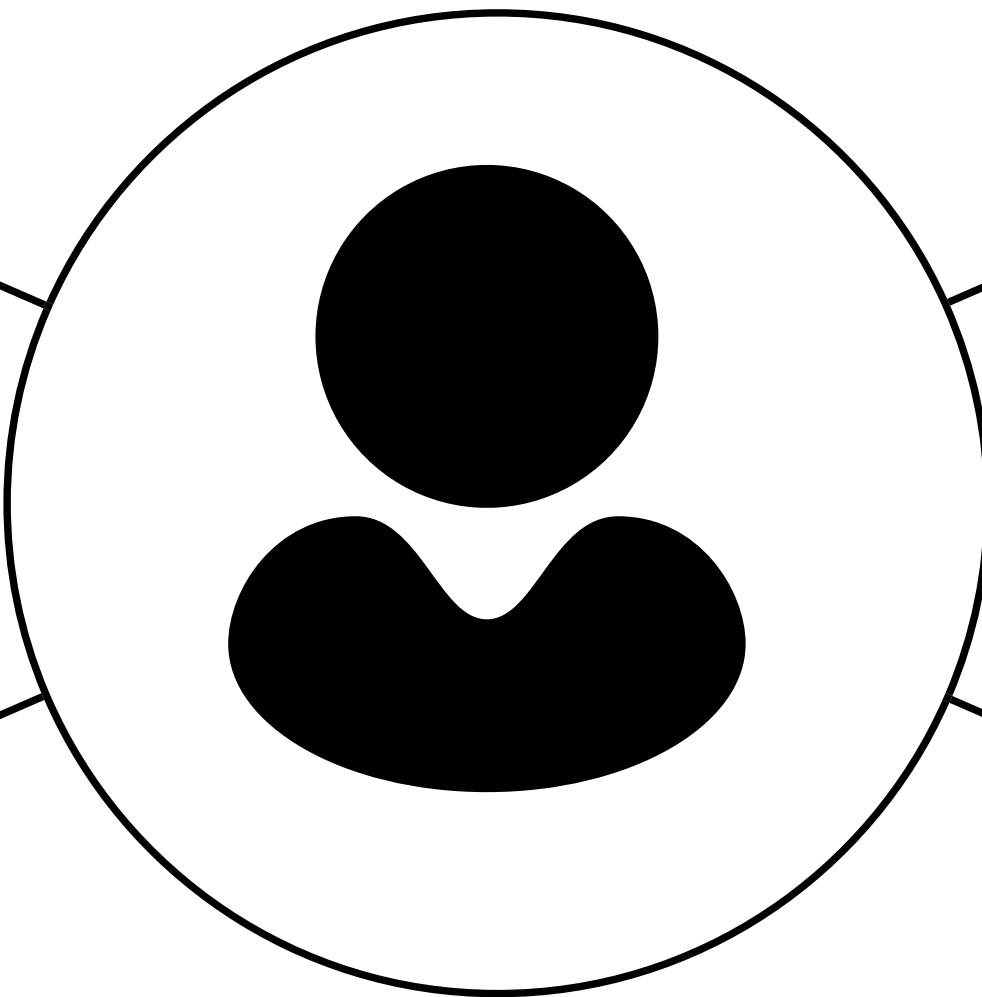


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- How futuristic it is?
- Is it possible to segment and process large data?
- Can it be implemented under extreme circumstances?

- How commandable it is?
- Elated
- How authentic it is?



What do they
HEAR?

what friends say
what boss say
what influencers say

- Will is satisfy the requirement?
- Implementation may or may not succeed
- Might have patent related queries

What do they
SEE?

environment
friends
what the market offers

- Use of latest technologies
- Determining goals and demands
- Creating trends in future point of view

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- How reliable it is?
- Will this be errorless?
- What are the pre-requisite characteristics?

- Designing an algorithm
- Test with sample data
- Framing solutions with existing works

PAIN

fears
frustrations
obstacles

- Improper recognition
- Hardware Failure
- Bugs in the code

GAIN

"wants" / needs
measures of success
obstacles

- Ease of access
- Latency is reduced
- Increased features