



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Creating an effective data visualization
- Collecting a suitable dataset
- Ability to save lives

What do they
HEAR?

what friends say
what boss say
what influencers say

- The issues with the product
- Product already exists
- The security with the product

What do they
SEE?

environment
friends
what the market offers

- The final developed visualization
- The challenges underwent while developing
- An effective solution

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Required resources
- A well designed visualization
- Simplicity

PAIN

fears
frustrations
obstacles

- Inability to predict for all cases
- Less reliability/security
- Edge cases

GAIN

"wants" / needs
measures of success
obstacles

- Prediction with high accuracy
- High accuracy and minimal mistakes
- Edge cases