

# What do they THINK AND FEEL ?

what really counts  
major preoccupations  
worries & aspirations

predicts  
correctly

hard task  
for  
machine

identifies the  
image and  
recognises the  
digits  
with maximum  
accuracy

identifies a digit  
without the help  
of a keyboard

plays an  
important role  
in  
modern world

Wrong  
predictions

# What do they SEE ?

environment  
friends  
what the market offers

People using  
other  
technologies

People  
not trusting  
technologies

# What do they SAY AND DO ?

attitude in public  
appearance  
behaviour towards others

uploading  
images only

Suggesting  
others to use

Hard to  
believe

We can  
use other  
apps

# What do they HEAR?

what friends say  
what boss say  
what influencers say

requires  
great variety  
of  
styles.sizes  
etc

no possibility  
of obtaining  
info about the  
type of input

digits were  
written by  
different  
people

## PAIN

fears  
frustrations  
obstacles

Poor  
images of  
digits

Not always  
accurate

complexity

not done in  
real time

fear about  
the  
correctness  
of digits

high amount  
of accuracy  
can be  
achieved

recognises  
human hand  
written digits

## GAIN

"wants/needs  
measures of success  
obstacles

Fast and  
effective

identifies digitd  
automatically

makes  
human job  
easier