What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- It responds to FAQs
- Hesitation to use the new application
- Is this a right choice

What do they HEAR?
what friends say
what boss say
what influencers say

- It is User friendly
- It is language specific
- Is it trustworthy?

What do they SEE?
environment
friends
what the market offers

- Reviews
- Explore more about the features of application
- How to use the application

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- Providing positive/ negative feedback
- Listen to suggestions
- Observe similar applications

PAIN
fears
frustrations
obstacles

- What if my account details got leaked?
- It requires more knowledge
- It is not giving the right answer unless questions are asked exactly how they are setup to interpret a user input

GAIN
"wants" / needs
measures of success
obstacles

- It provides instance response to any query without any delay or making the customer wait
- It is convenient that i can access it anytime from anywhere
- It provides exact response for pre defined queries