



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Why is this  
usage so  
hard?

What does  
make  
fulfilled?

Best result  
needed

Appropriate  
rate of result

Excited to  
continue

want  
Awesome

Inadequate

Unsure  
whom to  
trust

## What do they HEAR?

what friends say  
what boss say  
what influencers say

Consumes  
more time

Ensure  
again  
manually

Don't trust it  
too fast

## What do they SEE?

environment  
friends  
what the market offers

Quick  
response

Provides  
limit alert

Monitor  
frequently

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

I want  
something  
reliable

Where  
should I  
start?

Am I  
utilizing all  
the  
facilities?

Provides  
statistics

Compares  
expenditure  
limit

More  
research

## PAIN

fears  
frustrations  
obstacles

Ancious  
about the  
result

Trust  
related  
flustrations

How to  
overcome if  
there is a  
false result

Need more  
attention

## GAIN

"wants" / needs  
measures of success  
obstacles

Best result

Statistics  
approach

Better  
performance

More usage  
rate