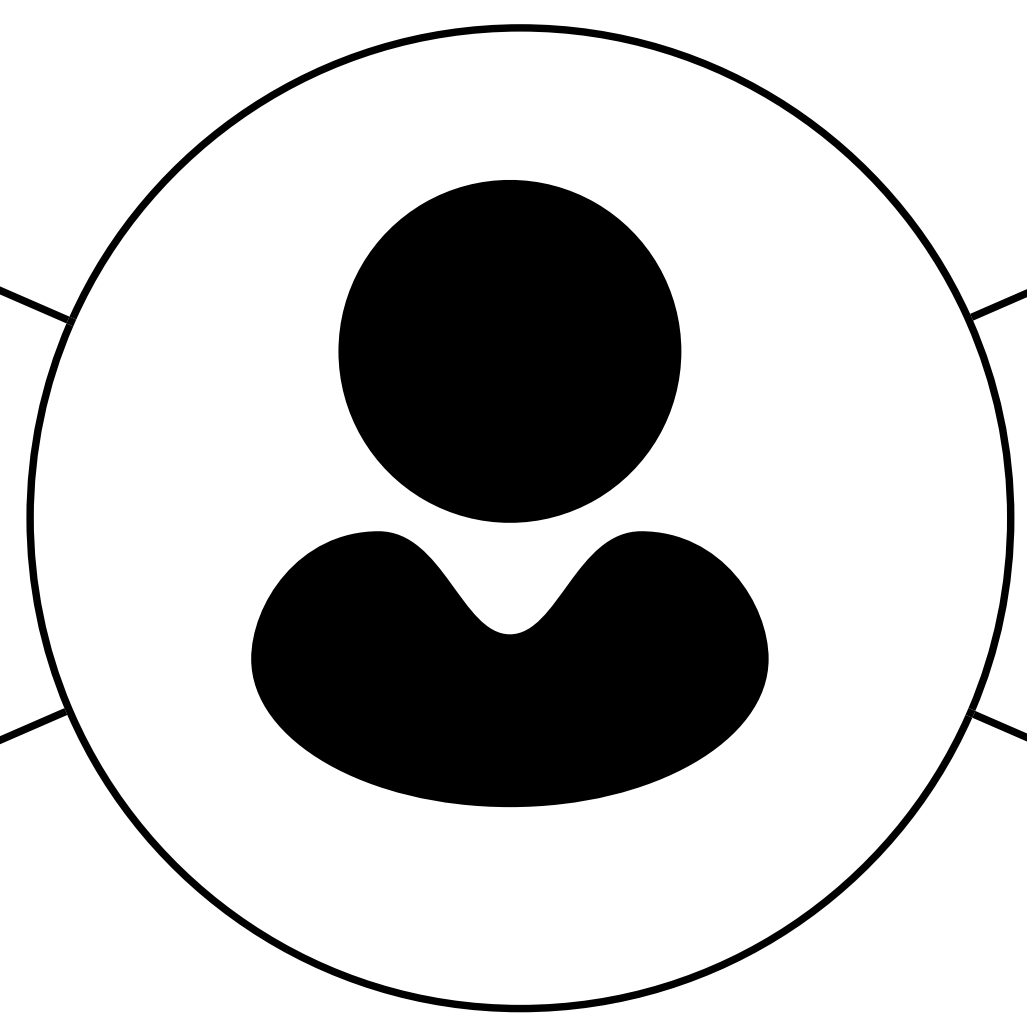


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Am i missing something?
- Is this is good for me?
- wasting my time?

- What do they think about me?
- It's a complex process



What do they
HEAR?

what friends say
what boss say
what influencers say

- it is better to select this one
- Look for more to get the best
- Select a unique one

What do they
SEE?

environment
friends
what the market offers

- Check the websites
- Checks whether it fits
- Searches for best price

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- I'm expecting something different.
- Is this is best?
- Does it works well?

- Where should i start?
- Is this is reliable
- Compares with others

PAIN

fears
frustrations
obstacles

- Too costly
- It may not be perfect
- It will not satisfy others

GAIN

"wants" / needs
measures of success
obstacles

- It's perfect
- Reliable
- Saves time