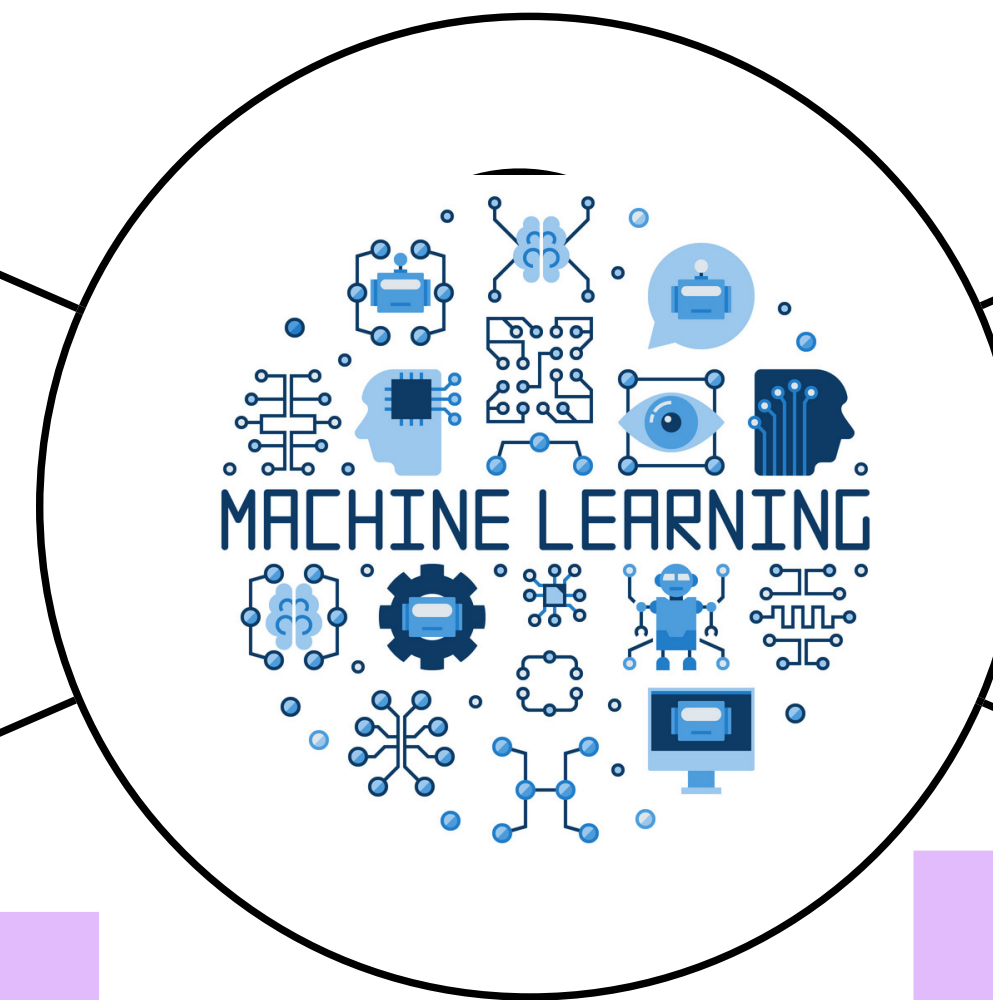


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

anything missed?

will it work?

How much time left?

anxious

confused and nervous

scalable?

i want something reliable

where should i start?

what do you think?

its really interesting

saving time

comfortable for users

reducing crowd

accuracy

air traffic problem

economic problem

include real time data set

add more features

this is already done by others

good work

PAIN

fears
frustrations
obstacles

needed of good analytical skills

tough to chose the precisioned model

lot of algorithms

lack of knowledge

GAIN

"wants" / needs
measures of success
obstacles

learning new technology

need to effectively predict delays

need to reduce crowd

support flight plan and emergency plan