

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Couldn't find the
desired product
that I wish since
the pages show
only what they
programmed to
show

No
recommendations
based on my
information that I
provided

Time
consuming
process to
order my
product

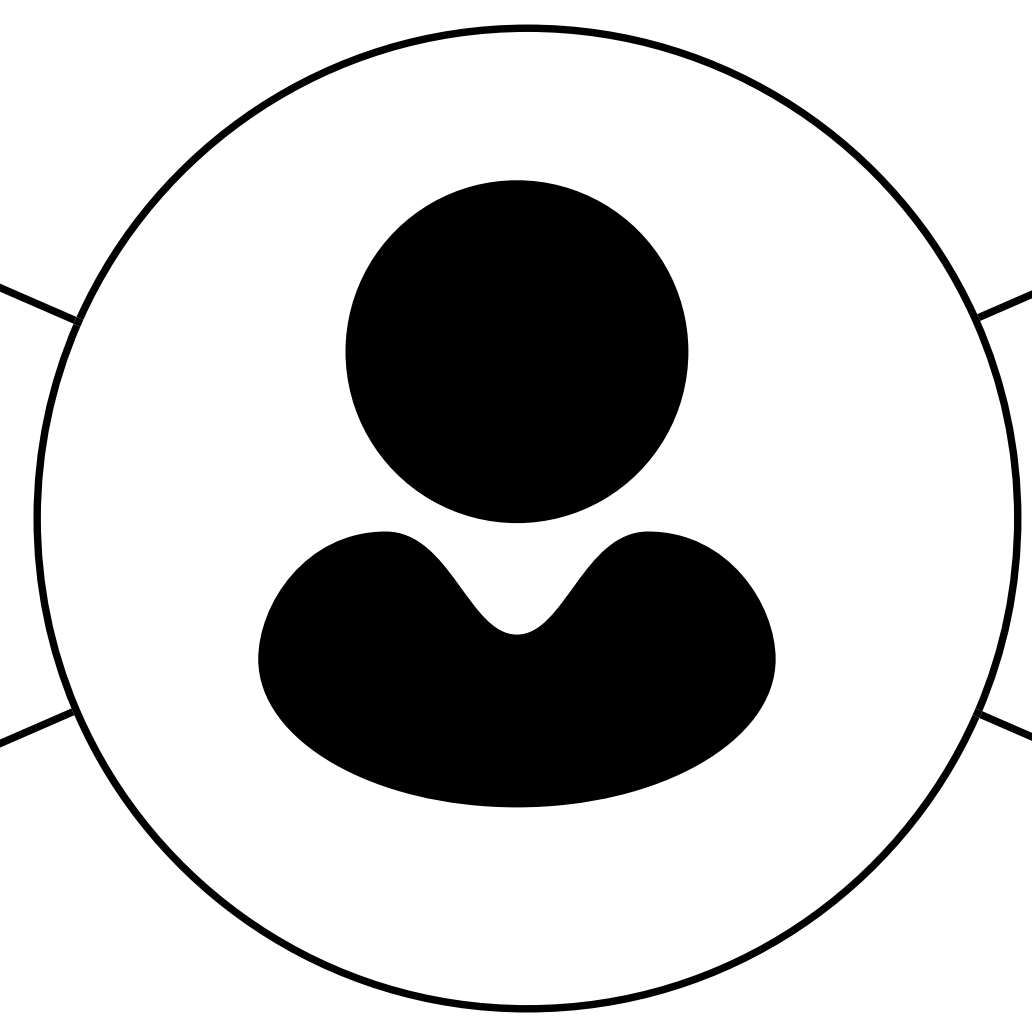
What do they
HEAR?

what friends say
what boss say
what influencers say

Price value
is good

On Time
Delivery

Quality is
best



Price Quality
in user
Management

More
Choices

Any
Offers

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Has to navigate
through too
many screens
for the product I
need

Using the chat
bot, we can
manage the
user choices.

PAIN

fears
frustrations
obstacles

Limited
Availability of
Data

Require
Sometime
for Self
Update

Do not Store
Past
Conversation

GAIN

"wants" / needs
measures of success
obstacles

Interactive
Marketing
Guide

Anytime
Anywhere

Quick
Response