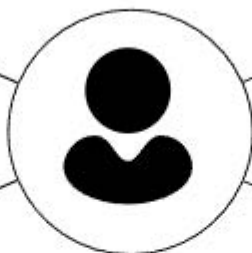


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

is it easy
to use

will it be
safe



What do they
HEAR?

what friends say
what boss say
what influencers say

can it
function
properly

is it work
at all
platform

user
friendly

current
affairs

multiple
platform

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

current
updates

head
lines

notify
new
product

PAIN

fears
frustrations
obstacles

not safe
to use

not work
properly

server
overload

GAIN

"wants" / needs
measures of success
obstacles

work
without
any
obstacles

work
dynamic

reach to
everyone