



## 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

## What do they SEE?

environment  
friends  
what the market offers

user  
friendly

current  
affairs

multiple  
platform

## 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