

Where do they get information from

What do they
HEAR?
what friends say
what boss say
what influencers say

I need to focus, pay attention, skill up

May be this isn't the best

Are the topics are interesting

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

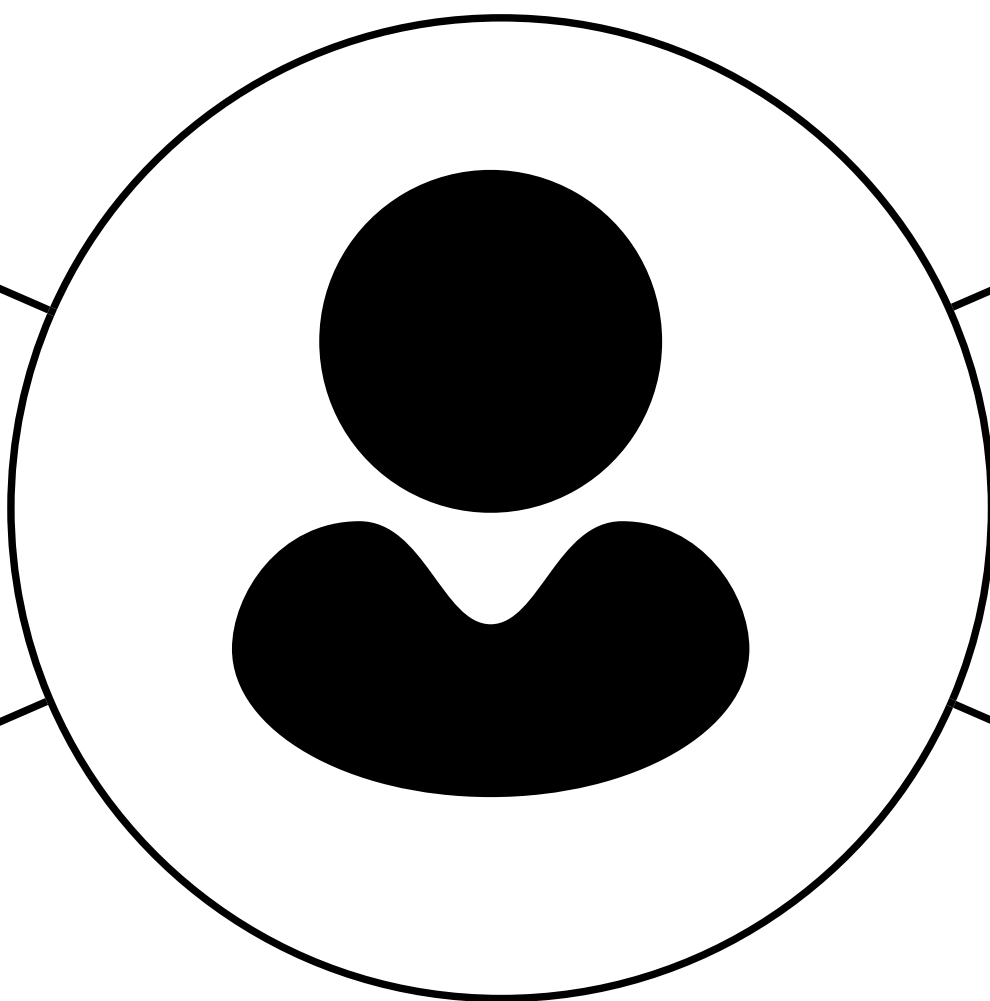
I want something relevant

Aren't the news are short

Confused by the choice

We weren't impressed with your demo

We need more support



I receive news papers

Social media posts

What do they
SEE?
environment
friends
what the market offers

Current telecasts

I am expecting such streamline

Comfort in getting suitable information

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

User friendly and recommended

Update the application

PAIN
fears
frustrations
obstacles

Can't find new customers

How to build reputation

GAIN
"wants" / needs
measures of success
obstacles

Better relations with customers

Increased sales/ revenue