

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

will this
work
efficiently

will this
satisfy
users need

whether
accidents
will be
reduced

Flexible to
environment
or not

will it
withstand
any weather
conditions

is it worthy

by
checking
pros and
cons

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

how much
does it cost

is it
reliable

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

whether they
see signs
clearly or not

did they
follow the
conditions
given by
government

is this
product
acceptable
by society

PAIN

fears
frustrations
obstacles

Violating
the rules

Technical
errors

Lower
rate of
accidents

Heavy
traffic jam

GAIN

"wants" / needs
measures of success
obstacles

low cost
maintenance

saves
time