

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Usage based
on
circumstances

Must be
somewhat
accurate

Should be
user
friendly

What do they SEE?

environment
friends
what the market offers

User
Experience

Environment
factors

Import and
Export
relations

What do they HEAR?

what friends say
what boss say
what influencers say

Price
determination
based on
trades

Satisfy
customer
needs

Optimum
price
results

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

No
Certainty in
prices

Best
Techniques
to increase
the accuracy

Could it be
accurate

PAIN

fears
frustrations
obstacles

Prices may
differ
significantly

Foretelling
thr prices is
challenging

Import/Export
relationships
can fluctuate
prices

GAIN

"wants" / needs
measures of success
obstacles

Comparison
between
prices

analyse the
demands and
increase
trading volume

Crude oil
based
companies
improved
performance