

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Whether the
prediction
will always
be correct?

Whether
my data is
protected?

Whether my
report will
be
generated?

What do they
HEAR?

what friends say
what boss say
what influencers say

Reports
need to be
maintained

Accurate
datasets
need to be
used



Report
Analysis

Prediction
results

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Login to
website

Draw an
image

Upload
the
image

Need to
upload the
drawn
image

PAIN
fears
frustrations
obstacles

Need
Network
Connection

Detection
can be
done fast
and easily

GAIN
"wants" / needs
measures of success
obstacles

Frequent
predictions
can be
made