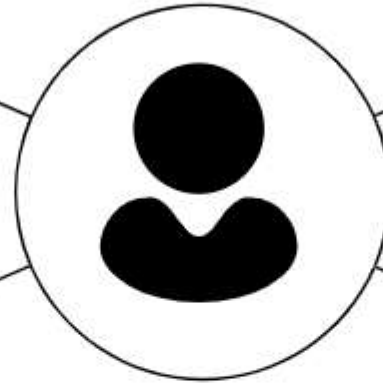


# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



- No Certainty in prices
- Best Techniques to increase the accuracy
- Could it be accurate

- Price determination based on trades
- Satisfy customer needs
- Optimum price results

- User Experience
- Environment factors
- Import and Export relations

# What do they SEE?

environment  
friends  
what the market offers

# What do they HEAR?

what friends say  
what boss say  
what influencers say

# 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

## 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