



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

How to
predict
customers
interest

How to
monitor
inventory

Use of lot of
spreadsheets

How to
monitor
stock

Using lot of
spreadsheets

What do they HEAR?

what friends say
what boss say
what influencers say

Difficult to
find
accurate
results.

Waste of
time

Upgrading
towards the
technology

Dashboards
and
apploication

Costlier
services

Best
customer
service

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Appointing
a person
to the
work

More
research
time

Observing
others
decision

Asking
friends

PAIN

fears
frustrations
obstacles

Inaccurate
results

Barrier

Time
consuming

GAIN

"wants" / needs
measures of success
obstacles

Accurate
results

User
friendly

Easy to find
insights