

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

How Crude Oil
impacts a
country's
economy?

Impact of a
disruptive
supply chain
over
economy?

Accuracy of
prediction?

Volatility of Oil
Price?

Impact of
recent interest
in eco-friendly
transportation

Effects of
Supply and
Demand

Influence of
OPEC on Oil
Price

Maintaining
Diplomatic
relations

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

Crude Oil
price
prediction is
very difficult

Billions of
Traders have a
vested interest
in oil industry

Deciding
factor for
GDP of a
country

Non
renewable
resource is
not
sustainable

Fear of
Instability in
pricing

Ambiguity
in demand
and tariffs

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

Acceptable
Prediction
Accuracy

Impact of
economic
growth due to
wrong
projection

Constant price
fluctuation

GAIN

"wants" / needs
measures of success
obstacles

Stabilize the
market by
prediction

Graphical
representation
of historic data

Impact on a
country's
economy