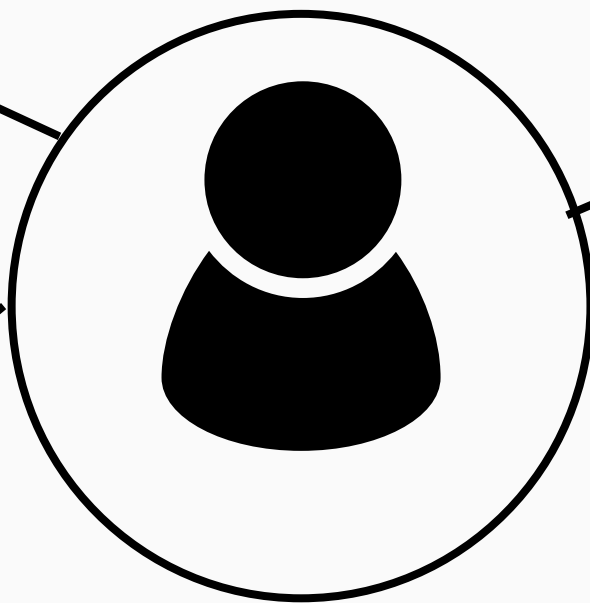


what do they think and feel ?

What really counts major preoccupations worries & aspirations



What Do They Say And Do ?

attitude in public appearance  
Behaviour towards others

What Do They Hear?

What friends say  
What boss say  
What influencers say

What Do They See ?

Environment friends what the market offers

Can we speed up our entire process ?

we need maximum accuracy

Is it possible to get an easy to use and cost effective solution

Is this scalable

Worried if automating spoils our reputation

We need technical support

It looks like automation improves customer experience

Many competitors are moving towards automation

Our competitor's customer base improved

There are some risks. We need a credible product

Automating workflow is important in the market

Let us consult with experts and industry leaders

We understand the need for automation

Why we need to change ?  
We can stick with manual process

We need an automation tool to speed up processing

We are ready to try if its accurate and low cost

we are searching for a well developed tool

Automating is not user friendly and costly

We have been using a product already

Pain

Fears  
Frustration  
Obstacles

Gain

"Wants"/Needs  
Measures of sucess  
obstacles

Need to deal with different handwritings

Technical issues like server malfunction and downtime

Human error or missing data fields leads to cheque bouncing

Financial laws vary in different countries and possibility of scams

Convince users to adapt

Automate workforce and human errors

speed and advanced reporting

Cost effectiveness and easy integration

Privacy

Stay ahead in the ever evolving market