



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

What is
written
in this?

How to
recognise
the digits?

Annoying

There are lot
of
grammatical
mistakes in
the message

Handwriting
is shabby

People
who write
in a hurry

If the pen
does not
work
properly

Scribbled
Handwriting

What do they SEE?

environment
friends
what the market offers

Can we
read
this?

What do they HEAR?

what friends say
what boss say
what influencers say

The letter
are too
small to
read

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

I couldn't
read what I
wanted.

I don't have
enough
patience to
recognize
right now

The cheque
amount is
not written
properly.

Spend more
than 30mins
and quit at
the end

PAIN

fears
frustrations
obstacles

Missing of
words from
the
message

Hard to
find the
text
interests

Wrong
interpretation
of the
message

Typological
error

Accuracy

GAIN

"wants" / needs
measures of success
obstacles

Makes the
reading
task easy

Reduce the
time
consumption

Comfortable