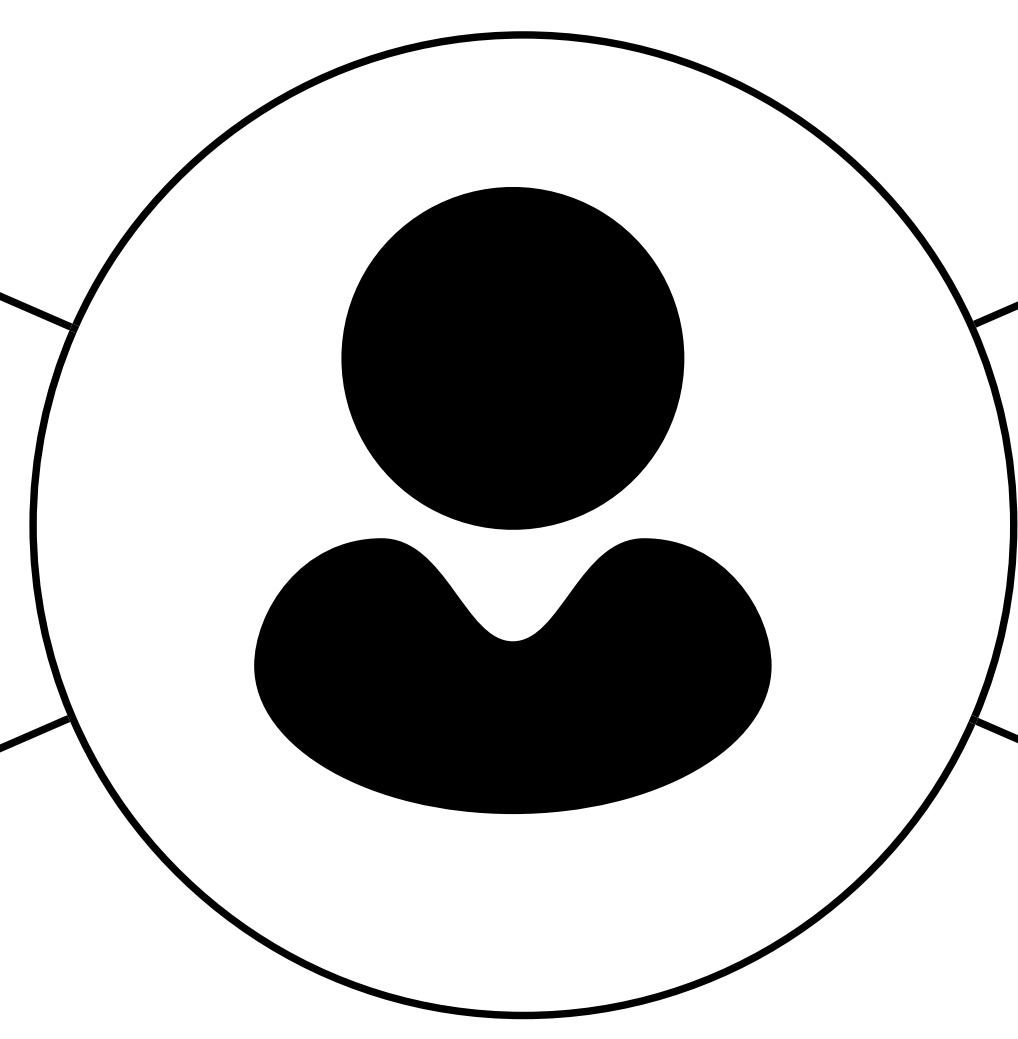


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- Is the prediction is true ?
- Whether the prediction can be trusted?
- Whether I made a correct choice?

- Hoping for the accurate prediction
- Attractive User Interface
- Useful for Investors

- Interactive User Interface
- Crude oil trade information
- Live price monitoring

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

- I want something reliable
- It should show the real-time price of crude oil
- It should alert when there is huge change in price

PAIN

fears
frustrations
obstacles

- Uncertain to trust
- dread
- Tension

GAIN

"wants" / needs
measures of success
obstacles

- Helps to find the correct time to invest
- Helps to understand how the current market works
- Solve various doubts in our mind