



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- i want something awesome
- wasting too much time
- why is this so hard

What do they
HEAR?

what friends say
what boss say
what influencers say

- analysing traffic is not possible
- collecting dataset is challenging
- need to get this done soon

What do they
SEE?

environment
friends
what the market offers

- details about required ports
- datasets
- datasets that is required for finishing the project

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- collect data set
- analysis data in best way
- provide necessary solutions

PAIN

fears
frustrations
obstacles

- traffics in major ports are increasing
- analysing this traffics in difficult

GAIN

“wants” / needs
measures of success
obstacles

- traffic details is analysed properly
- things planned accordingly