

What do they
THINK AND FEEL?

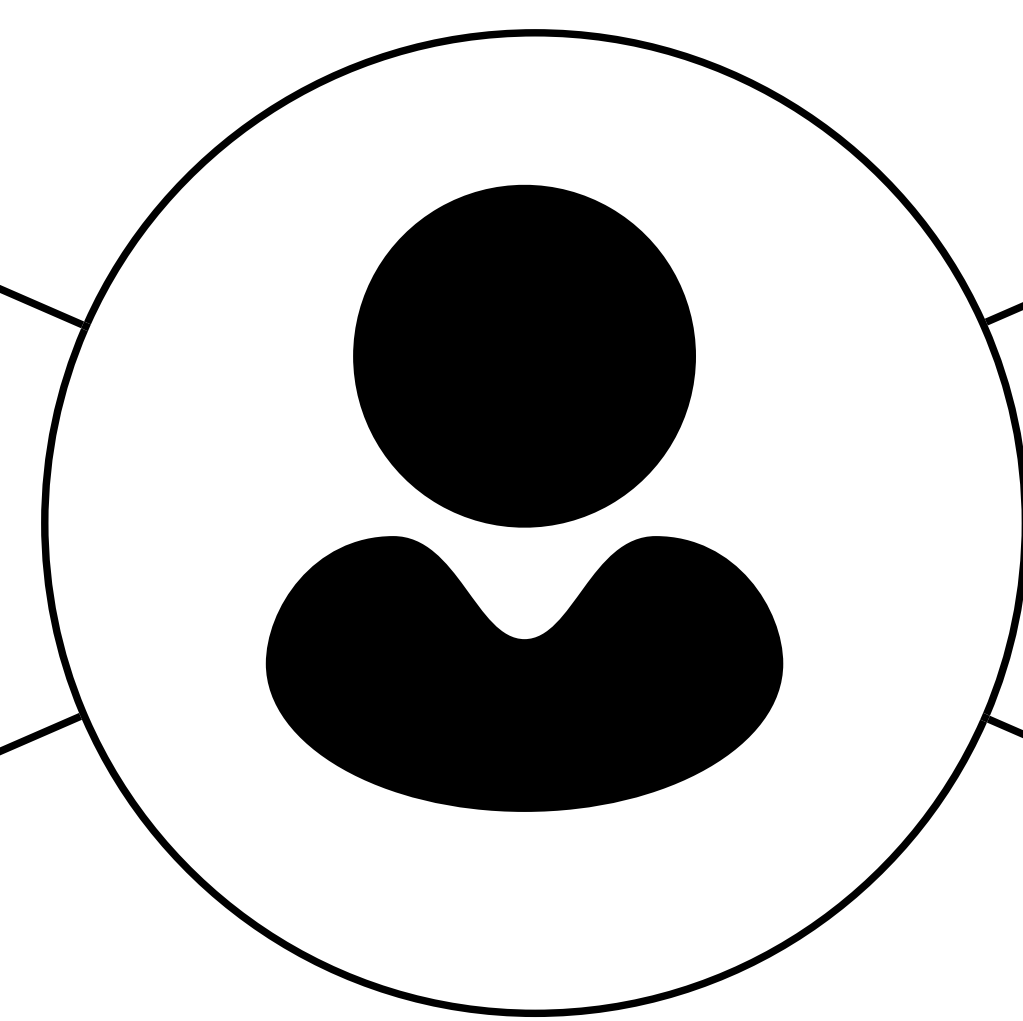
what really counts
major preoccupations
worries & aspirations

*Loneliness
Responsible
Down
Unattractive*

*Frustrated
Insecure*

*Responsibility
Not able to
change things
ability to cope
with the situation*

*I can't do this
help!*



What do they
HEAR?

what friends say
what boss say
what influencers say

Friends are hyper
literate and he
must keep up
culturally to
understand their
reference

If not is own
boss,he works
with people he
is comfortable
addressing as
peers

Selective group
of close friends
that he trusts
their opinions

photographic
eye makes him
very attuned to
environment and
aesthetic
surroundings

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

I want have less
fights with my wife
I can do this
I am motivated
Can you help me?

I want to do this,
but I can't do this
alone
I have set my limits
I have to get
started

Make an
inventory
Only drink water,
Don't drink fast
food anymore

Avoidance
behavior
compliant
count calories

PAIN

fears
frustrations
obstacles

The posibility to
randomize items
add an
introduction
about the use
and goal

The posibility to
silence the beep
questionnaire for
a certain time
span

GAIN

"wants" / needs
measures of success
obstacles

Create insight
become aware
Applicable in more
domains maintain
motivation in
between session

Self acting to
improve
empowerment
active
participation of
tha patient