

What do they HEAR?

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

What are they hearing from colleagues?

WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

Cricket teams rely on accurate score predictions to plan their strategies for T20 matches.

fans of the game who engage in sports gambling based on score

predictions

Players and team management often hear instructions and feedback from their coaches during practice sessions and matches. Coaches may provide tactical guidance based on data analysis.

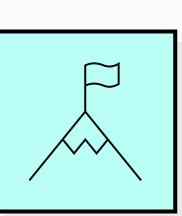
Players may hear on-field banter and strategic discussions from the opposing team, which can influence their ingame decisions.

> Team members are aware of fan sentiments, as they hear cheers, jeers, and comments from the crowd during matches.

GOAL

What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?





PAINS

Inaccurate Predictions:

Fear: Fans fear relying on

inaccurate score predictions,

potentially leading to financial

losses.

Frustration: They may become

frustrated if predictions they

trusted turn out to be incorrect.

Anxiety: Anxiety can arise when a

significant amount of money is at

stake, and they're unsure about

the accuracy of the predictions.

Financial Loss:

Fear: The fear of losing money

through sports betting is

common among gamblers.

when bets don't pan out as

expected, leading to financial

losses.

losses can lead to anxiety and

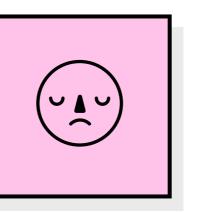
distress over one's betting

habits.

Anxiety: Continuous financial

Frustration: Frustration sets in

What are their fears, frustrations, and anxieties?



GAINS

What are their wants, needs, hopes, and dreams?

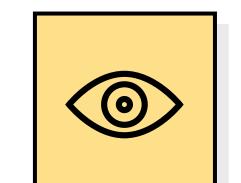
Wants: Desires or

Needs: Essential requirements for survival and well-being. Basic human needs often include things like food, water, shelter, and healthcare. Maslow's hierarchy of needs suggests a pyramid of needs, starting with physiological needs at the base and progressing to safety, love and belonging, esteem, and selfactualization at the top.

preferences for specific things or outcomes. Wants can be influenced by various factors such as culture, personal values, and individual experiences. Examples of wants include material possessions, social connections, or specific experiences.

They observe insights and recommendations for strategy adjustments based on the predictions.

Fans and gamblers see a variety of sources offering score predictions, including official statistics, expert opinions, and betting odds.



What do they SEE?

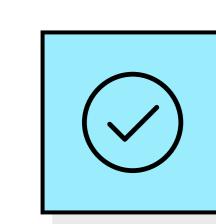
What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



What do they SAY?

What have we heard them say? What can we magine them saying?

What other thoughts and feelings might influence their behavior?



What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?





















