



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



What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

New tactics  
ideas  
provided

No loss  
from the  
investments

Develop  
the new  
innovative  
business

Create  
website

Clients  
from  
foreigners

Start a  
business  
from  
partnership

Better  
service

Customer  
Satisfaction

Share the  
profit and  
Loss

Improved  
knowledge

Give  
modification

Share the  
update  
information



**Does**

What behavior have we observed?  
What can we imagine them doing?

**Feels**

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



 [See an example](#)