



Says

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



Thinks

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

shareholders says
its very easy to
earn money from
shares

people say techpro
is the best IT
development
consultancy

i think not
enough
infomation on
the website
about techpro

it develope
markettingskills
in todays life
style

my friend said it
is the global
leader of all IT
sollution

nowa days
techpro is most
important to
mobilize your
business



techpro provide
various IT
solutions for
various business

they strive to be
a trust partner as
an ITsollution

i feel its very
useful for
marketting and IT
field

techpro offer a
flexible and
supportive work

tech pro adopting
innovating
technologies

online
marketting is the
only technique
to promote your
service and
business



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?