



Says

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

To get a
easy visa
slot

Advance
level of
travelling
experience

They have
more
availability
and
more slots



Thinks

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

They need
simple to
book

They need
more
communication
from our side

Customers
need easy to
use this
application

They need
more slots
and
availability



AJAY PRHAVEEN N

CRM Application
That helps to Book a
Visa Slot

It is safe
and
secure

They need to
check the slots
anytime and
anywhere

They can
return the
slots

It needs
extra
money

It's time
duration is
large

personal and
emotions
factors are
expected



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](#)