



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?

To analyse
the
company's
growth

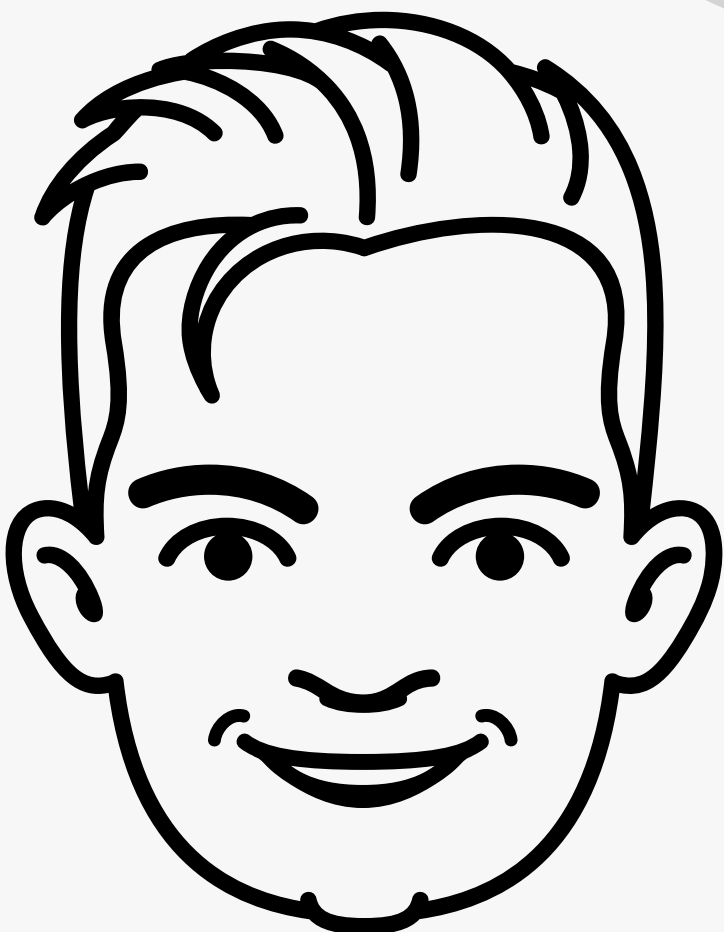
interpret
how it
generates
profit

examine a
brand's
business
model

sum up the
costs
incurred by a
company

Companies may
spend money on
operations, taxes,
loan repayments and
other activities to
operate a business

help calculate
gross income
and determine a
company's
financial planning



RIO MATHEW

Age : 24
Businessman

record the
costs in an
income
statement

generate
profitable
revenue and
reduce tax
liability

company can
eliminate
expenses that
may not
provide value

Build better
client
relationship

ensures you
understand
what the
project
involves

helps to
determine
the capital



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?