



**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?

Efficient  
contract  
management

Maintaing  
our  
goodwill

Increasing  
the sales  
order

collabortaive  
customer  
portal

Construct  
our  
approach

Develope  
our business  
network



**Urban Aura Interiors**  
ZOHO books for  
urban aura interiors

Construct  
the new  
building

Maxmize  
the sales  
level

Prepare  
the Office  
design

Renovate  
the old  
things

Forecasting  
the purchase  
material price

Analyze  
the  
Inventory  
level



**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?