



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?

i want to  
explore the  
content  
clearly

How to get  
more profit  
with less  
inverstment?

I have to  
improve my  
business

Preparation  
of good  
product

How to get  
more  
customers?

Which  
product  
people like?



business man

Starting a  
business with  
products that  
can be used by  
more people

Choosing a  
crowded  
locations

I want to  
become a  
sucessful  
business man

Expecting a  
guidence  
from other  
sucessful  
business man

Advertisements  
can be  
prepared to  
attract people



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](#)