



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



SRIARM AND TEAM

TO REACH THE
MENTALITY OF
PEOPLE TO MAKE
MORE
PROOFITABLE
BUSINESS

is it perfect
for me?

wow its
awesome

even i can't
afford this I
Will buy this
to be familiar

Is it
worth for
this cost ?

Is that the
one our
colleague and
friends having
?

Is that
actually
improve our
personality

is that
shows
good in
look

is that make
some proud
in front of
our group

They touch
the product
to check
the quality

they note
the
detailing of
product

they seek
for discount
for the
product

they feels
proud when
they wear
our product

they have
a small
happiness
inside

they feels
proud that
they done
smart
think