



**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?

More facilities

Complete your requirements

Improve our skills

Best quality

solved problems

Technology Improved

Apple's Iphone Impact inIndia

Market developments

Communication skills

Aim to improve our Organization

Privacy and security

easy to navigate

Stimulates interest in buying



**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?