



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?



TECH PRO
SOLUTION

That the customer care service is available at any time.

The users may think that the price of the software is worth or not

The end user may expect something different.

The user may expect more flexibility and reliability of the software app

The user may think about time consumption

The end user may think about the app’s features

That the software is more convenient to use

The user may asks opinion to their friends

The user may compare the price the software

The users feels about the advantages of app.

The user may feels insecure.

The user may make budget