



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?

Helps In Making
Informed
Decision In Their
Business

There Are
Inventory
Track And
Sales

Is It Hard
To Maintain
Reports

To Whom Does
It
More
Beneiciency?

Who Are
Their
Customers?

Online
Retail
Store

Books For UrbanAura Interiors
J. FAREEDAHAMED
A. MOHAMED SHARIFF
S. ABDUL FASITH
C. SIVANESAN

Various Lifestyle
Products At
Wholesale &
Retail

Retailing
Between A
Wide Range Of
Customer

Process
Supply

Generate Invoices
&
Manage Customer
Payments

Recocile Bank
Transactions

Helps In Making
Informed
Decision In Their
Business



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?