



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?



Affordable
prices

Trust to
buy bulk
items

Expensive

Trust to
spending
money

Compatible
with
behaviour

profit

Good
products

Evalute
the values
of goods

seeking
for
brands

loyalty

Seeking
discounts
in
products

Communications
with friends

Comparing
with other
company

Getting
information
in internet

Compare
with other
porducts

Confusions
in buying
products

Curiosity

Not giving
discounts

Satisfactions

Brands
with costly
prices



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?