



**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?

"I need to  
redesign  
my living  
space."

"I hope  
they can  
capture my  
vision."

"I want a  
modern and  
minimalistic  
interior."

"Interior  
design can be  
expensive; I  
need value."

Preparation And Maintenance Of ZOHO  
Books For HealthHub Medical Clinic

A. Harish  
Kallanai Surya  
Akash  
Chandru

Researching  
interior  
design trends  
online.

Excitement  
about the  
prospect of a  
new interior.

Asking friends for  
recommendations.

Anxious about  
making the  
right design  
choices.



**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?

 [See an example](#)