



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?

IoT based smart parking system

Where should I park my car

Why it is so hard to find a parking lot?

I wish the car is very safe for my grandchildren

I want to know how much parking cost

Need to check time before parking

I want to find in a fast way

Ask friends/ people on street for help

Tired

Check on google maps

Trial and Error

Secured

Satisfied when nothing wrong happen



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?