



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?



Which type of products are available in the app

How many days do you take to delivered the products

This is different from my exceptionation

What is the price of theproducts

Couustomer may think the product will delivered soon

What are the source of income for coustomer to buy products

Coustomer may think about the product is benefical or not

What type of version of the produc

Check the quality of products from recent customer

What is the price difference between online and ofine

When the product will be arriving

What is the opinion of the recent coustomer

EXCELLEN

HAPPY

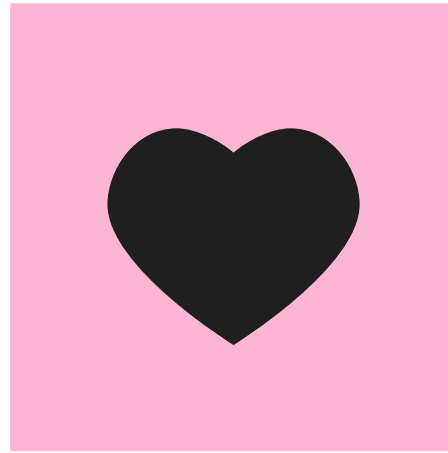
DEPRESSED

ANXIETY



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?