



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?

is this expensive

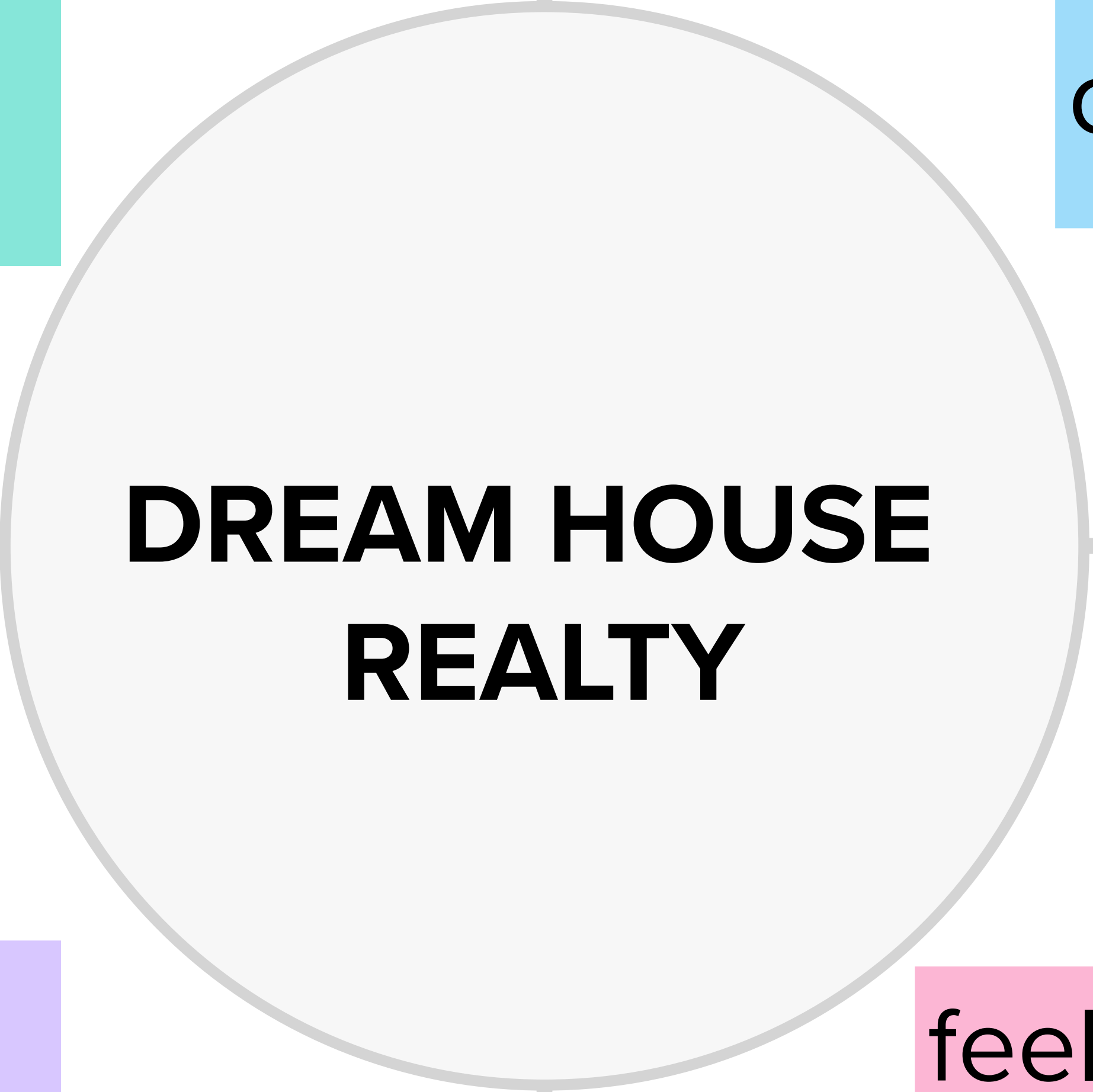
is this really worthy

we like the features

we are happy to use this

is it comfortable for every one

what are its possible advantages and disadvantages



DREAM HOUSE REALTY

online research about zoho books

looks for articles about the software

feels happy about getting a new accounting software

feels nervous about the whole process

asks seniors advice

will it satisfy all the needs of the company



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?