



**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?

Provide standard quality products

Contains flexibility

Promoting discount on products

High quantity with low price

Long time guarantee services

Innovative designs



Evaluate the customer taste and preference

Accomadates Every People's Lifestyle

Time keeping of depart of products.

Providence of good service.

Customer satisfaction.

Target audience.



**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?