



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?

Production
of Good
Material

Which Path
Costumer
Takes

How
Customer
react

Efficient
Production

Achieving
Customer
Satisfication

Industry
Association

Concerns
Customer

Increase
Revenue

Unveiling
Market Insights

Analyse
Data

Collect
Customer
Data

Improve
Product
Offerings

Launching
New
Product

Annual
Frequency

Owner
Insight
s

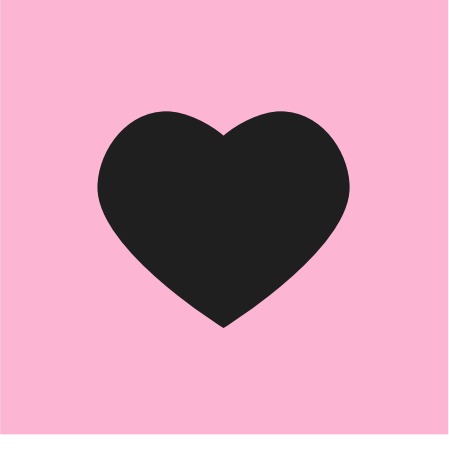
Daily
Profits

Estimation
Profitability



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?