



Says

What have we heard them say?
What can we imagine them saying?

Automatives
safety

Fenceline
community

largest
companies
by
revenue.

Automative
industry in
india.

list of
companies
of india.



Does

What behavior have we observed?
What can we imagine them doing?

 [See an example](#)

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Thinks



style and
design.

cabin and
interiors.

technology
package.

company
aims to
increase its
sales.

vehical if it is
away from a
normal service
center.

service is a
major revenue
generator of
the company.

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Feels

