



Says

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

Good
quality

Good
services

appriciates



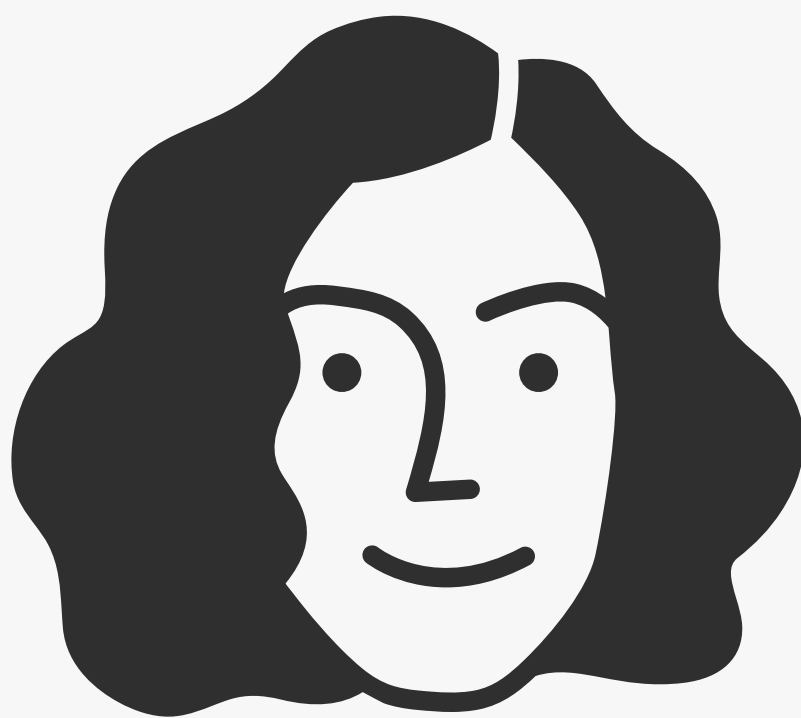
Thinks

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

Good taste

Cheap price

Satisfaction



Keerthi sweet

Fears

would
frustrated



Does

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

Buying
consistantly

Being nice

Visiting
consistantly



Feels

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

[See an example](#)