Says

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

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



feels

Satisfied

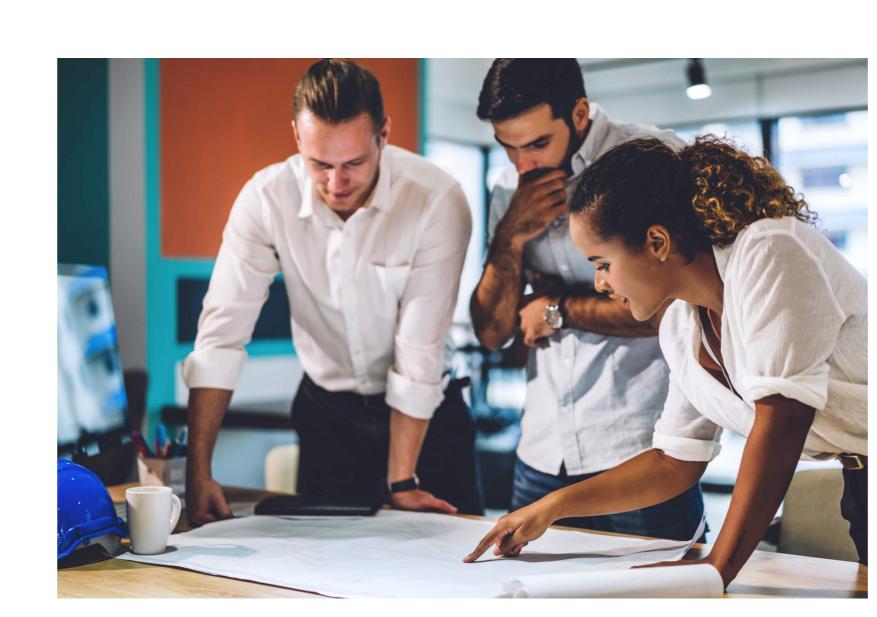
Estimation of all the expenses

To run the business, without encountering cash flow problems



The stage of growth of the business

Enthusiastic about a new start up



Relaxed

Facts about the start up of a business



Frustrated

Asks

experts



Checks the websites problem solving skills



The

Investment

Knowledge about the present market

Walks away from the fear



More

research

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

confidence

Needs

what are their needs?



See an example