



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?

Advertising and Marketing expenses

Rent (or) office lease

Getting and fulfilling orders

To make products
Logo designs

Utilities include water and electricity

Employees salary

Print ads in newspapers (or) magazines

Website design in revamping

Property taxes



Avoid unnecessary charges for finance

Using cheaper products (or) services

To consider employees needs

To fulfill the expectations of the customers

Use part-time and freelance staff

Provide good quality products to customers

Keep meticulous records

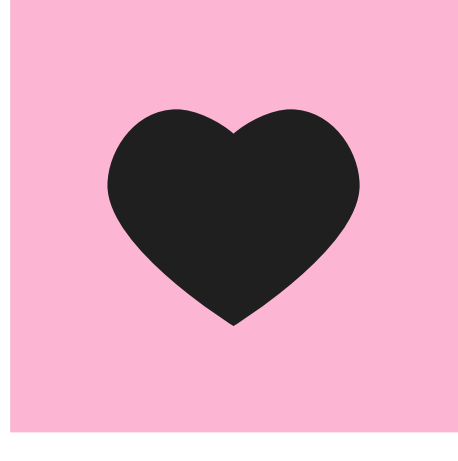
Monitor and review expenses regularly

Provide great customer service

Remove unnecessary products and workflows



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?