



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?

getting ready to collect data

how to get started?

understanding the project

project procedure

what are the related websites to refer?

business requirement

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data extraction

data collection

thinking about presentation

data preparation

data visualization

demonstration and documentation

testing the result



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?