



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?

An increase
in any type of
business
expenses
lowers profit.

Says about
the product
offers

Says about
the saleries
to the
workers.

Think about
the rent to
start the
business

Thinks about
the capital
amount.

Factors that
may change
the cost.

Think about
how to
reduce the
expences

Apply for the
bank loan

Set the profit
margin and
sales prices

About the
profit & loss
of the
business.

Feels about
the good
wills.

Check the
quality of the
product.

To collect
the reviews
from the
customers

Feels about
the business
growth.

The value or
quantity of
something



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?