



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?

defective of
the room
temperature
sensor

ooling
capacity
5000 w

wind free ac

convertible
5in 1ac

1 year
warrenty on
the product.10
years on
compressor

auto
mode.fast
cooling.fan
mode



NISHANTH
SAMSUNG AC

copper
condensor

automatic
cooling
adjustment

dries out
eyes

ac cold
catalyst
filter

irritate
airways

pollutes the
outside air



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?