



**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?

Providing good Information Technology Serives to people.

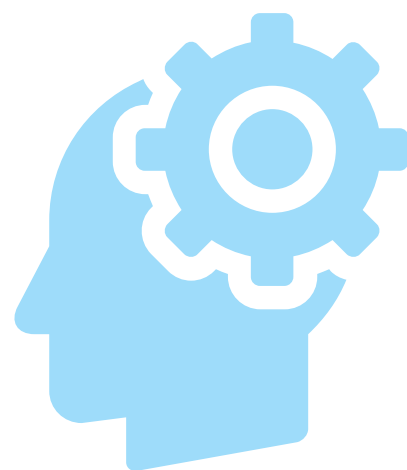
They need a good business minded people to develop their technology software in future.

Their management is Excellent

They treat their employees like human beings and providing good training program to their employees to develop their skills.

The customer likes to do everything in easy manner.so they need many online facilities to reduces their work.

Morale, Communication, Attitude towards buying.



Leadership, Creative thinking to improve their softwares, people pleasing, etc.,

Maintaining discipline and keep providing training to their employees.

If the customer services are bad they got fear about the company.

Research their market and competitors and they focus on a future business plan.

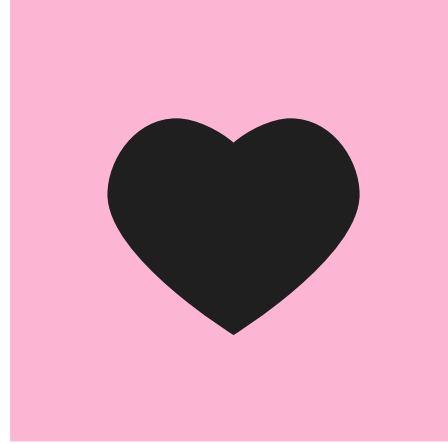
They have unclear expectations and they does not foster their employees development.

Lack of employees security measures, Outdated equipment and softwares, Data loss and recovery.



**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?