



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?

Machine Learning Models

Natural Language Generation

Decision-Makers

Problem Solving

Data Dashboards

Visualization

Data Quality

Future Planning



Data Mining

Data Mining

Continuous Learning

Empathy

Diagnostic Analytics

Descriptive Analytics

Satisfaction

Competitiveness



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?