



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?

Type your heading...

Provide  
good  
information

Type your heading...

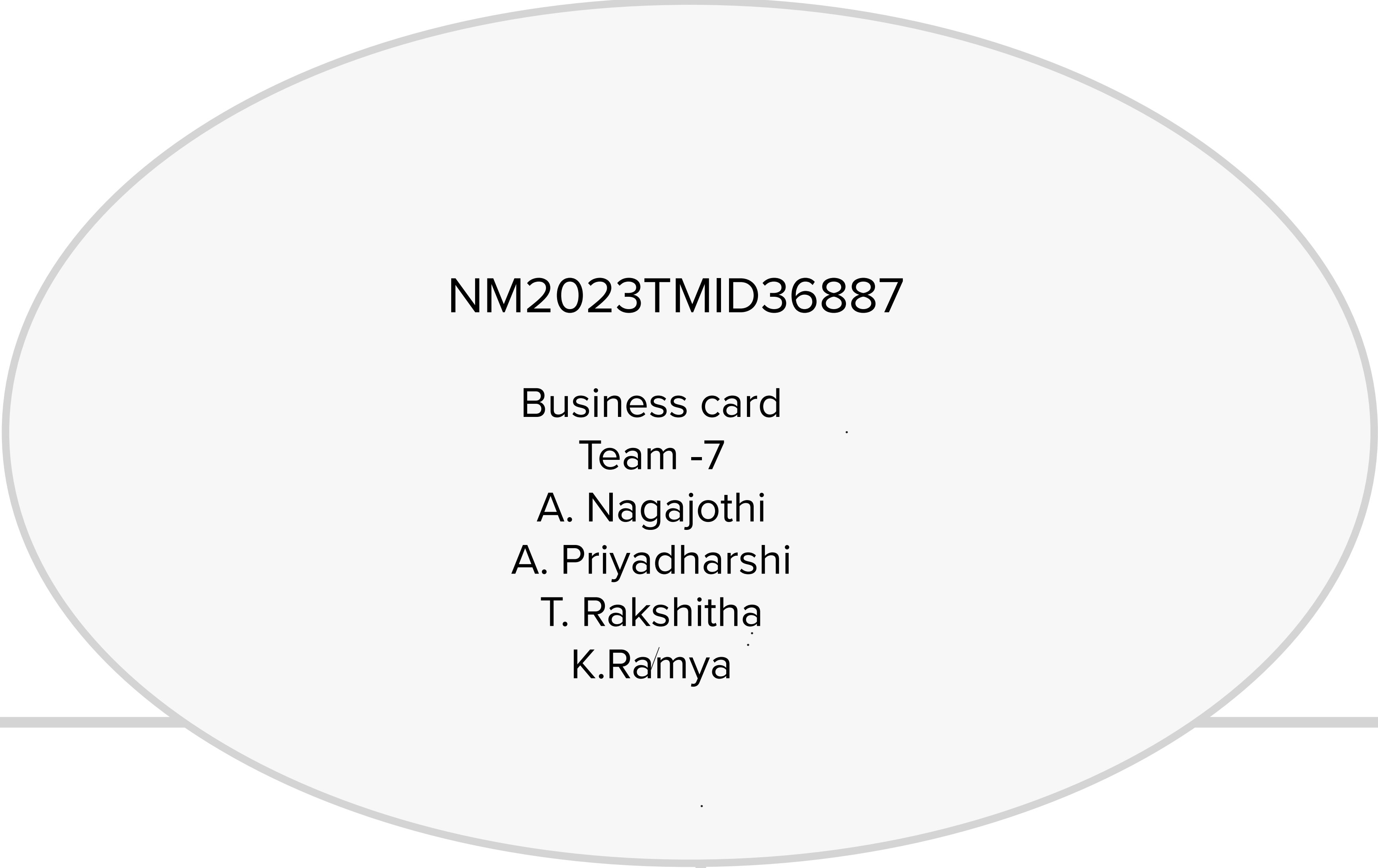
Contact  
directly

Useful for  
costumer

Personal  
expanses

Attract  
costumer

Company  
address



Contact  
details

Build trust

Look  
professional

Company  
and more  
details  
attached

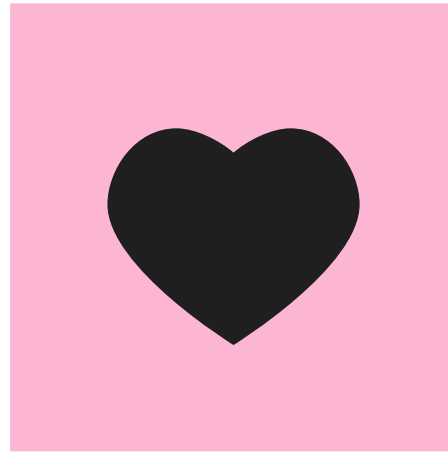
Easy to use  
for contact

Business  
related  
information



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?