



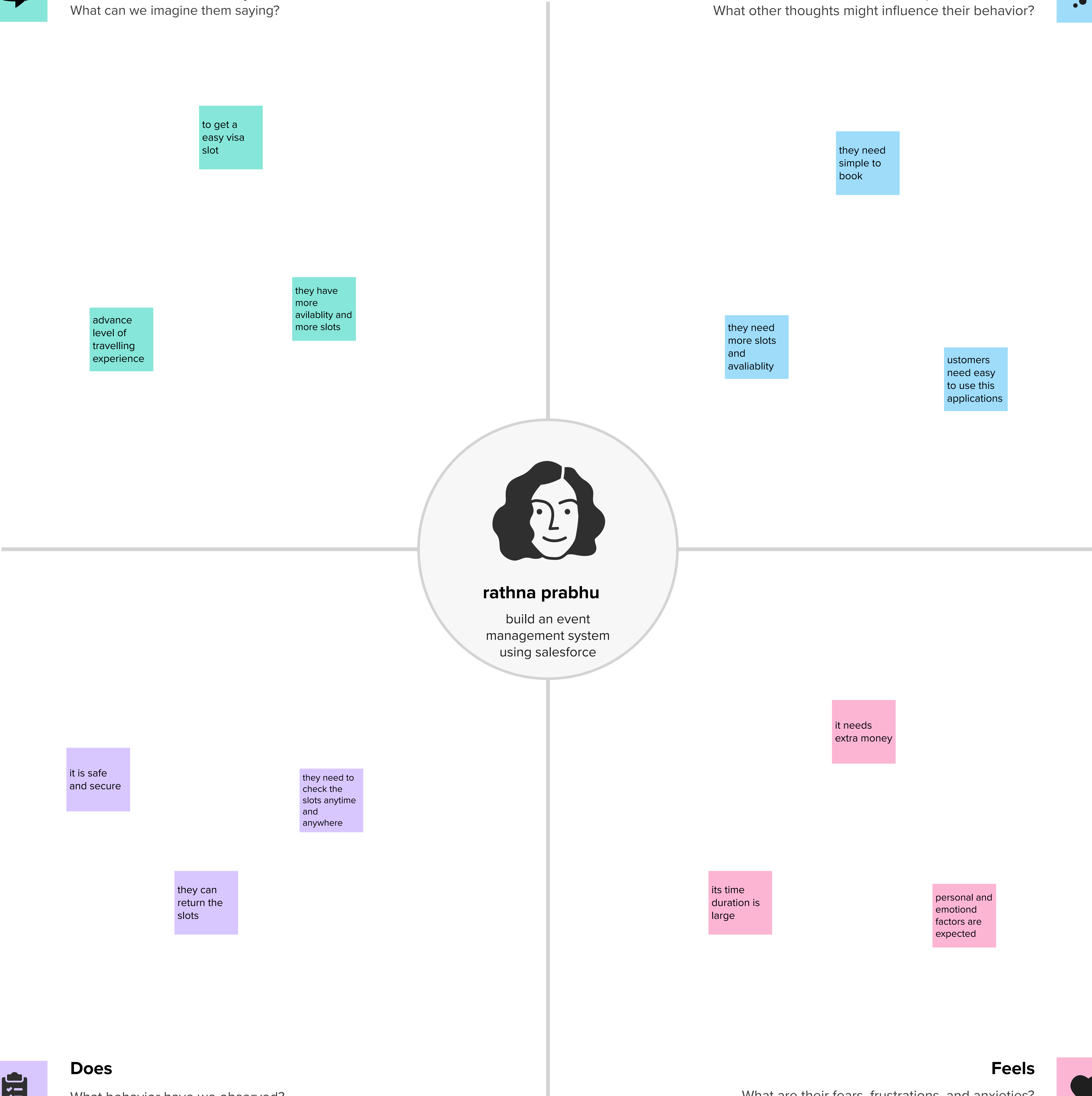
Says

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?



rathna prabhu

build an event  
management system  
using salesforce

to get a  
easy visa  
slot

advance  
level of  
travelling  
experience

they have  
more  
avilability and  
more slots

they need  
simple to  
book

they need  
more slots  
and  
avaliability

ustomers  
need easy  
to use this  
applications

it is safe  
and secure

they need to  
check the  
slots anytime  
and  
anywhere

they can  
return the  
slots

it needs  
extra money

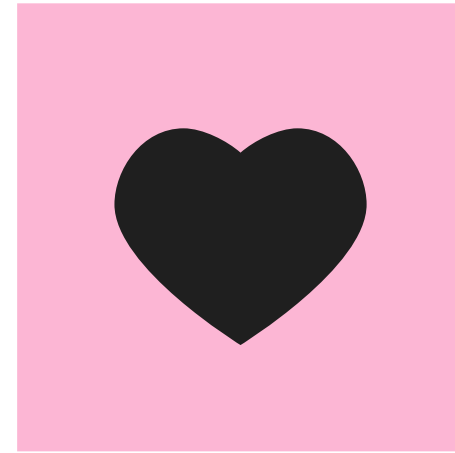
its time  
duration is  
large

personal and  
emotiond  
factors are  
expected



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?

See an example