



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?

How to develop  
the company  
from  
competitors?

How to  
maintain  
expenditure?

How to  
calculate  
profit margin?

How do  
calculate  
Business  
Expenses?

How can I  
overcome from  
Loss?

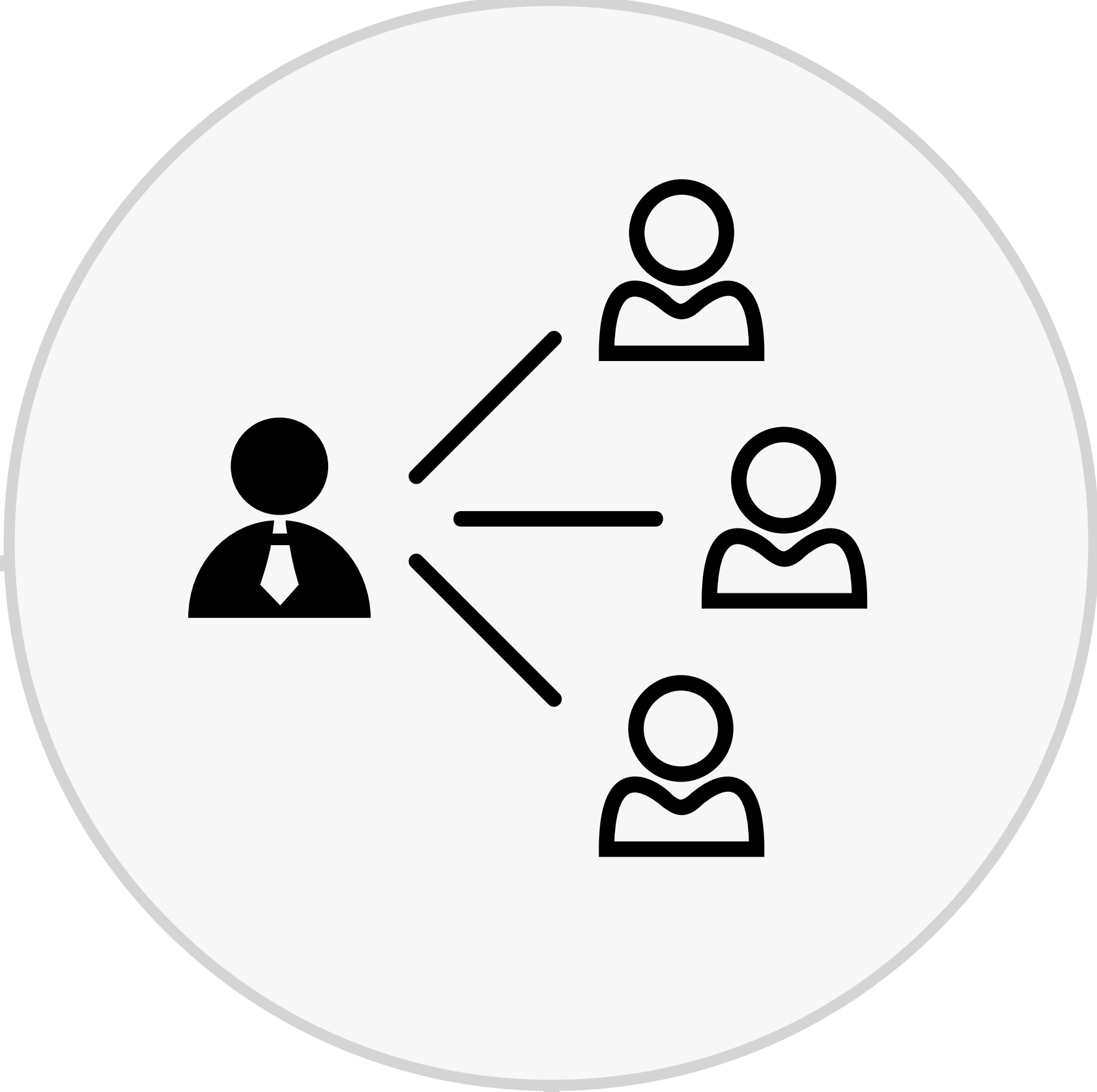
Cost  
Expenses

Estimation  
of Revenue

Profit  
or  
Loss

Business  
Analysis

Budgeting



Check the  
Website

Ask Family  
and  
Friends

Fear

Complete  
process

Make  
Decisions

More  
Research

Excited

Curious

Confused

Frustrations



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?