



Says
What have we heard them say?
What can we imagine them saying?

how long i
have to
wait?



where
should i
start?

is this
expensive?



shanthini
sharmila
sinekapriya
sri janani

compare
products



visit and
confirm
venue

make
budgets

satisfaction



excitement



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

will it arrive
on time?



what is this
best
product?

anything
missed?

confused

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?