



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?



I have a company of Interior Designing

Necessity to adept more Techniques and materials

My company aims for sustainability

Maintain accurate records

Financial processes

Make informed financial decisions

Excited learn about this

Overhead with information

Curious about this topic

I will buildings was so and so things i have

I will keep buildings on my customers

I will records of my customers



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?