



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?

Project duration- 9 month

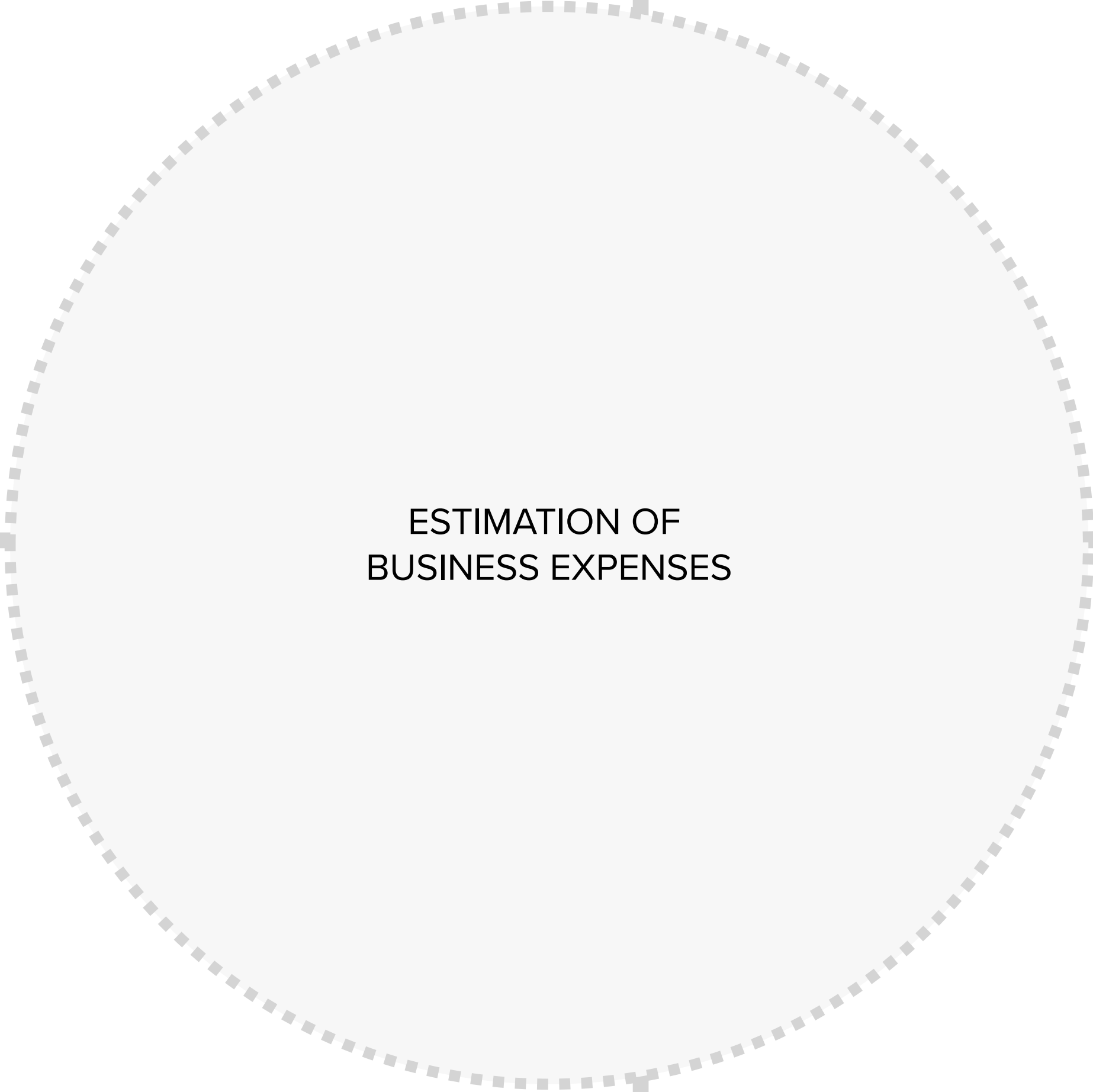
Time ,
Energy,
Money

Addition cost
= payroll
taxes
+overhead
cost

Cost labour
=salary +
addition

Build,
Measure,
Learn

Whiztech HR



Learn your
idea is
working or
not

Persevere
↺↻ PIVOT
↻↺ Relaunch

Launchit
and see
response

First cost of
person's

Build Minimum
viable product
with key
features

Took big
risks,or
later Quit

Produced
sell or not



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?