



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?



Edu connected learning center

I have a  
company of  
educational  
institution

My company  
aims for  
sustainability

My company  
aims to  
handle grant  
finanace

I will manage  
my  
educational  
institution  
donations

I will manage  
my  
educational  
track  
expenses

I will keep my  
instruction  
handle grant  
finanace

I will maintain  
my track  
expenses  
efficiently

I will  
manage  
their  
donations

I co-operate  
to handle  
grant  
finanace

I feel excited  
learning  
educonnect  
learning  
center

It helps to  
gain more  
knowledge

I interested in  
gaining  
knowledge in  
Zoho books



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?