



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?

Will all the members come?

What do you think?

Where should I start?

How much time left?

What is the best product?

Will it arrive on time?



Create a social media post
K.Kirithika Sri
B.Thasmiya banu
R.Ramya
M.Noorul afrina banu

Compare products

Compare prices

Make budgets

Confused

Satisfaction

Excitement



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?