



Says

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

Sound
woofers are
awesome

LESS
EXPENSIVE

MORE
COMFORTABLE



Thinks

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

DEVELOPMENT

TRANSPORTATION

MATTERS

MARIYAMMAN TOURS AND TRAVELS

Perfect
Interior

AWESOME
EXTERIOR

COMFORTABLE

AFFORDABLE

EASY
ACCESS



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?

[See an example](#)