



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?



client

Are you all  
experts in  
your fields?

Is this  
consulting is  
best of all?  
can i get the  
best service?

I want  
something  
reliable

where should  
i start to  
develop my  
business?

will the cost  
be affordable  
to us?

Are they all  
experts? Can  
they find and  
give solution  
quickly to my  
pronlems?

Check about  
them in  
website and  
ask friends  
about it.

Will be making  
more research  
of what will be  
the best

I feel excited  
to work with  
them

will make a  
list of pros/  
cons.

i feel a little  
nervous too

unsure-  
because the  
information on  
the site is  
unclear