



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?

I want
reliable
products

I want
something
new

I want
something
different

User
friendly
products

which is
the fair
price?

Which is
the good
product?

Will they
have good
service?

To feel
valued
about
products

Will they
give offers
for top
brands?



K. Abirami
Leader of the
Team

Checking
for good
offers

Best
Quality

Selecting
Brands

Innovation
in the
markets

Fear about
the quality
in the
products

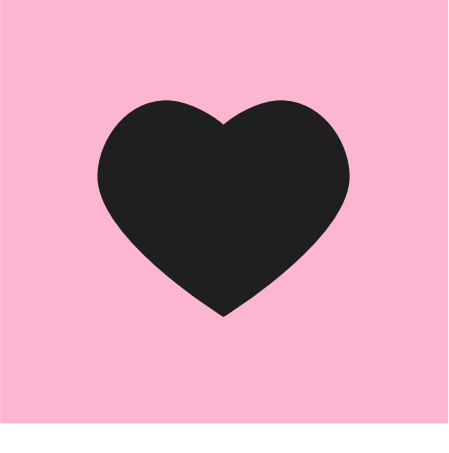
Doubts
about the
quality

Excited



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?