



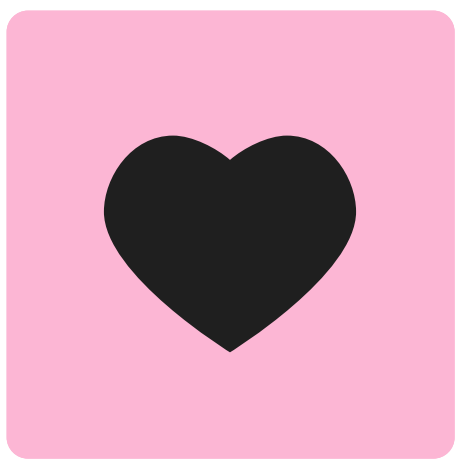
Says

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



Thinks

What are their wants, needs, hopes?
What's the necessity of estimating the business expenses?



Feels

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



Does

What behavior have we observed?
What are the improvements can be done?

