



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?

Helps in making informed decisions in their business

There are inventory track and sales

Is it hard to maintain reports?

To whom does it more beneficence?

Online retail store

Who are their customers?

Reconcile bank transactions

Generate invoices and manage customer payment

The checkout process has too many steps

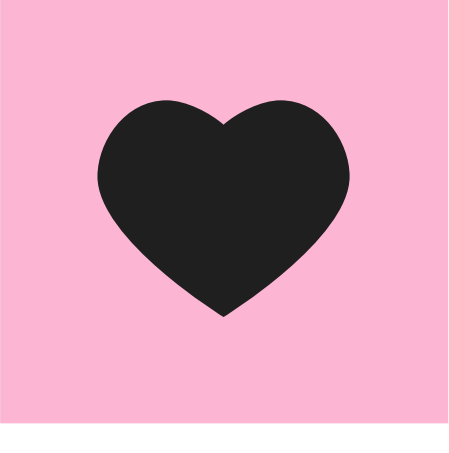
Help in making informed decisions in their business

Retailing between a wide range of customers process supplier

Various lifestyle products are wholesale& retail



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?



Fashion Heaven
A.Gayathri
U.Gayathri
K.Harini
M.Harini