



**Says**

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

Innovation refers to novelty in a product,service strategy, or business model.

Product, service, strategy or business model

Innovation is the practical implementation



**Thinks**

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

the ability to conceive,

Strategy

Innovation is the systematic practice

Improved productivity and reduce

Innovation is like the wind,you can't see directly

To handle legal and environment issues



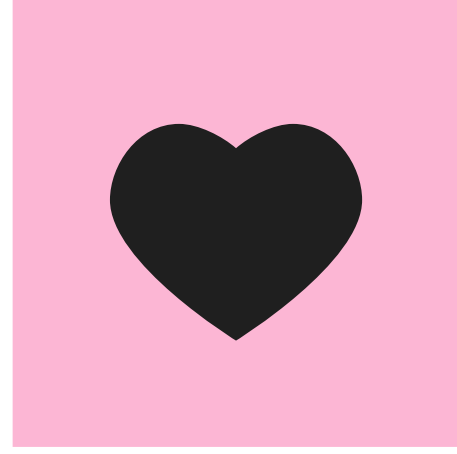
**Does**

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

Innovation overlap semantically but are really quite distinct

A new idea,method, or device

Innovation is doing something different and typical



**Feels**

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