



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?

neat display
of goods is
quite
attaractive

prices are
comparatively
lower

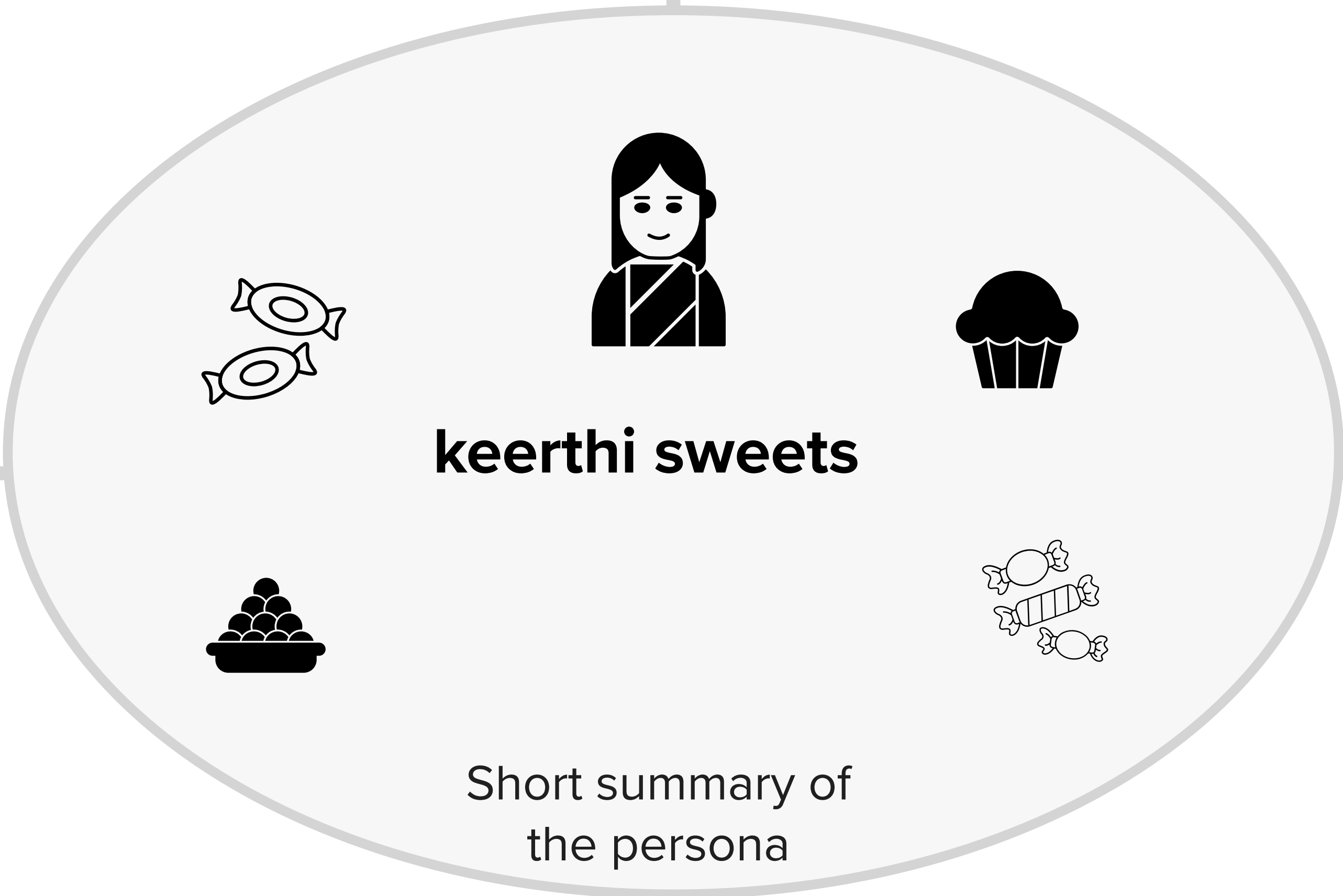
it operates
on self -
service
basis

customer
can easily
find the
product?

is it safety
and security
for our
transaction ?

if we need
bulk of
product for
sale is it
available?

attractive
pamphlets



maintain
accurate
records

refine
design per
budget

manage
their
financial
process

light
settings
very
attaractive

perfect
alignment

very easy
find the
products

seating
arrangment



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?