



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?



Urban arua interiors
B. Aarthi
M.Akshaya
S Jeyasurya
J.Dhuruvarsha

Provides
sophisticated
features

Helps to
enhances to
develop my
efficiency

Helps to
manage my
projects
expenses

how to
create my
financial
reports ?

how to track
my
expenses ?

how to
choose my
clints ?

how to make
payments
using this
software?

utilising
resources
efficiently

cost control

making
decisions

minimize my
paper work

feeling
excited while
using this
software

save my
times



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?