



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 decision in their business

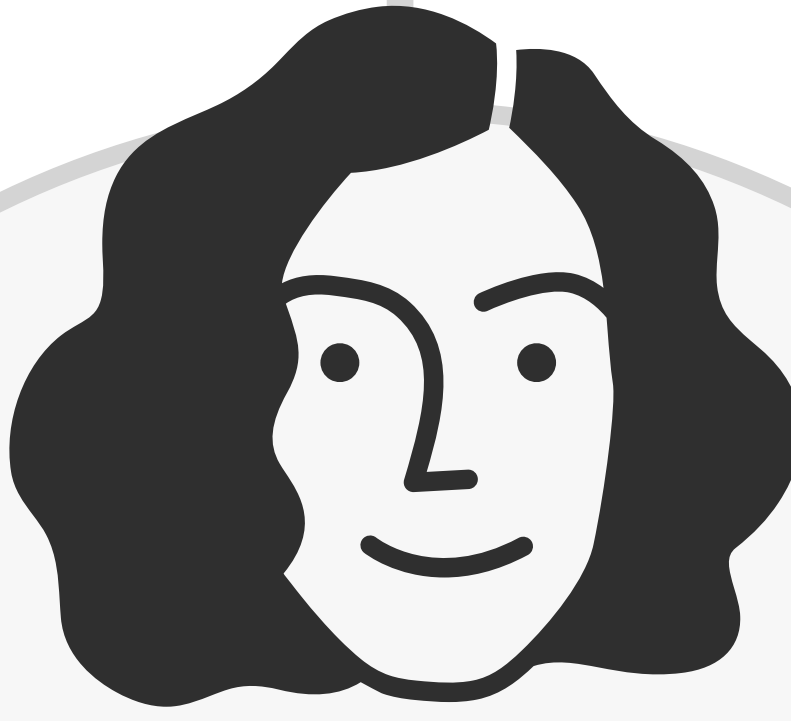
There are inventory track and sales

Is it hard to maintain reports?

To whom does it more beneficiency

Online retail store

Who are their customers?



FASHION HEAVEN
N.LOGESHWARAN
K.MAHENDRAN
P.PRAKASH
S.NARASIMMAN

Reconcile bank transaction

Genrate invoice & manage customer payment

Various lifestyle products at wholesale & retail

Retailing betweenA wide range of customers

Helps in making informed decision in their business

Process supplier



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?

See an example