



### 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?



I want something benefit



Compare to others company products are better

What do you think about?

## Estimation of Business Expenses

Are the equipment and materials of quality?



Are the equipment and materials of low budget?

Check the website



Asks friends

Compare other qualities

Exited



Happy



### Does

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

See an example

### Feels

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

