



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?



Feels

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



Does

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



PRIYA
She was a HR
of Global
ITECH

Not a
User
friendly

Waste of
time to do
this

Login
Requires
User Details

Unlock the
Network

Improve its
Performance

Technology
Improved

Market and
Research

Innovation

Educations
and skills

I can expect
high speed
server

Increase
curiosity

I can
expect
more
uses