



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?



Expert
jugement

Company
information

Payment
terms

Descirption
of work

Budget

Investment

Breakdown
approach

Start up
plan

Salary

Advertisement

Bank loan

Inventory

Level of
reach

Outflow of
money

Financial
success

Product
quality



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?