



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?

For whom  
this useful

For this we  
want to  
choose our  
Client

This is useful  
for client to  
Interact with  
employees.

Easier way to  
attract  
clients

Need to tell  
prize  
package's



USER

Maintenance  
of  
consultancy  
Details

Maintenance  
billing details  
For the  
clients

Attractive for  
clients

Easy to  
interact

Analysis  
client data  
and Make  
profit

Package's  
knowledge  
to Clients

Without  
missing of  
billing  
Details



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?