



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?