



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?

What Data
should be
prepared?

How to
Manage this
retail Store?

How to
Solve Any
Customer
Issues?

Understanding
the customer
Needs?

Developing
it as a User
Friendly
Online Shop

Making
Good
Service



To Make
OFFER and
DISCOUNT

To
Communicate
With
CUSTOMERS
Genuinly

The Data of
Stock and
Profit should
be maintained
Carefully

To Know well
about which
product
Grabs More
Audience



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?