



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?

increase
the
production



custmer
happiness

benefit a
customer

it increases the
annual income
and so,the
company is
benefied

time
decreases
to deliver
the product

this will make
this company
to reach make
customer



i have to
increase
tha works

speed the
people remote
areas to
increase the
production



they have
to get a the
good chief

i feel it will
increase
the annual
income

i feel it
makes the
customers
helps

i feel it
increase the
customer
number



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?