



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?

Proposing  
implementable  
bright ideas

All crisis  
be solved

Business of  
designing  
tomorrow

innovation  
and  
exprimenting  
grievances

Will all be  
helpful

All be  
safe and  
secure



***vaishnavi***

Expressing  
innovative  
ideas for  
businesss

Anxious

Righteous  
solutions  
for  
business

Finding very  
core of an  
existing or a  
potential  
problem

Over  
whelmed

Excited



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?