



**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?

MEASURES  
OF SUCCESS

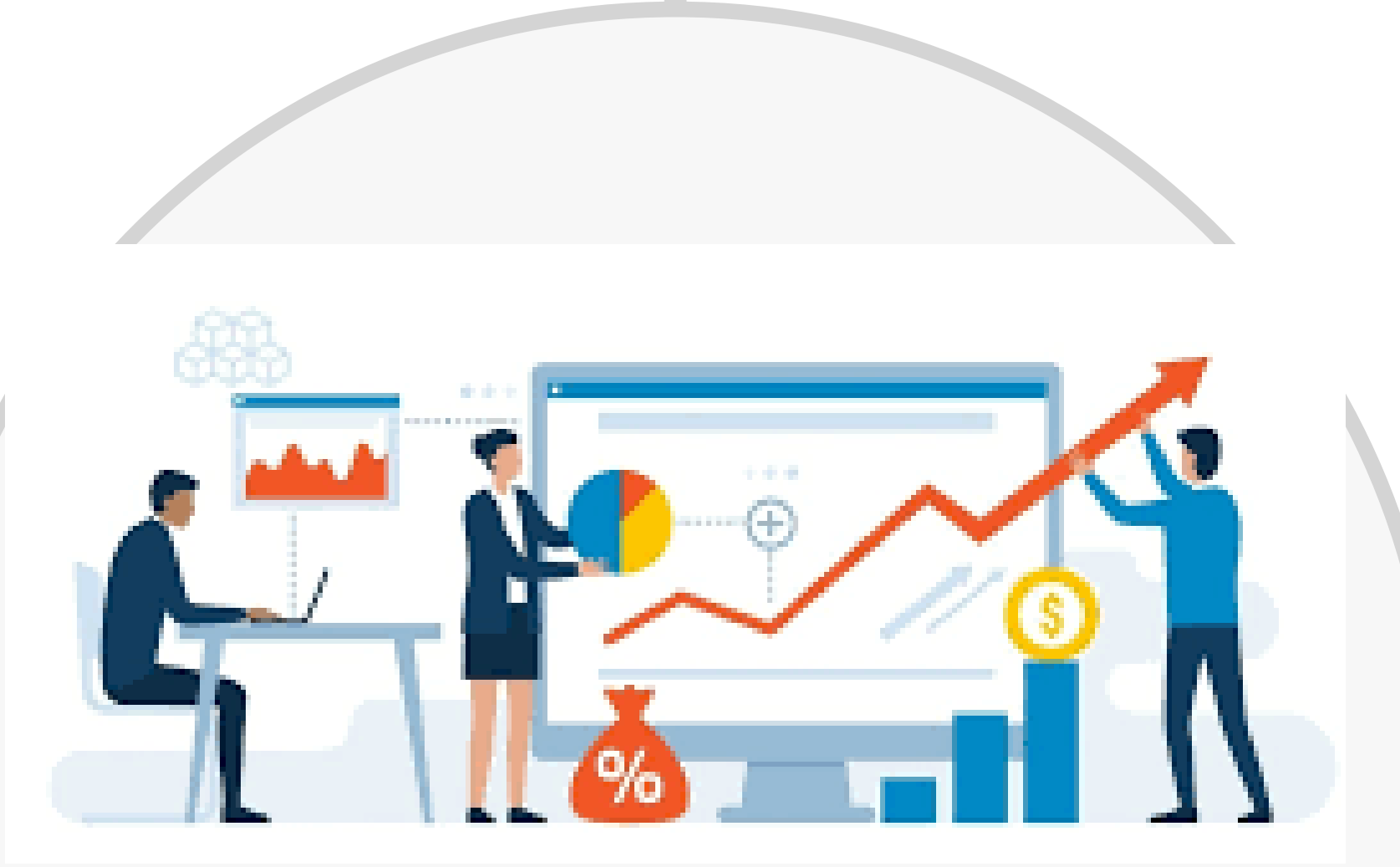
BUILD SELF-  
CONFIDENCE

WORRIES  
AND  
ASPIRATION

USERS WANT  
SOMETHING  
DIFFERENT

HOW DOES  
IT IS USEFUL

PERSONNEL  
FULFILLMENT



**PROJECT NAME**  
ESTIMATION OF  
BUSINESS  
EXPENSES

COMPANY'S  
NET PROFIT

WHAT THE  
MARKET  
OFFER.

LOSS AND  
TAXABLE  
INCOME

EXCITED

EXPENSES  
WILL BE  
SUBTRACTED  
FROM  
INCOME.

BEHAVIOUR  
TOWARDS  
OTHERS.



**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?