



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?

Create a unique style

Creating a modern bohemian look

Perfect for living

Give guidelines about the product to both educated and uneducated people

Advertisement which helps to easily reach to the customer and create a goodwill

Positive reviews made a strong customer bonds between the buyer and seller

To boost the customer loyalty

Identifying target market

Highly satisfied to the product

Easily transport the goods to the customers

To provide reasonable price

Online delivery available in needed place



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?