



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?



**Business Cards**  
**Team Members**  
S. Anuradha  
S. Abipriya  
R. Agalya  
P. Anusuya

Helps identify new customer demands

Helps companies remain competitive

Improves mobility and agility

Increased standardization of processes

Increase productivity

Increase in cross-department collaporation

Maintain security

Reduced risks and time wastage

Better retention of customers

Reduce risk

Improve customer satisfaction

Support of operational excellence



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?