



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?

ZOHO Books

Techpro Solutions
S.Karthika
S.Kavitha
M.Maha
S.Meenambigai

What do you think?

I want to tell my friends about it

Where should I start?

Why is this so hard

I think this is a scam

Is it necessary?

This could be better

Researches service

Makes small decisions

Check the website

Observe in store

Inadequate

Fear

Overwhelmed

Anxious

User who to trust

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?