



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?

Customer

If the purchase fabric is damaged, it will returned with in one day.

We will Show a lot of collection for those who come to buy dress for the festival with family.

Movie tickets are free if customers buy costumes for higher price.

There will be car parking and lift facilities.

The company should be opened in a place where there is a large population.

All India branch for fashion haven shop, own designer and distribution established.

customers will be provided with necessary facilities you can shop online.

A lot offers discount sale for customers coming to us will be given and coupon will be given.

Staff customer should not act angry.

If the staff can't find the collection that the customer will get irritated and leave the shop.

All things brought by the customers can be saved with key.

Welcome drinks will be served when the customers enters the showroom.

If we open a website in our company customers will be come to the shop by sharing their location. Trending dresses are available during festival and Diwali season.

Our company 24 hour access to the ATM machine.

My shop is open 24 hours and needs to provide A to Z facilities for the customers.

There is a shop top to bottom entire collection. the customer should have full satisfaction.



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?