



Says

What have we heard them say?
What can we imagine them saying?

Most of
Production
companies
are in rural
area

wholesale
business buy a
product from
direct product
company

Wholesale
business
run in
urban area.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Is this useful
for user?

Which
place is right
for start?

Is this need
for our
country?

Retail Business man

Ask the
review

reach about
the product

compare the
product

Curiosity

confusion

overwhelmed



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?