



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

[See an example](#)

*preparation and
maintanace
of zohobooks for
techpro solutions*

Pradeepa.K
Madhumitha.M
Priyadharshi.C
Rashika.S

What do
TechPro
Solutions
customers
say?

This could include
feedback,
comments, or
requests they've
made, both positive
and negative

What might
be going on
in their
minds?

Are they
concern about
technology
issues, cost-
effectiveness?

: Do they
contact
customer
support,

refer others,
or
discontinue
using the
services?

What emotions
do they
experience when
using TechPro's
services?

What emotions
do they
experience when
using TechPro's
services?