



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

The cost is high but brand and feature doesnt justify it

People are not satisfied with the company's product

Improve the quality of the product

People have to wait for more time to get the product they purchased



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

The quality of the product is not good.

The delivery time is high.

The sales of our company is decreasing.

Company is not well known.



**BUSINESS  
MAN**

Raw material can be purchased at low cost

Giving more discount to regular customers than others

To create a specific app to reduce the processing time

Overcrowd (Excess of staff) can be reduced

Advertise the company for the maximum reach

The cost will be effective for the brand and features

The deilvery time will be reduced

The product's quaity will be increased as well as sales



**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?