



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?

RS  
Note  
books

Ravikumar  
group leader

author  
name

address

Author  
photo

book cover  
content

Book cover  
size

price and  
quality

Customer's  
like and  
support

lowest price  
and  
Premium  
quality

Company  
logo

Book cover  
Design

Attractive  
font  
design

Content  
relative  
picture



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?