



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?

how do I
work for
this?

I want
something
different

do I really
need it ?

I'd spend
too much
time on this

I want to
learnt more
about

I don't want it
if it's bad for
the
environment

I want
something
unique

I need more
time

Too many
acronyms



NM2023TMID32607
BUSINESS CARD
K.SAMRIN AMRA
M.SIVA SANKARI
S.SANTHINI
M.ROSHINI

compares
with others

checks the
website

skeptical

anxious

Researches
options
online

list pros/
cons

more
research

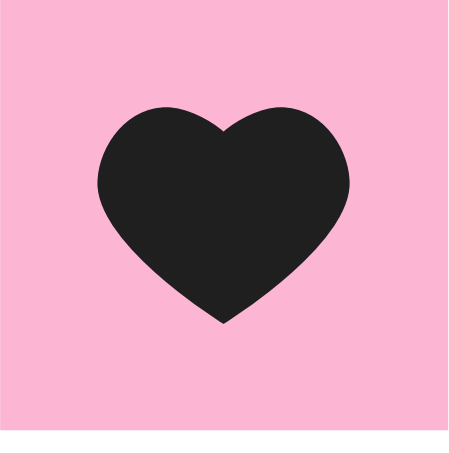
powerful

overwhelmed

stressed
about
deadline



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?