



Says

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

Online shopping facilities

Search and filter options are available

Cash on delivery and online payments

Low price no expensive

Give customer satisfaction to increase more customers

Making the products to purchase very easy

ESTIMATION OF BUSINESS EXPENSES

High quality products

Frequently offers given in each products online and offline shopping

Free delivery

Customer services

No network issues in online shopping mode

Return and refund options for fault products are available in both online and offline



Does

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

See an example

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?

