



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 you do it?

Who uses this service?

Is it necessary?

How do I track my expenses?

Dont they think I am stupid?

Compare the quality and cost of the products

Is there any discount or offer?

what about the quality of the product, does that lasts long?

Is it branded or not?

What are the benifits?

What if I loss so much of money for unwanted expenses?

Why should i do this?

where should i go?

How can I make it in a profitable way?

Is it really worth for the price and trust?



user

Estimation of Business expenses

Analyse things and make sure what i buy.

Consulting sales manager and family members to make relevant decision

After gathering the information and suggestions will complete the process.

Feeling confused

Thrill of buying.

Frustrated

Clariity in thought

Focused.

Excited!



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?