



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

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



Dr. Robert Patel

Predicting Annual Salaries for Doctors

"We need accurate salary predictions for doctors."

"We want a reliable model for budget planning."

"Accuracy is crucial for decision-making."

"Data collection and processing are time-consuming."

"Predicting doctor salaries can help us allocate resources efficiently."

"We need data sources and models that are up-to-date and credible."

"Accuracy will reduce financial risks and ensure fair compensation."

Gathers historical salary data and relevant features.

Collaborates with data scientists and analysts.

Reviews budget allocations and makes adjustments based on predictions.

Seeks input from doctors for a more holistic perspective.

Concerned about the accuracy of predictions.

Pressured to manage budgets effectively.

Responsible for the financial well-being of the organization.

Frustrated with data quality issues.