



Says

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

They emphasize the need for accurate estimations to ensure budgets are realistic

Users want ontime delivery and consumers want to have all the products from A to Z at one place. They want fashionable and trendable products.

Users want quality prouducts with budget friendly price



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

They need reliable estimation to asses the feasibility of projects and ensure profitability

Their hope is to streamline operations and reduce wastage

Their dream is to achieve sustainable growth,optimize costand maximize returns on investments through informed expense estimation

Users want a formal and neat Communication.Users need a complete explanation of the product they want.

People want EMI for the product they need with low interest.

People want the company to help them when the product they bought is damaged.

People want guranteed and warrenteed products.

Users disappointing when the product is damaged after the delivery because of the bad quality

Users want a trustable products but sometimes they fear about the product quality.

Sellers doesn't communicate well for the product they sell.



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?