



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?



Customers might say,"Its too expensive".

The price should be low and meterial should be of good quality

They might share positive feedback if the expanses align with their perceived benefits.

Estimating all the expanses required to start and operate the business.

They could delay purchasing if the expense exceeds their budget.

Every business must keep close track of its daily,monthly and recurring expenses to properly manage cash flow.



They may come across online reviews discussing cost - effectiveness and quality.

Customeres might express concerns about hidden fees



Research more information of the expenses.

Customers research competitors to compare pricing and features.

They could express satisfaction if the product delivers more value than expected for the cost

This was a waste of money.



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?