



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?



s.yamuna's room

unveiling market insights  
; analysing spending  
behaviour and identifying  
opportunities for growth

The quality  
of the  
product

reasonable  
cost

product  
available in  
different  
dimension

lifetime of  
the product

expecting  
something  
different

make decision  
on marketing  
based on  
chart

make story  
on growth

make story  
on sales

make  
analysis on  
profit

satisfied on  
this project

make  
analysis on  
costumers  
preference

happy to  
part of this  
project

felt fear  
when i start  
this project