



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?

We need software for our company projects.

Can you provide Electronic devices with an working apps.

Our projects has been done on time are crucial.

Desires for a stress free environment to the working staffs.

Concern about our Clients Satisfaction or Expectation.

Exitement about impressing our clients.



Hiring well Knowledge and skilled employees for our projects.

We should good vision and mission of our Company.

We have well Infrastructure

Budget Constraints.

Worries about virus or Malware or software errors.

Fear of delivering the projects to the clients on time.



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?