



Says

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

Beauty is
important
thing in life

Thinks

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



Beautician
makes our
appearance
to look good



BUSINESS CARD

Ananthamalar
Susmitha
Uvasrishoba
Dhanush

Beauty
improves our
confident

Beauty
products
may cause
side effects



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?



[See an example](#)