



Says

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

What Brand
Do You Like
?

What Dose
Is Best ?

I Need
Something
Safe



Thinks

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

Why is this
so hard ?

I want
something
awesome

May be this
isn't the best

Medical

Compares
medicine

Research
More

Checks Web
Site

Excited

Happy

Fear



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?