



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?

How do
you
manage
deadlines?

New
places

Where is
the coolest
place you
traveled?

Describe
your ideal
team?

Water
facility

Soil
Quality

Agriculture
building

Industrial
building

So
happy

Commerical
building

Nice
places

Good
facilites



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?