



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 much
does this
cost?

How to I Buy
this?

Wow! This
sales
process is
great!

I wonder if
there's a
better
alternative

I want to try
out the
product

Do you have
any special
deals?

Why should I
use this
product

Is there any
customer
support
available?



Ask for a
free trial

Purchase
product

This was
great
purchase

Excited

Lists
positions

More
research

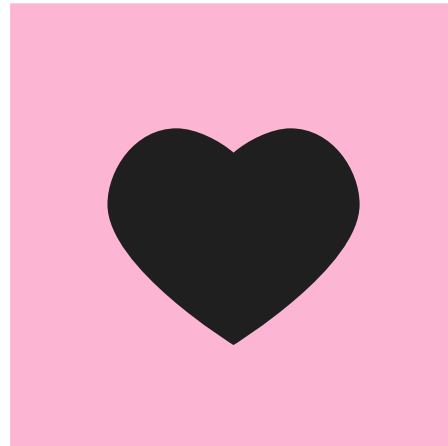
This was
waste of
money

Overwhelmed



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?