



**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?

Customize  
my bike to  
make it  
unique

Fellow  
enthusiasts  
is important

Improve  
riding skill

High  
performance

Sharing  
riding  
experience

Cost of  
maintanance  
upgrade



**SUPER BIKES**

Save money  
for bike  
upgrades

Promote the  
bikes

An Attractive  
bike is here

Iconic ninja  
styling

More  
collections  
are available

Highlight the  
bikes  
dynamoc  
features



**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](#)