Says

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

I am concerned about my dog getting the right nutrients in her kibble

. I loved the profile colors and icons i can choose from

. I showed up at the store and it was so overwhelming. There were way, way too many choices and kinda freaked out

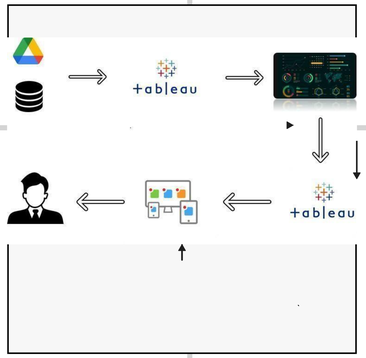
Thinks

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

I am just an idiot, or is the app really confusing?

This from is super annoying.... there are so many fields

Oh man, that was easy! I'm gladthis disn't take up much time.



Do they behave differently when performing a task aroud other people then when alone?

when they take with people, what attitude do they convey?

what stmuli or information changes their behaviour?

Do they shop around for multiple options or price, or settle for the first item they find?

Frustarted: the checkout process has too many steps

.confused: too many similar products with poor distinctions.

Anxious: the payment confirmation is taking too long to appear.

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