



Says

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

What size is best?

I want something reliable

What brand do you like?



Thinks

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

I want something awesome

Why is this so hard?

What else I am missing?

Maybe this isn't the



saranya



Does

What behavior have we observed?  
What can we imagine them doing?

Checks the websie

Lists pros/cons

More research



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

Overwhelmed

Excited

Anxious