



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?



Feels

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



Does

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

See an example



I Don't understand this feature

How do I Use this feature

I will share this with my friends

The feature will work very well for me

I spend too much time on this iphone

Does the app store my previous data

Update the application

look at feature on other devices

worried; How does the app affect battery performance

changes access to the internet(wi-fi)

I will been waiting for this feature for a long time

Curious;What other features came with the update