



Says

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

I want something reliable

What do you think?

What brand do you like?



Thinks

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

What is best for me?

Wasting too much time

What else am I missing



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More research

Asks friends

Check the website

Excited

Overwhelmed

Anxious



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?