



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?



What do you think?

What do their friends say?

What influences them?

How do they work together?

Which media do they use?

How do they hear that they're appreciated

With whom they work?

What boss/peers say?

What do they dream of?

What is their ambition?

What do they want to change?

What makes them feel bad?And good?

How do they feel they did a good job?

Checks the websites

Makes small decisions

More research

Lists pros/cons

Compare products

Observe in store

Postpones big decisions

EXCITED

FEAR

WANTS/NEEDS

MEASURES OF SUCESS

GOALS



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?