

Says

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

I expected something different

what do you thing?

I'm looking for something reliable

Where should I look for?

What size would best suit me?

What are the most popular brands?

Thinks

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

Shouldn't this be easier?

May be this isn't the best

They probably think I don't know

Wasting too much time?

What else am I missing?

I want something awesome

Abina

Visits the webpage

Lists pros and cons

Does more research

Inquire friends

Make small decisions

Hostale to make big decisions

Compare products

Fear

Overwhelmed

Anxious

Excited

Unsure who to trust

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?

