



Says

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

- I expected something different
- what do you think
- 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
- I want something awesome aaa
- Wasting too much time?
- What also am I missing



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Does

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

- Visits the website
- Lists pros and cons
- Does more research
- Inquire Friends
- Make small decisions
- Hosilate to make big decisions
- Compare products



Feels

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

- Over-whelmed
- Fear
- Anxious
- Excited
- Unsure Who to Trust

 See an example