



Says

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

Wants
Connections

Like to go
places

Like
being in
coffee

Thinks

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



Doesn't
like the
feeling
when

Needs
nothing to
bottle

Get
headings

Book Cover

Does
Coffee
Traveling

Wants to
know

They
don't
know
what

Angry!

Doesn't
know

Headings



Does

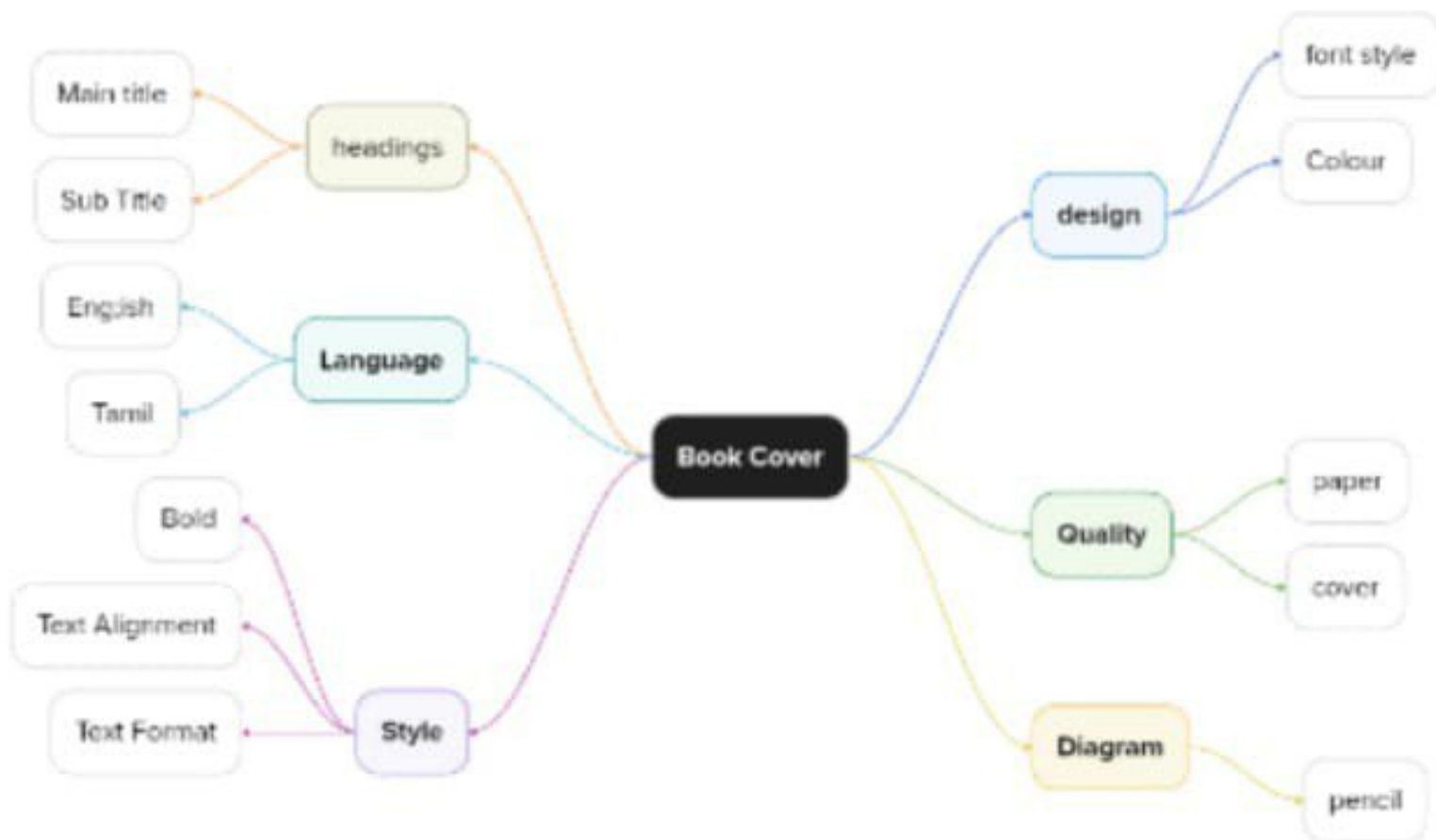
What behavior have we observed?
What can we imagine them doing?

Feels

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



[See an example](#)



Tip

Keeply create your mind map using keyboard shortcuts. Press **Enter** to add a new sibling node or **Tab** to create a child node. To add extra lines of text, try **Shift + Enter**.