



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?

Green Tea

"I love the soothing taste of green tea."

"I prefer green tea over other types because of its health benefits."

I wonder if there are any local tea ceremonies or events related to green tea."

"Drinking green tea makes me feel healthier."

"I wonder if there are new green tea blends or flavors to try."

"Green tea helps me relax after a long day."

"I enjoy trying different flavors of green tea."

"I think green tea is a great alternative to coffee."

"I believe green tea is good for my skin and overall well-being."

"Green tea is my go-to beverage for mindfulness and meditation."

Attends Events: Participates in green tea-related events, workshops, or ceremonies.

Morning Ritual: Incorporates green tea into their morning routine.

Research: Explores different green tea brands, brewing techniques, and health benefits online.

Curiosity: Curious to explore new green tea varieties and blends.

Satisfaction: Feels content and satisfied while sipping green tea.

Connected: Feels connected to a community of green tea enthusiasts.

Visits Tea Shops: Shops for high-quality green tea leaves and accessories.

Relaxation: Finds relaxation and calmness in each cup.

Health-conscious: Feels health-conscious and proud of choosing a healthier beverage option.

Shares Knowledge: Talks about the benefits of green tea with friends and family.



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?