



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?

How to  
modified  
your interior  
design



I was  
expecting  
something  
different



Curious  
about  
milestones

Keeps in mind  
all debts, but  
usually forgets  
to pay on time



Avoids  
excessive  
meeting

Postpones  
big  
decisions

Stressed  
about  
deadlines

Confused



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?