



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?



fresh
produce
section

my favorite
brand

help me
find

checkout
line

Less Prices

had more
options

Good
Service

Compares
prices

less wait
times

Happy

spending
less

eco-
friendly
products



Does
What behavior have we observed?



Feels
What can we
imagine them doing?

See an example

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