



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?

I neet a new
tablet, my
old one is
not working

Some
tablets
freeze up
easily

I perfor
taking
notes on a
tablet

I wont to able
to take notes
for my onlien
lessors

Tablets are
better when
taking notes

The are as
user friendly
as phones



M.Divya
Buying a new tabler

I'm going to
that fits my
budget

I like the one
that fits
tasky in my
dog

I saw an ad
about it on
instagram

I'm compare
some tablets
online

My faverite
cercortiy
promoted it
on youtube

My friend is
verry happy
with the tablet
she bought
the summar



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?