



Says

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

I was expecting something different

What do you thing?

What should I start ?

I want something relable

What size is best ?

What brand do you like?



Thinks

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

Why is this so hard?

Do they think I'm stupld ?

What is best for me?

What else am I missing ?

I want something awesome

Too many acronyms

Wasting too mush?

Maybe this isn't the best



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Example(Buying a TV)

Checks the web site

Lists pros/ cons

jakes smalls decslions

More research

Compares products

Observes in store

Overwhelmed

Fear

Excited

Inade quate

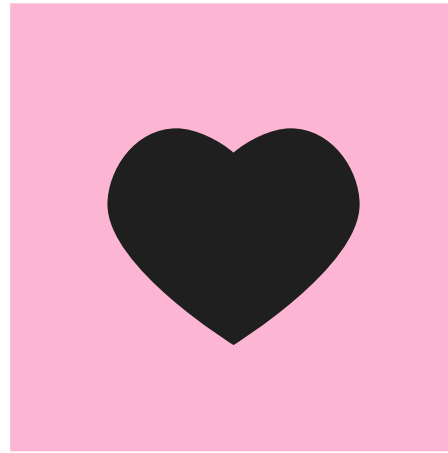
Usure who to trust

Anxious



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?