



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?



logo design
contest

educational
support

body
language

smart
businessman

idea
generation

solve
problems

ours
services

services

person
bright idea

foreign
trade



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?