



Says

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

That was easy!

I want to be able to work more quickly

I really like that feature



Thinks

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

How does this compare to similar products I have used?

This pop-up is distracting

Is this really worth it?



Saves work and shares with others

Makes decisions

Completes processes

Focused

Curious

Excited



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?