



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 was expecting something different.

I feel safer in a group.

Not sure if i can go without a guide

we purchase many things.

Anything missed?

"I like that it stored my Profile."

"This was easier the last time i used it."

"Iam looking for searching relatable."

"what size is best?"

"what do you think?"



Confused

Anxious

Satisfaction

Nervous

Excitment

Create a website

Make a shopping list

Make budgets

Visit and confrim venue

compare prices



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?