



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
experting
something
different

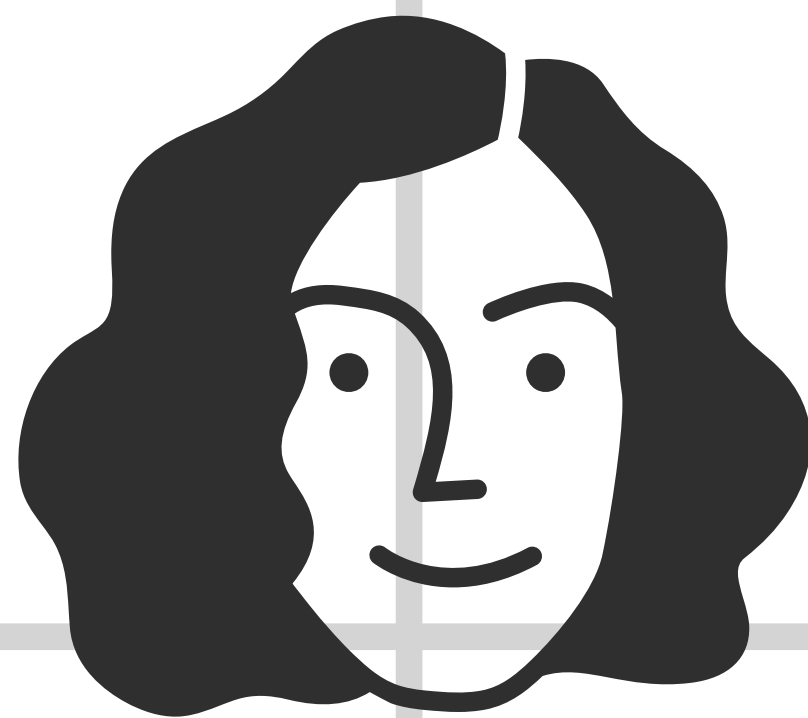
what is
thebest
product

Will all the
members
come

What
brand dou
you like

something
for
guidence

lwant
something



Divya
Esitimation of
Business expenses

Price
Comparison

Excitement

Rearch
product/
service

Observes
in store

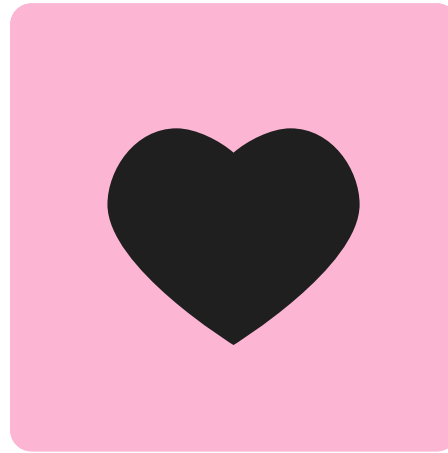
Confused

Intimideted by
the complexity
of the online
tools



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?

 [See an example](#)