



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?



What do you think?

I expected something different

Where should i look for?

I want something awesome

Wasting too much time?

What else am i missing?

Visits the website

Make small decisions

Compare products

Fear

Excited

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?