



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 want more
reliable
details

whether
google keyword
planner will be
used for this?

what is
keyword?

what will
i start?

we can get
exact
research
details?

is this too
much
hard?

is there
any
website for
this ?

is there any
AI facility
for this?

teamwork

start with
website

google ads
are used

lot of
confusions
whlle
researching
keyword

Its qulte
hard

complicated

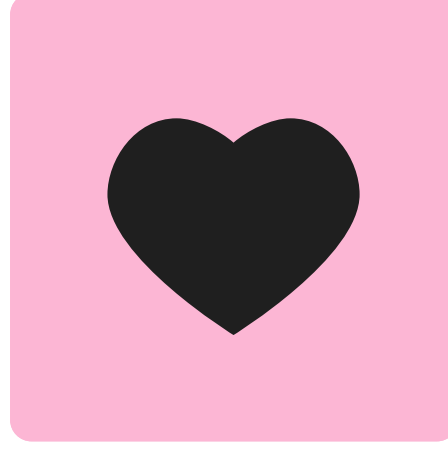
keyword
planner
tool is used

discover
new
keywords



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?