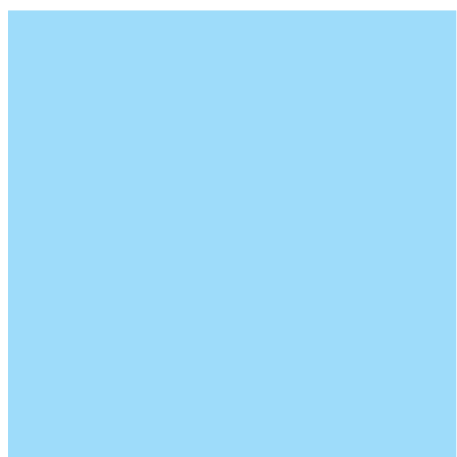


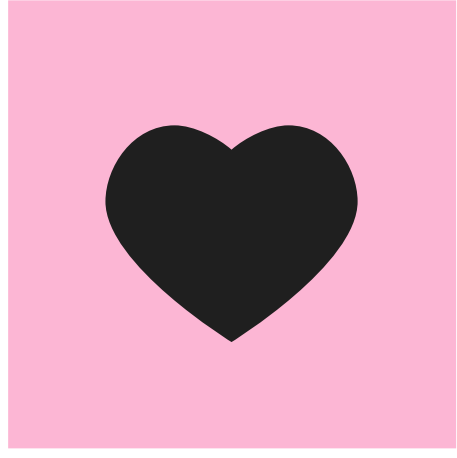
Says

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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



Healthier

Save the planet

Public-intrest

Vegan milk is cool

Best for weight loss

More expensive

That was easy

I feel good

What do you think

Confused

Curious

Excited