



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?

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TEAM 4

Logo design

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I want something unique

I need more time

How do I search for this

Attractive

Do I really need at

Anything missed

More research

Observation store

Inode - quate

Compares prices

Power full

Fear



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?