



Says

What have we heard them say?
What can we imagine them saying?



Thinks

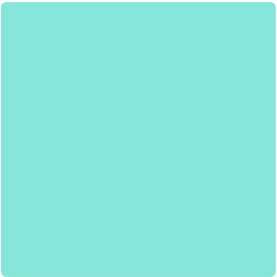
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

IT LOOKS
LIKE A NICE
BIKE

THIS BIKES
GIVES
ADVENTURES

THIS BIKE
DESIGNED
FOR ALL
TYPES OF
ROADS

LOTS OF
COLOR
VARIATION



BIKE HAVE
ATRACTION
CONTROLL AND
IT CANNOT SKIT
ON THE MUD
ROAD

FEELING
TO RIDING
ON THE
ROAD



CRUISE
CONTROLL IT
CAN
MAINTAIN AT
THE ROADS



SMOOTH
FREE RIDE



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](#)

Mind map

