



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?



Online
Advertisement

Competitor
Offerings

Comparing
prices

Evaluating
value for
Money

Analyzing
Methodologies

Product
Packaging

Considering
Quality

Latest
Market
Trends and
Insights



Researching
Online

Creating
Vizualization

Excitement

Satisfaction

Making
Purchase

Asking for
Recommendation

Frustration

Hopeful
about
Research pf
he Project



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?

