



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?

Expecting something new

Want something reliable

Where should i start

what is best for me

Maybe this is not best for me

what else am i missing

Bright Ideas Consulting

Make small decisions

Check the website

Compare Ideas

Excited

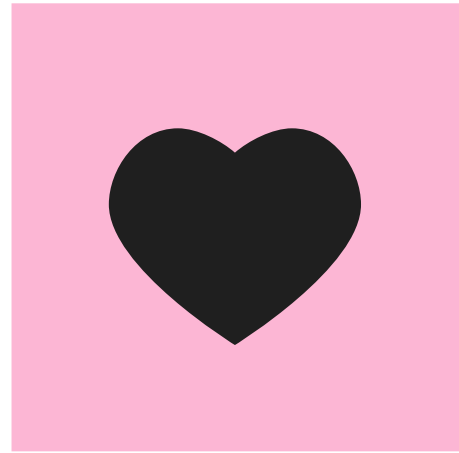
Unsure who to trust

Confused



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?