Says **Thinks** What have we heard them say? What are their wants, needs, hopes, What can we magine them saying? and dreams? What other thoughts might influence their behavior? **A MORNING** SHOPS FOR AND **DEALS AND EVENING BEST PRICES** ROUTINE MY ROUTINE **JOYS WHEN** HAS SHE **DEVELOPED PURCHASES ASIGET** NEW **OLDER PRODUCTS** AI BASED SKIN **LOCALIZATION AND CLASSIFICATION OF SKIN DISEASE WITH ERYTHEMA** CHANGES HAPPY WHEN ROUTINE HIS/HER SKIN **BASED ON** IS CLEARED LOCATION LIKES THINKS ABOUT FRAGRANCE **ADOPTING NEW** IN COSMETICS **PRODUCTS Feels** Does What are their fears, frustrations, and anxieties? What other feelings might

influence their behavior?

What behavior have we observed?

What can we imagine them doing?