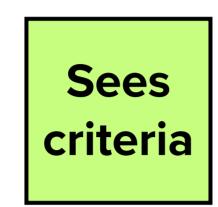


What have we heard them say? What can we magine them saying?









Sees the advertisement and demo video in network

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

Thinks













Risk







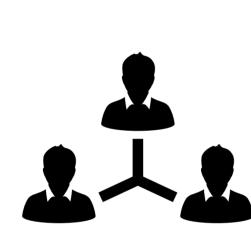


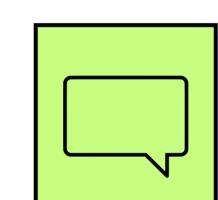


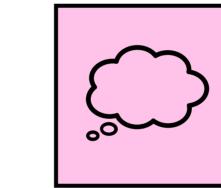
















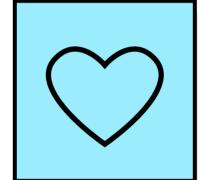


I will recommend this treatment to all doctors

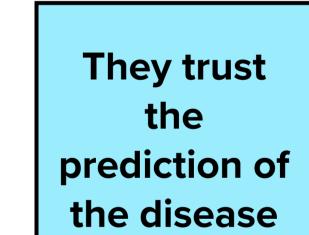




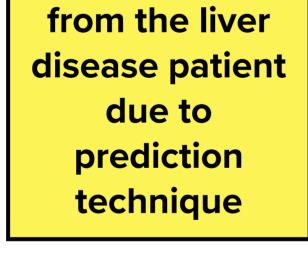








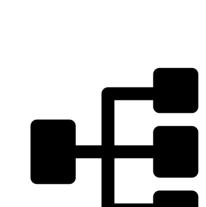


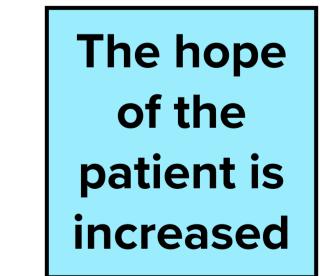


Walks away









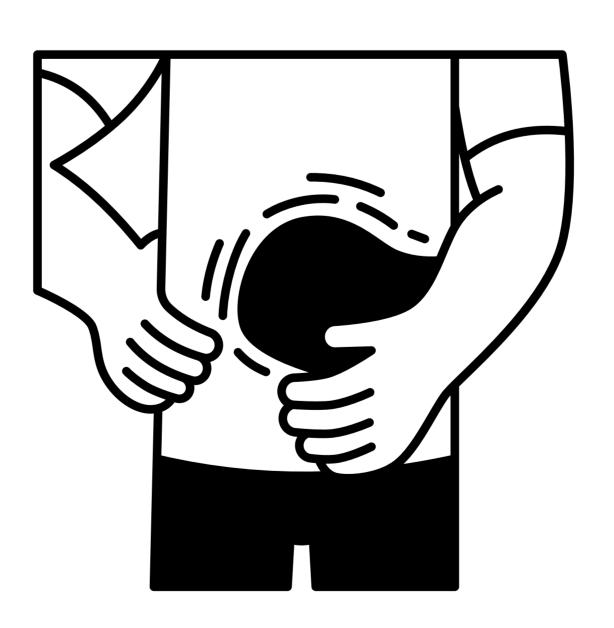












Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Does

What behavior have we observed? What can we imagine them doing?