



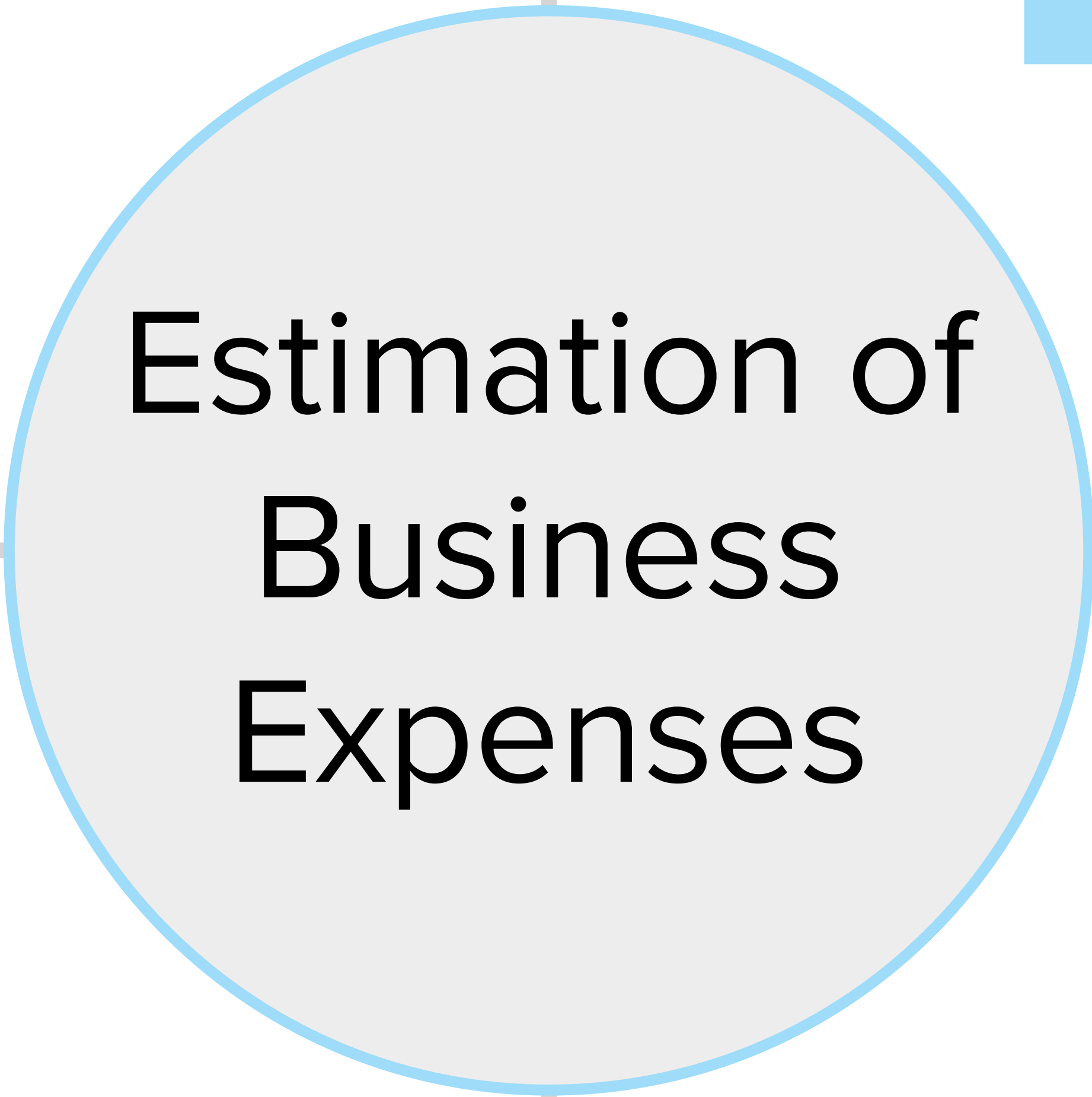
Says

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?



Where should I Start?

We have to know about all the things in the topic

We have to compare the difference between many things

Buying the product from where the cost is least

Why is this so hard?

What else am I missing?

What is best for me?

I want something new.

Observes in Stores

Make a Lists

Compare Products

More Research

Very Anxious

Curiosity

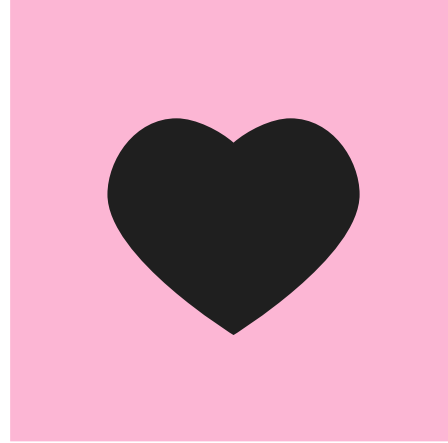
Confidence

Inadequate



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?