



Says

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

Google analytics is a webservice

It tracks and reports website traffic

Optimized as a designed to be compatible with chrome



Thinks

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

Get a complete understanding of customer

Tools free of charge

Summary for website



Easy to install

Bounce rate average time on page

Optimize your website

Optimize your website

Average time on page

Complete understanding of important goals



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?

[See an example](#)

