



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?

I want something reliable

This pop-up is distracting.

really like that feature.

That was easy!

Is this really work it?

what is this so hard?

Designing a logo
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Makes decisions

Observes in store

Completes process

Focused

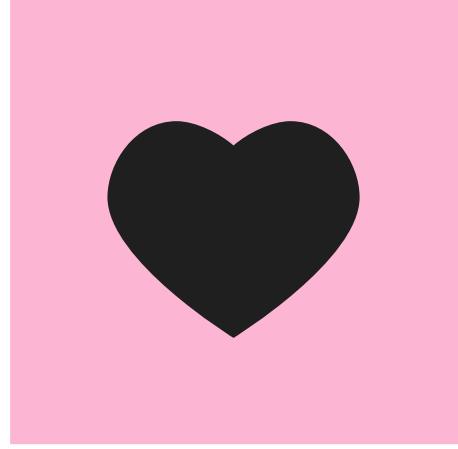
Curious

Excited



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?