



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?



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What size
would best
for us?

Where
should I
look for?

Expecting
something
different

They
probably
think I don't
know

Wasting too
much time

Expecting
something
awesome

Visit the
website

Make small
decision

Does more
research

Fear

Existed

Overwhelmed



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