



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 some
thing
reliable

i was
expecting
something
differnt

I want
something
awesome

What is best
for me ?

What size is
best

What is else
am i missing

I realy like
that feature

I want to be
able to work
more quickly

Is this realy
worth it ?

How does this
compare to
similar product
i have used?

User

Chek the
website

observe in
store

Anxious

Confused

Compare
products

Fear

Ask friends

Make small
decisions

Inadequate

Exited



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](#)