



Says

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

Fitness you say? More like fit this cake in my mouth!

Better serve

Better serve



Thinks

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

We want some variety

I want some desserts

Better taste



compare products

Hesitate to make big decisions

Inquire frients

Aweaome

Tasty

Yummy



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?