



Says

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

I want something reliable

Best size

Attractive



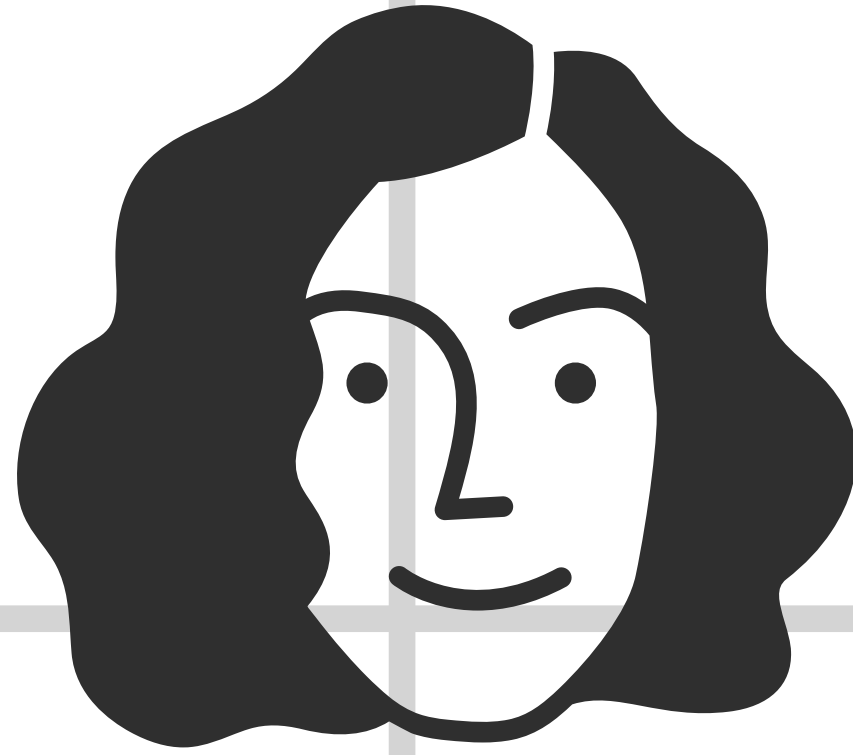
Thinks

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

Maybe this isn't the best

Anything missed

I want something awesome



NM2023TMID36877
Logo design

TEAM VI
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S.Meer Nisha

More research

Compares products

Observes in store

Excited

Fear

Inade_Quate



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?