



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?



job tracking application system

salesforce
trailhead

i am alleigant
to Delta
because never
have abad
experience

i want
something
reliable

i dont
understand
what to do
from here

too many
acronyms

this is
really
annoying

why thiis is
hard

make small
decisions

oes more
research

ompare
product

anxious

fear

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?

See an example