

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?

where should I start?

what do
you
think?

what price is best for me?

what
else iam
missing

it is reliable?

which area is best?

wasting to much of time

Do they think i am stupid?



checks the websites?

compare to other area

user who to trust

fear about facilities

Asks some buyers

make a decisions

Its worth for this much of money

excited

Does

What behavior have we observed? What can we imagine them doing?

See an example

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

