



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?



Feels

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



Does

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

See an example



Mobile phones, accessories, and tech-related content on social media.

Ads, posts, and reviews about the latest mobile devices and accessories.

Competing mobile shops and their promotions

Considering a new mobile phone or accessory purchase.

Comparing different brands and models.

Looking for reliable and trustworthy sources of information

Engaging with tech-related content and communities.

Reading reviews and seeking recommendations.

Researching mobile devices and accessories online.

Overwhelmed by the multitude of options and features.

Excited about the possibilities of a new mobile device.

Anxious about making the right choice.