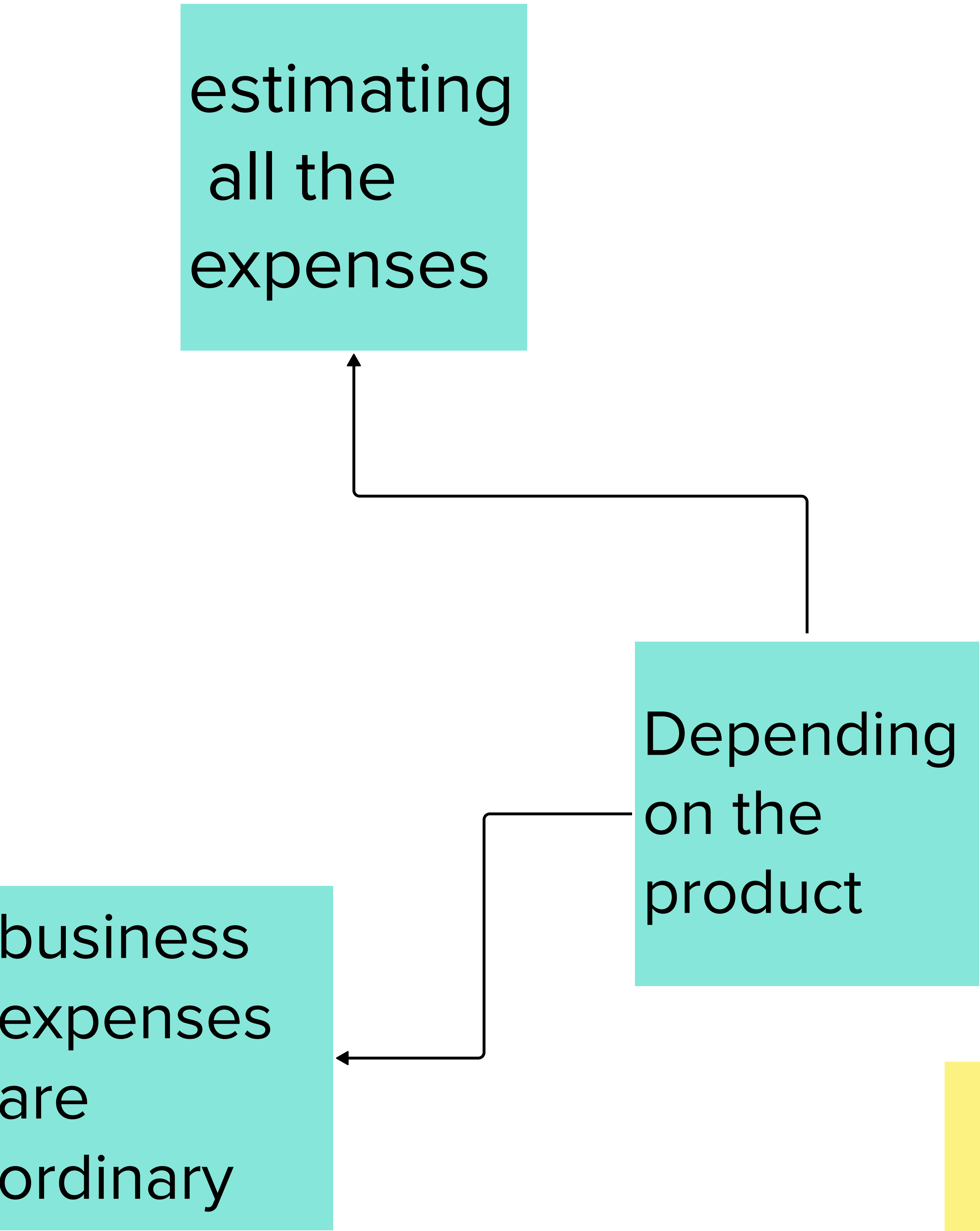
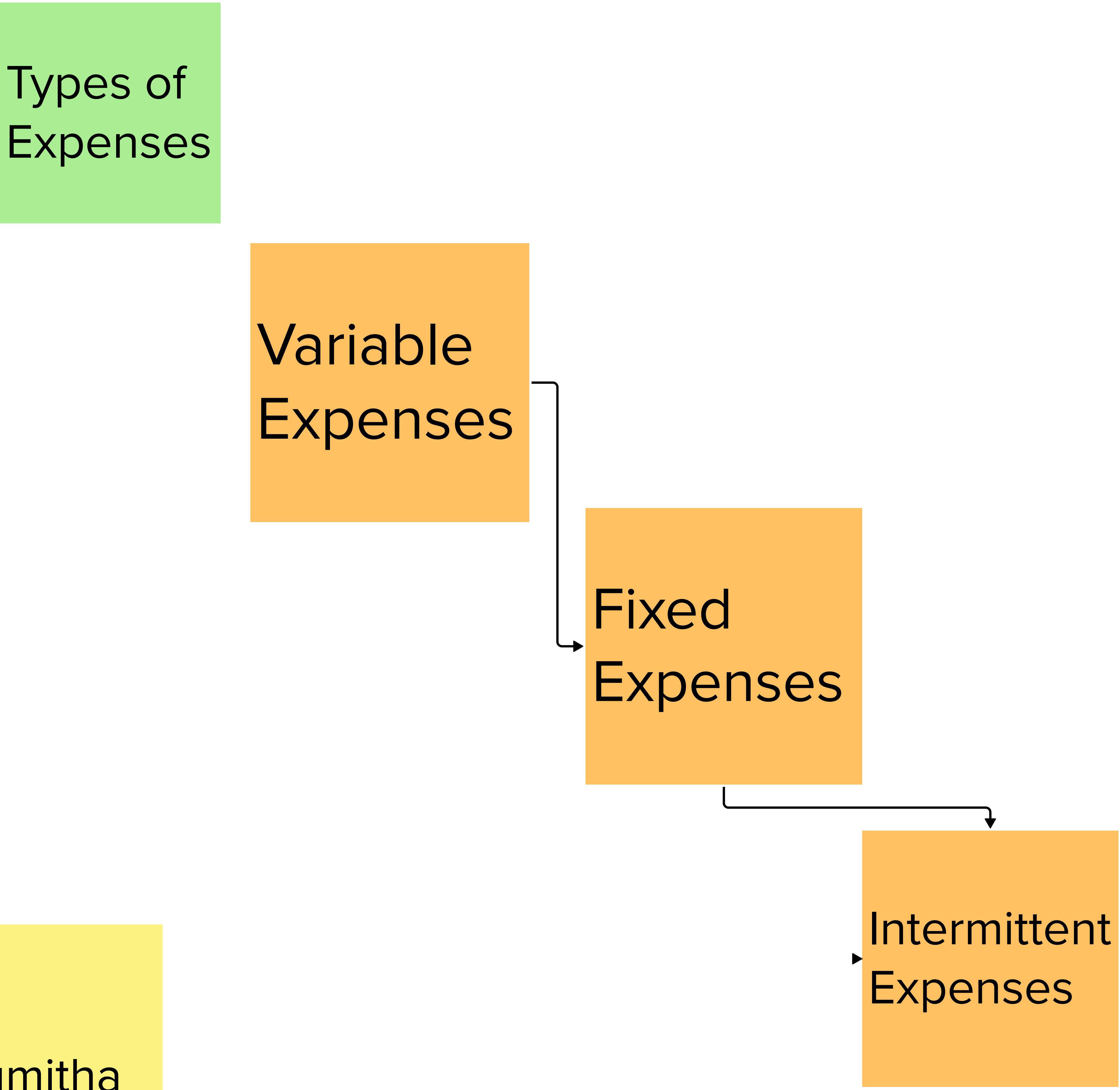


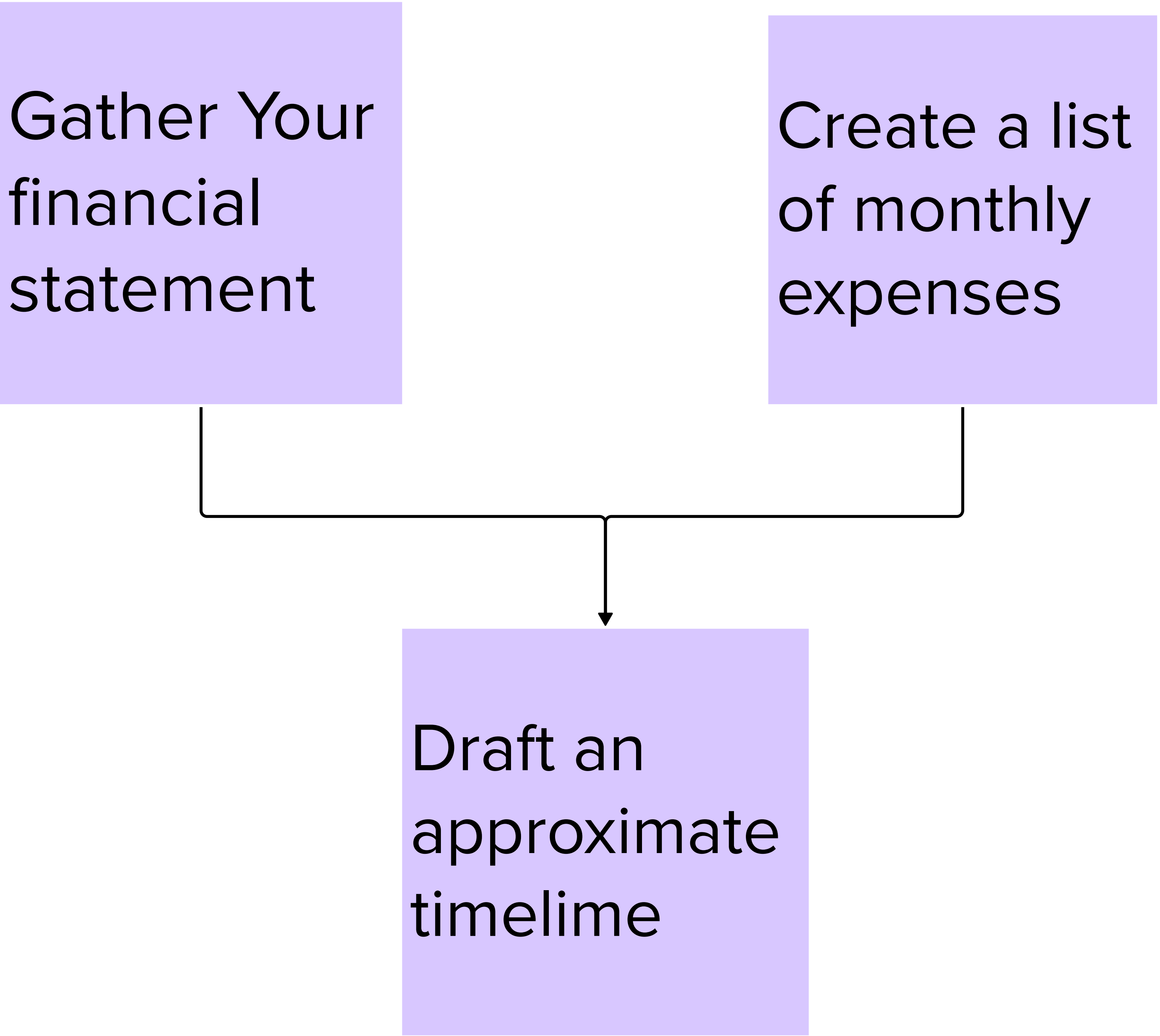


**Says**  
What have we heard them say?  
What can we imagine them saying?

**Thinks**



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Determine the profitability



**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?

