



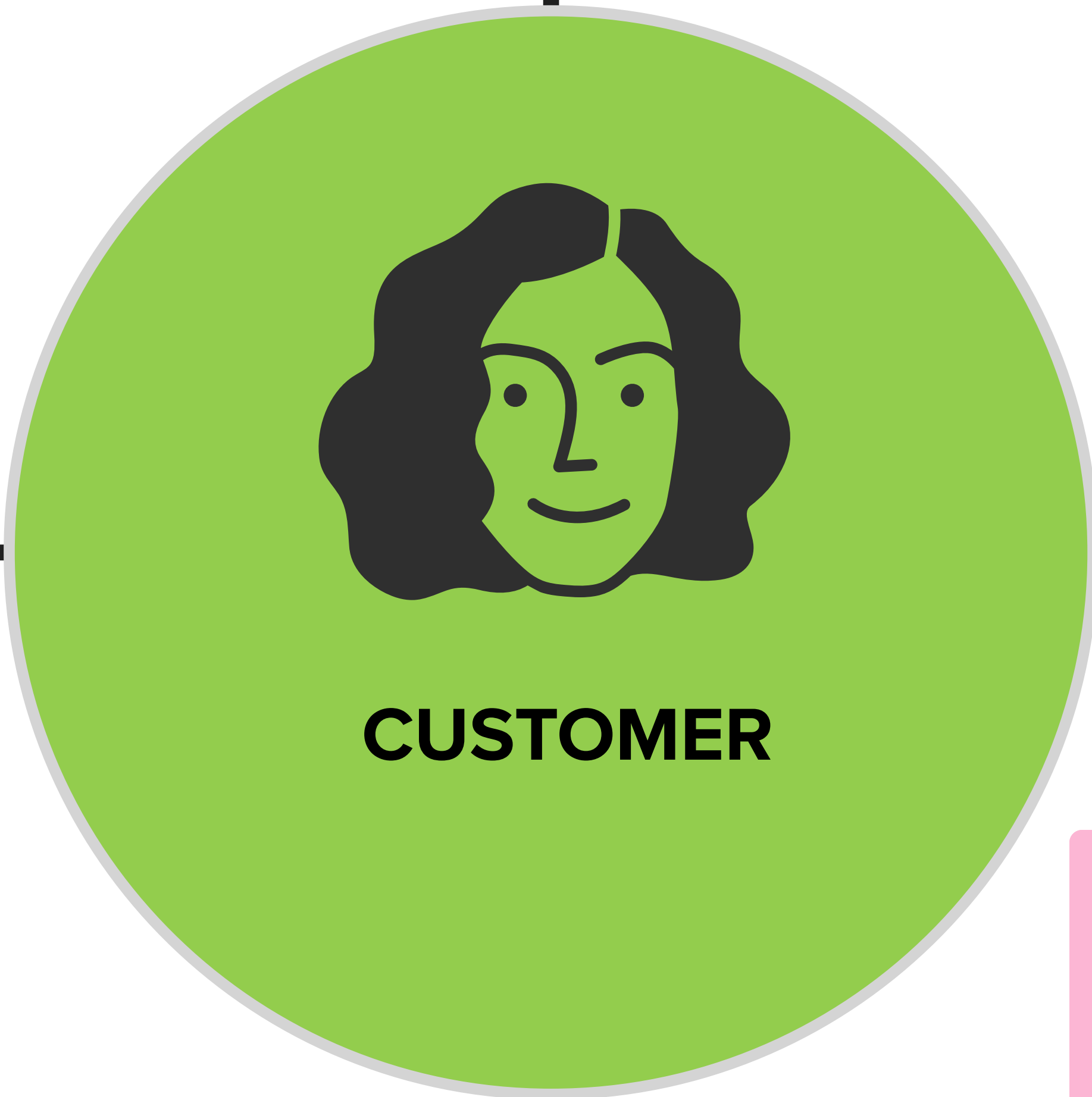
Says

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?



Product descriptions provide sapling details and care instructions.

Customer support assists with queries and tree care guidance.

Promotions emphasize environmental benefits and participation.

User reviews offer insights and experiences.

Customers consider sapling species and environmental impact.

They contemplate value for money and long-term benefits.

Evaluating contribution aligns with personal values.

Customers think about the planting process.

Feedback submission helps improve the project.

Customers shop online, select saplings, and complete purchases.

Satisfied customers may share their experiences on social media.

They plant saplings following care instructions.

Satisfaction comes from seeing healthy saplings grow.

Responsibility is felt for nurturing and caring for the saplings.

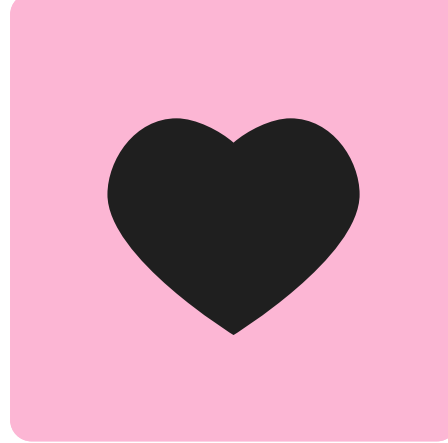
A sense of connectedness with a like-minded community.

Optimism about the positive environmental impact achieved.



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?