



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?



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Why is6  
this so  
hard?

What else  
am I  
missing?

I want  
something  
awesome

Fear

Usure who  
to trust

Anxlous

What do  
you think/

I Was  
expecting  
something  
different

I want  
something  
rellable

hecks the  
web-site

ompare  
products

Asks friends



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?