



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?

What size is best

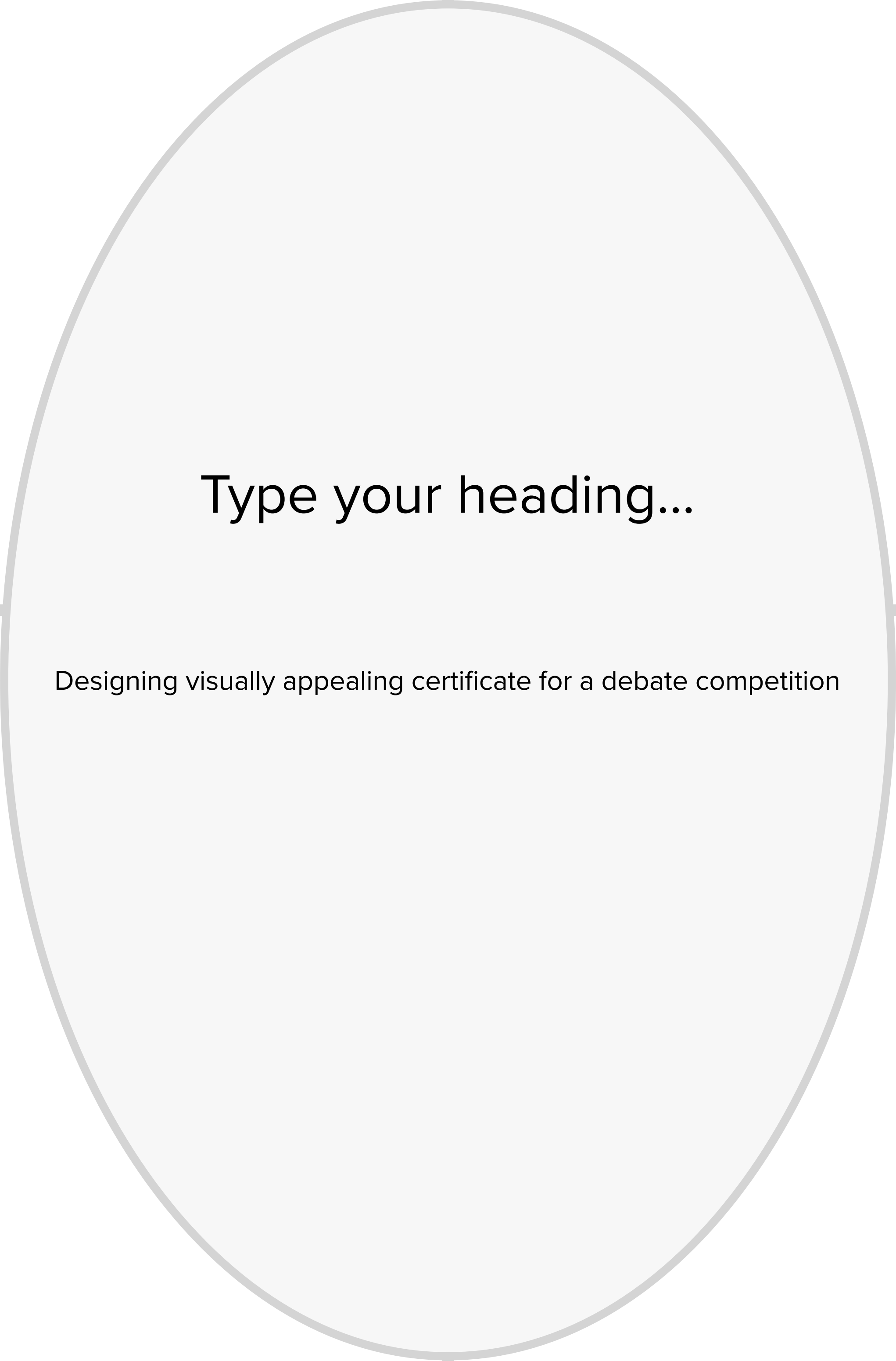
What is best for me?

Font size is best

Imagine attractive colours

May be this isn't the best

What else I am missing?



Observe in store

Makes small decision

Fear

More research

Anxious

Excited



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?