



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

What do you think

What size is best

Where should I start



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

What is best for me

Why is this so hard

Westing too much time

Business card
NM2023TMID 52595
N.Janani
A.Jasmine
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Compares products

More research

Post pines big discisons

Excited

Anxious

Overwhelmed



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?