



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?

Wants
convenience

likes to use
phone

enjoys
picking - up
coffee

Dosen't have
time for long
line

needs
caffeine to
function



drinks coffee
everyday

heavy smart
phones user

walks to
work

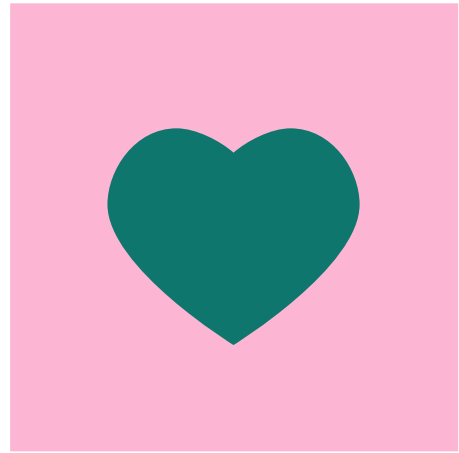
impatiant

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?