



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?

I was
expecting
something

What do
you think

What type
of business
you like



what is
best for
us

too
colorful

why
this so.
hard

More
research

Compare
designs

Ask
neighbour

fear

confused

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?