



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?



"I liked that  
it stored  
my profile"

The ads  
on the  
page are  
distracting

"This was  
easier the  
last time  
I used it"

I don't expect  
to have to pull  
teeth to get  
something  
done

I don't  
have time  
for this

I'm not  
sure what  
to do next

Refreshed  
the page  
to make it  
load

Hit back  
button  
instead of  
"previous"

Frustrated-  
my needs  
are being  
ignored

Confused

Avoids  
calling  
anyone on  
the phone

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?

See an example