



## Says

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

I want a bike  
with top-  
notch  
performance

Safety  
features are  
essential for  
me

I often talk to  
my friends  
about the  
latest bike  
models

## Thinks

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



I wish I  
could afford  
a high-end  
racing bike

Concerned  
about the  
environmental  
impact of my  
bike

Comparing  
different  
bike brands  
for reliability

Creating Blog using  
Wordpress Platform  
Title : Nitro

Participates  
in sports  
bike races  
and events.

Frequently  
researches  
bike specs and  
reviews online

Customizes  
their bike to  
improve  
performance

Excited about  
the thrill of  
speed and  
adrenaline

Anxious  
about bike  
maintenance  
and safety.

Passionate  
about the  
sports bike  
community

## 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](#)