



## Says

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

i want  
something  
reliable

what size is  
best?

where  
should i  
start?



## Thinks

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

wasting too  
much time?

maybe this  
isn't the  
best

what is best  
for me?



## Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

excited

fear

nade quate



## Does

What behavior have we observed?  
What can we imagine them doing?

checks the  
web-site

more  
research

asks friends

[See an example](#)