



**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?



SAYS

where  
should i  
start

i want  
something  
reliable

what do you  
think

what size is  
best

THINKS

why is this  
so hard

what else  
am i  
missing

wasting too  
much time

too many  
acronyms

maybe this  
isn't the  
best

what is best  
for me

do they  
think i'm  
stupid

DOES

asks friends

observes in  
store

compares  
products

FEELS

fear

excited

anxious



**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](#)