



Says

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



Thinks

I need a watch that complements my everyday style.

I don't want to spend too much on a watch.

A watch should reflect my personality and fashion taste.

I've heard that brand X makes durable watches.

I want a watch that can be worn for both casual and formal occasions.

What features should I prioritize, like water resistance or a specific style?

I wonder if this watch will last for a long time

Is this watch brand reputable and known for quality?



Nathan's Watches  
Time Is More  
Valueable One Use It  
Correct

Browses online watch stores and reads customer reviews.

Compares prices and features of different watch models.

Excited about finding a stylish watch that suits their personality.

Visits physical stores to try on watches. Compares prices and features of different watch models.

Consults friends and family for watch recommendations.

Confident when they find a watch that aligns with their style.

Relieved when they find an affordable option that meets their needs.

Anxious about making the right choice due to the variety of options.



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?