



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?

What size is best

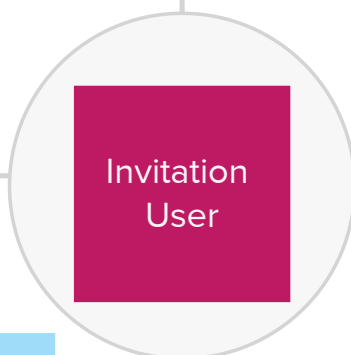
I was expecting something else

What is best for me?

May be this isn't the best

What brand is best

What else am I missing?



More research

Observe in store

Excited

Fear

Makes small decision

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](#)