



Says

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

WHAT SIZE  
IS BEST

WHAT  
BRAND DO  
YOU LIKE

I WANT  
SOMETHING  
RELLABLE



Thinks

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

I WANT  
SOMETHING  
AWESOME

WHAT IS  
BEST FOR  
ME

WHY IS  
THIS SO  
HARD

A.Rajesh  
III B,sc.STATISTICS  
GASC HOSUR

CHECK THE  
WEBSITE

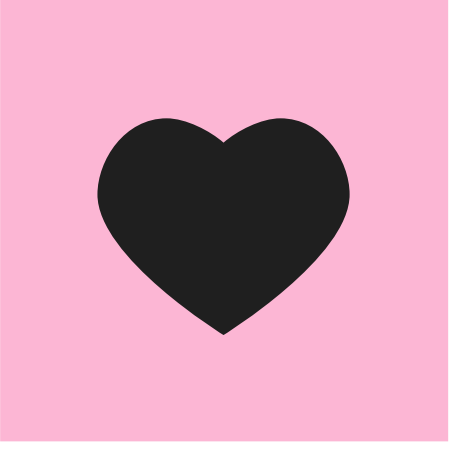
ASK  
FRIENDS

MORE  
RESEARCH



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?

EXCITED

USURE  
WHO TO  
TRUST

ANXIOUS