



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?

I want something reliable

I was expecting different

Whether i will get discount / offer

Technology features are important to me

Whether its quality is good.

Need to ask others opinion

Why this product is so expensive

Have to compare with other products

I want soething awesome

What is best for me

Maybe his isn"t the best



Checks more websites and company

Listing pros / cons

Make small decisions

Compares product and their price.

Asks friends for their feedback

Confused about negative reviews

Unsure who to trust

Overwhelmed

Fear about quality and its price.

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?