



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?

How do I buy this?

I was expecting something different.

What is best for me?

Wasting too much time.

I want something reliable.

Should I hold more sales to increase sales.

Maybe this isn't the best.

I need to manage costs.



Checks the website.

Compares products.

will I get an A in the class.

Excited.

Observes in stores.

Asks friends ask for free trials.

Usure who to trust.

This was a waste of money.



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?