



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?



dot-com

a company that  
sells goods and  
services on the  
internet

Will the  
product  
quality be as  
good as you  
mentioned?

Will the  
product  
reach me on  
time?

Does the  
product quality  
or quantity  
satisfies  
expectations?

What  
payment  
methods are  
available?

If I receive  
the wrong  
item, can I get  
my money  
back?

Will you  
announce  
offers?

Searching for  
thousands of  
choices for  
the same  
product.

Checking the  
product  
review and  
rating before  
buying.

What happens  
when I receive  
wrong or  
damaged  
product?

If the price of a  
product is  
reduced after I  
have ordered it,  
can I cancel and  
reorder my order?

Comparison  
between two  
platforms to  
know which  
one is better.

What if  
delivery  
date is  
extended?