



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?



Will the product quality be as good as you mentioned?

Will you announce offers?

What payment methods are available?

Will the product reach me on time?

Does the product quality or quantity satisfies expectations?

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

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?



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?

