



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 was
expecting
something
different

I want
something

What do
you think?

Where
should I
start ?

Why
is this
so
hard?

Maybe this
don't the
best

Makes small
decisions

Compares
products

Fear

Asks
friends

Usure who
to trust

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?