

## Says

What have we heard them say? What can we imagine them saying?

> where should i start?

what brand do you like?

what do you

think?



check the website

ask friends

more researc



## Does

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



What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



what else am i missing?

why is thi so hard?

we need more time

fear

excited

anxious

**Feels** 

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



