



Says

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

That was
easy.

I want more
updates.

I want
something
reliable.

Thinks

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



I need to get
more things
done

Speed

Quality

LOGO MAKING

Saves work

Save time

Share with
friends
Complete
process

focussed

Sometimes
Confused

Nervous

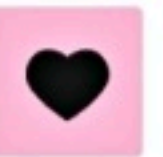


Does

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?



[See an example](#)