



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

not trying to  
take guns  
away

between that  
buy back  
programs

sees a big  
different



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

elementary  
age kids

exhavstion  
too wrong  
inclinder

fear wrong  
about safety

Political  
juggernauts.



to articulate  
what we  
know about a  
particular  
type of user

aid in  
decision  
making

it externalize  
knowledge  
about users  
in order to

important to  
the customer

hops,dreams,fears

people are  
hepling mind



**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?