



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?

very fast

cost
should be
reduced

power saver

personal
information
are very safe

They should
be provide a
newer version
of the model

more
storage is
needed



charger is
not provided
within the
box

storage
capacity is
less

the product
is very
costly

feel good

excited to
use

safe to use



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?