



**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?

Comfortable  
Price?

Network  
availability?

Why we  
have to buy?

Too many  
Acronyms?

I really like  
that  
features?

Where  
should I  
Start?

if miss any  
account

Alternative  
process?



TRAVEL TRAX TOURS

Software  
update

postpones  
big  
decisions

Comfortable?

Anxious?

Observe the  
stores

More  
research

Excitement?

Satisfaction?



**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?