



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?



I Was
Expecting
Something
Different

Where
Should
Choose

Whice Place
is Best

Why this is
so Hard

What is Best
For me

What else
Am I Missing

Where
Should I
Start

What Size is
Best

May be this
isn't Best

I Want
Something
Awesome

Campare
More

Checks the
Websites

More
Searches

Asks Friends

Postpones
Big
Decisions

Anxious

Excited

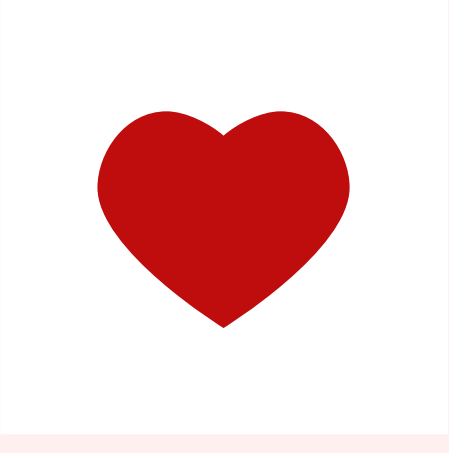
Confused

Usure Who
to Trust

Inadequate



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?