



Says

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

What does they say?

Attitude in public

Behavior towards others

Appearance



Thinks

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

What does they THINK?

What really counts

Worries and aspirations

Major preoccupations

USER

What they FEELS?

Fear and Anxious

Excited

Overwhelmed

More research

What they DOES?

Compares products or data

Check websites



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?