



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
excepting
something
different

I want
something
awesome

I want
something
reliable

where
should i
start

Maybe this
isn't the
best

Why is
this so
hard



Check the
websites

Fear

More
research

Ask friends

Excited

unsure who
to trust



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?