



Says

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

I want something reliable

I was expecting something different

Where should I start?

More research

Lists Pros/cons

Makes small decisions



Does

What behavior have we observed?
What can we imagine them doing?



Book cover using

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[See an example](#)

Thinks

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



Maybe this isn't the best

I want something awesome

How create well?

Excited

Inadequate

Usure who to trust

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

