



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?



we want to be able  
to work more  
quickly.

That was easy!

we really like  
that  
feature.

This pop-up  
is  
distracting.

How does this  
compare to  
similar products  
I've used?

Is this really  
worth it?

Makes  
decisions

Completes  
processes

Saves work and  
shares with  
others

Focused

Curious

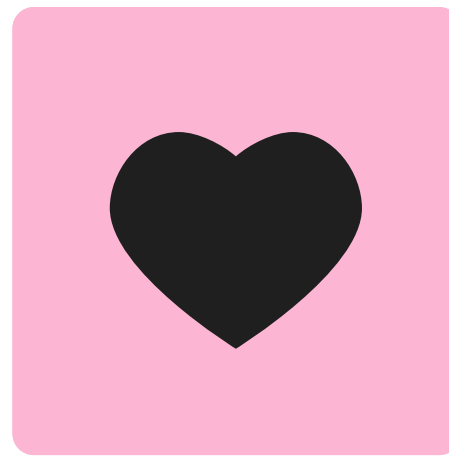
Excited

Confused



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?