



**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?



fresh  
produce  
section

my favorite  
brand

help me  
find

checkout  
line

Less Prices

had more  
options

store staff  
to ask

Compares  
prices

less wait  
times

Happy

spending  
less

eco-  
friendly  
products



**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?

[See an example](#)