



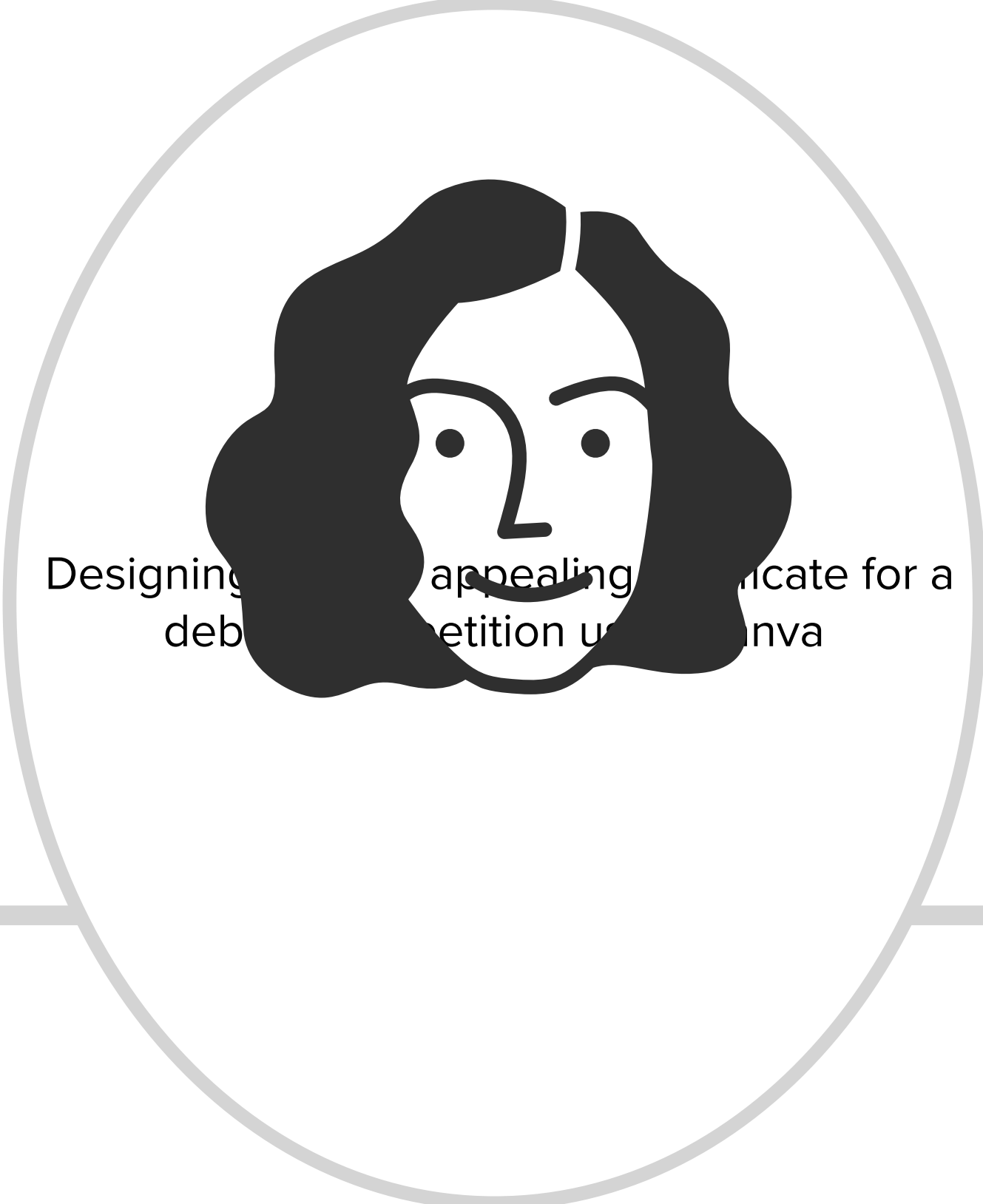
Says

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

I was
expecting
something
different

Where
should I
start?

I
wa
nt
so
me
thi
ng
reli
abl
e



Thinks

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



What is best
for me?

I want
something
awesome

Why is this
so hard?

More
research

Observe in
store

Compare
products



Does

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

Excited

Over
whelmed

Trust

Feels

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

