



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?

What brand
do you like

Why is this
so hard

What size is
best

What do
you think

What is best
for me

I want
something
awesome



More
research

Compares
products

Fear

Makes small
decisions

Excited

Anxious



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?