



Says

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

Technology
features

Spacious
interior

safe and
reliable



Thinks

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

extra
features

Good
investment

impressive
colour



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TEAM 10

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More
research

observes in
store

compare
products



Feels

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

Inadequate

fear

Excited



Does

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