



Says

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

What friends
say?

What in
fluencers
say?

What boss
says?

Thinks

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



The ads on
the page are
distracting.

I am not
sure what to
do next.

Why is this
so hard?



CLIENT

More
Research

Ask for free
trials

Discuss
products
experience
with others

Fear

Over
whelmed

Inadequate



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](#)