



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

What do you think?

I want expecting something very different

I want more reliable



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

Why this so difficult?

i want something awesome

This form is super annoying



Makes small decisions

Compare the products

Make more research

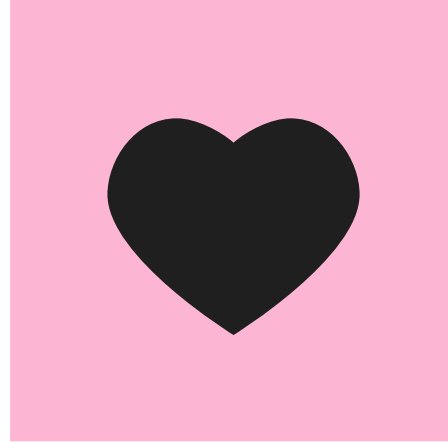
Unsure to trust

Anxious

The checkout has too many steps



**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?