



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?



Amazing output

Different ideologies

Modern technologies

Venue familiar

Flexibility

Quality

flexibility

Fulfilment

More research

website

Satisfaction

Delightful

Unique



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?