



Says

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

i want
expecting
something
different

i want
something
reliable

what do you
think

compare
products

more
research

makes small
decision



Does

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

[See an example](#)

Thinks

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



i want
something
awesome

why is this so
hard?

this form is
super
annoying:
there are so
many fied!

anxious

unsure who
to trust

the checkout
process has
too many
steps

Feels

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

