



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?

**Need
best
quality**

**want
expandable
storage**

**why does
iphone
better than
samsung**

**at an
affordable
price for
me**

**at an
affordable
quality for
me**

**better
than my
old
product**



**compare
other
product**

**consult my
friend**

**check the
google
about
iphone**

**trusted
product**

excited

**feel
nervous**



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?