



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?



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?

where
should i
started

i was
expecting
something
else

i want
something
reliable

too many
acronyms

wasting to
much time

i want
something
awesome

postpone
bigdecisions

compares
products

makews
small
decisions

unsure
who to
trust

inadequate

anxious

 [See an example](#)