



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?



Afrin Sumaiya. A
Business Card

I was
expecting
something
different!

I would like
to eat better

I eat well at
home

The cheese
was too
expensive

I am too
busy to cook
healthy food

I run out of
time to pack
a good lunch

May be this
isn't gonna
taste as
good...

I wish had
more time to
focus on
eating habits

Searches for
the yogurt
bowl in the
fridge

I sometimes
eat foods
like packet
noodles

Overburdened

Guilty about
skipping
gym

Compares
which
product to
use

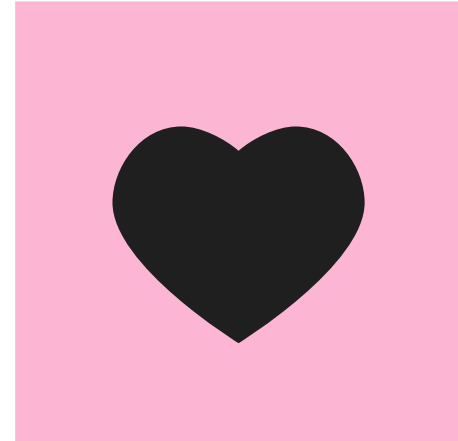
Checks for
online
recipes

Too tired to
think about
preparing
food

Impatient



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?

[See an example](#)