



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?



I want to be able to work more quickly.

That wes easy!

I really like that fearure.

This pop-up is distracting

How does this compare to similar products I've used?

Is this really worth it?

Saves work and shares with others

makes small decisions

more research

fear

Excited

Inadequate



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?