



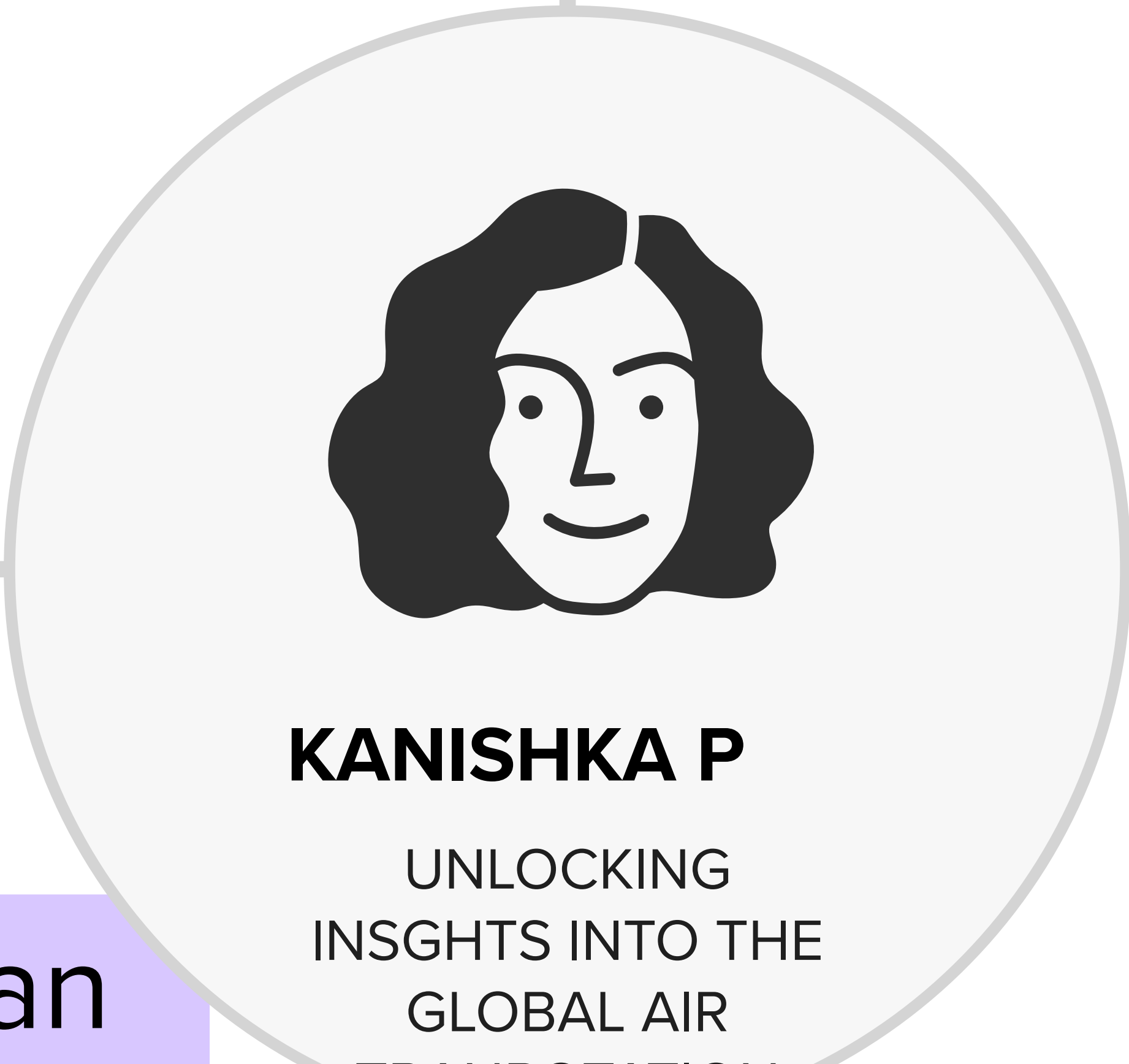
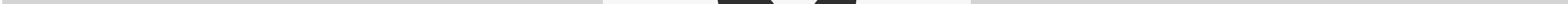
Says

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 trust my advisor, but it needs to be an active partnership

A platform for creating and sharing visual content

It is an open-source service, used to analyze and visualize transportation

It offers a convenient, reliable, fastest service

It is considered to be the most expensive means of transportation

Thinks the advisor could be a good sounding-board and ally

Listen to investing podcasts and reads subscription investing newsletters

Maintains an active partnership with her advisor

Keeping up on new types of investments

Feels worried about weathering a major recession

Compared to other means of travel, the risk of collision are higher

It maintain social and economic stability



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?