



**Says**  
What have we heard them say?  
What can we imagine them saying?

Where should I start?

Will all the members come?

Is this Expensive?

What do you think?

**Thinks**

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Will it Arrive on time?

Anything Missed?

How much time left?

What is the best Product?



Make Budgets

Visit and Confirm Venue

Making shopping lists

Compare Prices

Excitement

Anxious

Satisfaction

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?

