



**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?

Know about  
the property

I was  
expecting  
somethig  
else

Why is this  
so hard?

Too many  
acronyms

Where  
should I  
start?

What do you  
think?

Wasting too  
much time

I want  
something  
awesome



Compares  
products

Observes in  
stores

Excited

Inadequate

More  
research

Make small  
decisions

Anxious

Over-  
whelmed



**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?