



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 am allegiant
to deta
because i
never have a
bad
experience

I don't
understand
what to do
fro here

Am i dumb for
not
understanding
this?

This is
really
annoying

I want
something
reliabe



Analysing housing
prices in
metropolitan
areasof india



Refreahe
page
several
times

impaatient:
pages load
too slowly

Shopes
around to
compare
prices

worried:
they are
doing
something
wrong



confused: too
many
confradictory
prices



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?