



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?