



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 was expecting something different

What do you think?

what size is best?

I want something personalize

I want something reliable

what brand do you like?

where should I start?

Why is this so hard?

What else am I missing?

What is best for me?

Do they think I'm stupid?

Maybe this isn't the best

Wasting too much time?

Too many acronyms

I want something awesome



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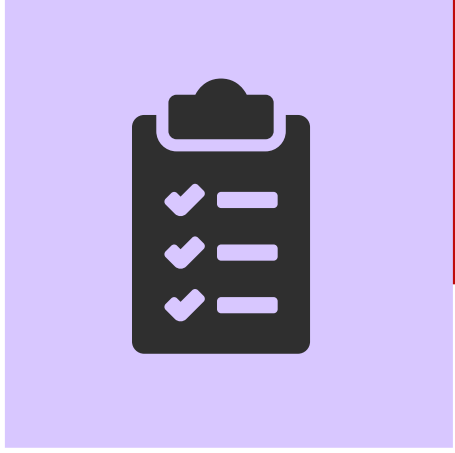
Unveiling market insight

Compares products

Makes small decisions

More research
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?



Over -whelmed

Fear

Anxious

Usure who to trust

Excited