



Says

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

I pay my bills
regularly

I like that it
stored my
profile.

I was
expecting
something
different.



Thinks

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

I would pay
more if there
was a good
offer.

I think
prefect
In the
Job.

I think could
get more
discount.

Profile

Ask friends

List posting

Ask for a
free

Excited

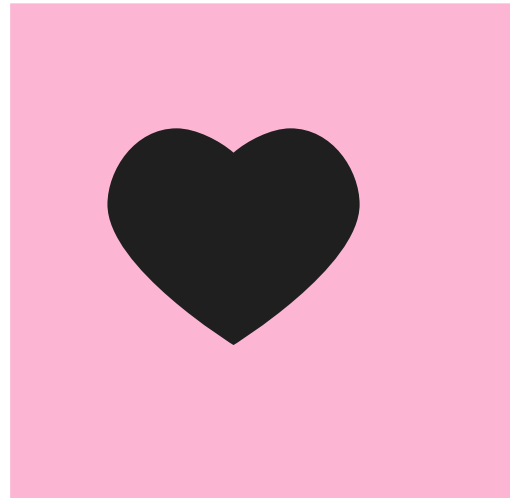
Overwhelmed

Passionate



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?