

Says

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

I was
expecting
something
different

What do
you
think?

What size
is best



Thinks

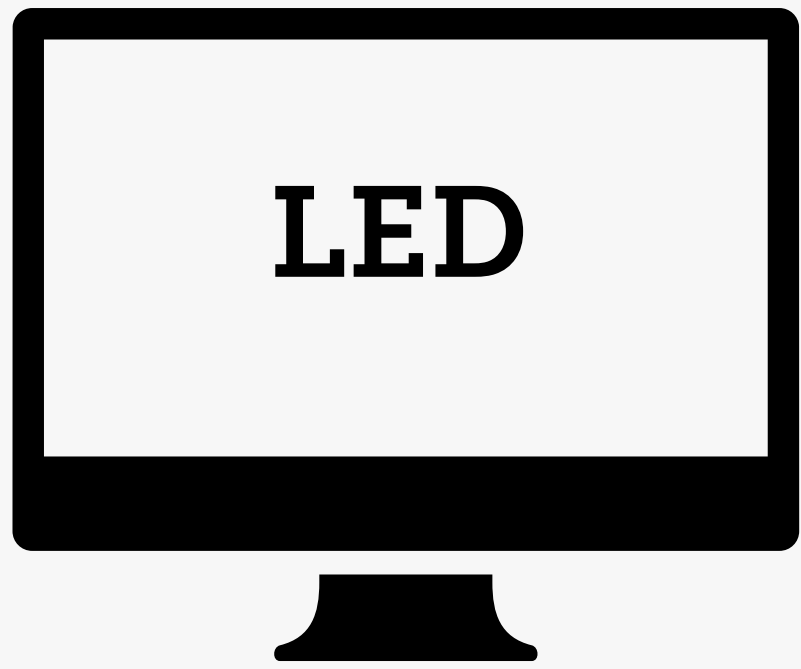
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Too many
acronyms

Why is the
so hard?

I want
some thing
awesome

BUYING A TV



Fear

Excited

Anxious

Checks
the web
site

More
research

Asks
frinds



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?