



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?

want's
convience

dosen't have
time for
long lines

needs
caffeine to
function

likes to
use
phone

enjoys
picking
up coffe



V.GAYATHRI
COFFEE

drinks
coffee
everyday

heavy
smartphone
user

impatient

overwhelmed

walks
to work



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?