



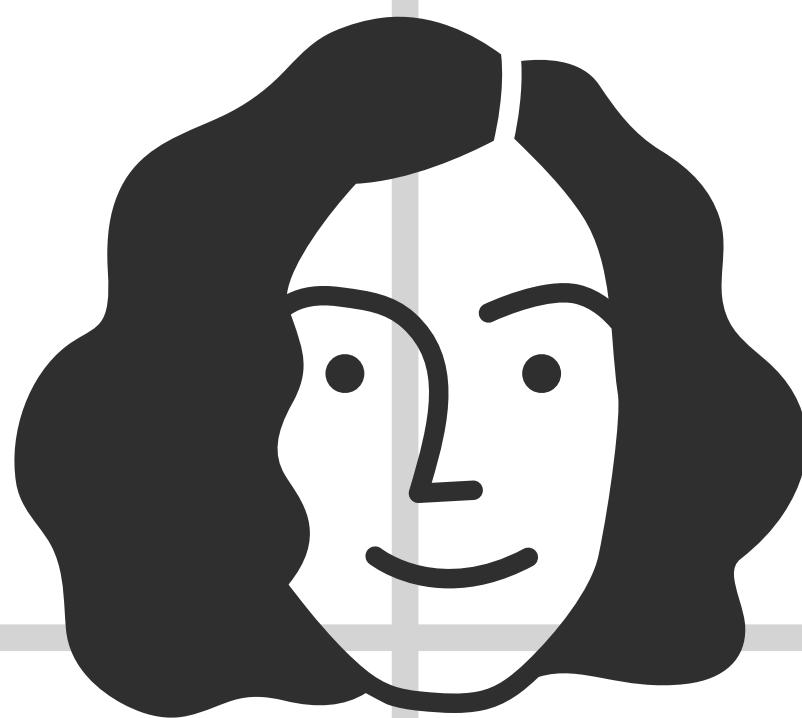
Says

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?

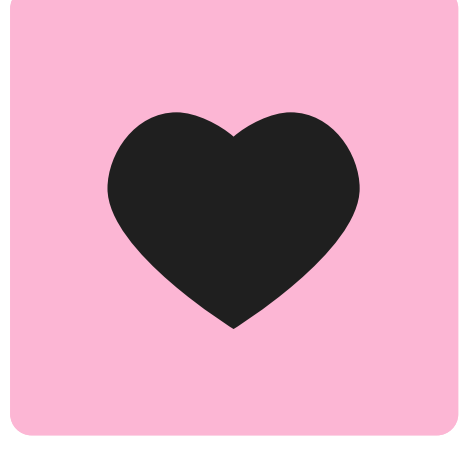


sathya gears



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?

what brand
do you like

i was
expecting
something
different

why is so
hard

what else
am i
missing

product
high quality

check the
website

more
research

observes
instores

fear

excited

Anxiou

