

Buying new tablet



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

I saw an ad
About it on
Instagram

My favourite
Favourite
celebrity
Promote in
YouTube

My friend is
Happy with that
Tablet she
bought
In this summer



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

I need a new
tablet
my old one is
not
Working

I want to able
to take
Notes For my
online
Class

i prefer take
notes
On a tablet



Hareesh raja
Customer (or) users

i am going to
pick
One that fits
my
Badget

i like that
one
That fits my
Bag

I'll compare
some
tablet on
online

some tablets
are
Easily freeze
up

they are not
us
Friendly as
phone

tablets are
better
When taking
notes



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?

[See an example](#)



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?

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