



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?

Where should i start?

I want something awesome

Expecting something new

Is it quality

Budget friendly

What else am i missing?



TESSA

Comparision

Is it fit for me

Ask friends

List pros/ cons

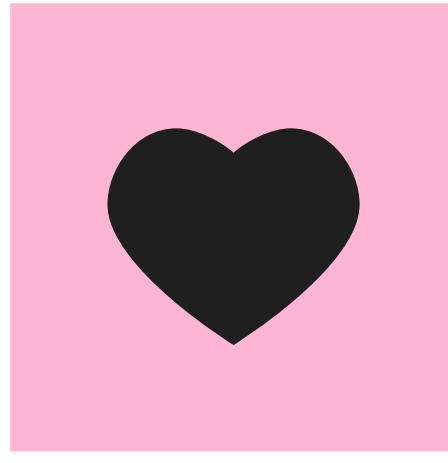
Who to trust?

Fear



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?