



Says

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

HOW DO I
BUY THIS?

I WAS
EXPECTING
SOMETHING
DIFFERENT

I NEED
SOMETHING
SAFE AND
RELIABLE

I REALLY
LIKE THAT
FEATURE

I REALLY
NEED A
SPACIOUS
INTERIOR

Thinks

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



DO THEY
THINK I'M
STUPIED

MAYBE
THIS ISN'T
THE BEST

AM I
GEETTING
THE BEST
PRICE?

IS THIS SALES
PERSON
TAKING
ADVANTAGE
OF ME?

MAYBE NOW
ISN'T THE TIME
TO MAKE THIS
INVESTMENT?

USER

TAKES A FEW
DAYS TO
THINK THINGS
OVER

ASK A LOT
OF
QUESTIONS

ASK FRIENDS
AND FAMILY
FOR
OPINIONS

PURCHASE
PRODUCT

MORE
RESEARCH

EXCITED

CONFUSED

NERVOUS

ALERT

UNCERTAIN



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?

