



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?

