



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

 [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?

