



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?

How to
access this
one?

Is there is
any customer
support
available?

How do I get
started?

Its takes more
time to search
for the
information

It is difficult
to access

Wow!This
process is
great

I wonder if
there is a
better
alternative



Sushmi

More
research

List pros/
cons

Overwhelmed

Excited

Ask their
colleagues
what they
think

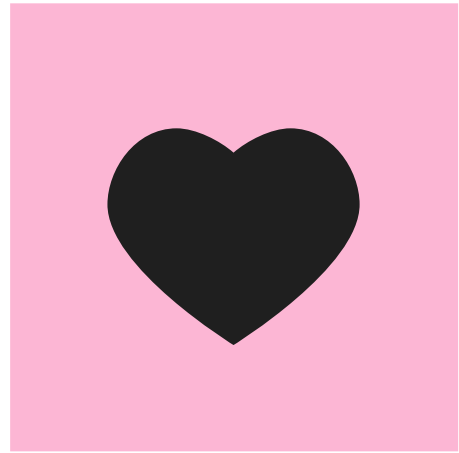
Anxious

Disappointed



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?