



Says

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

I was expecting something different

What size is best

I want something reliable

what brand do you like?



Thinks

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

Wasting too much time?

What else am i missing?

I want something awesome

What is best for me?



Makes small decisions

More research

Observes in stor

Compares products

Fear

Excited

Usure who to trust

Inade-quate



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?