

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?



WHERE SHOULD I START?

WHAT SIZE
IS
RELIABLE?

I WANT SOMETHING DIFFERENT

> WHAT SIZE IS BEST?

TOO MANY ACRONYMS

MAY BE THIS ISN'T THE BEST WHY IS THIS SO HARD?

SAYS



KAMALI
HEMALATHA,
ILAYANATHI,
JANASHREE

THINKS

FEELS

OVERWHELMED

ANXIOUS EXCITED

CHECKS
THE
WEBSITE

LISTS

MAKES
SMALL
DECISIONS

PROS/

CONS

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?

