



Says

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

- where should i start ?
- what do you think ?
- i was expecting something different
- what size is best ?
- what brand do you like?



Thinks

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

- i want something awesome
- why is this so hard ?
- too many acronyms
- what else am i missing
- wasting too much time
- o they think i'm stupid



Fathima irfana
prakash
sabitha
santhosh

- makes small decisions
- postpones big decisions
- observes in stores
- eck the website
- compare products
- asks friends

- excited
- fear
- anxious
- user who to trust
- overwhelmed



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?