



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?

what do
you think?

why is this
so hard?

what size is
best?

what brand
do you like?

what is best
for me?

what else
am I
missing?



More
reasearch

Asks friends

Observes in
store

Fear

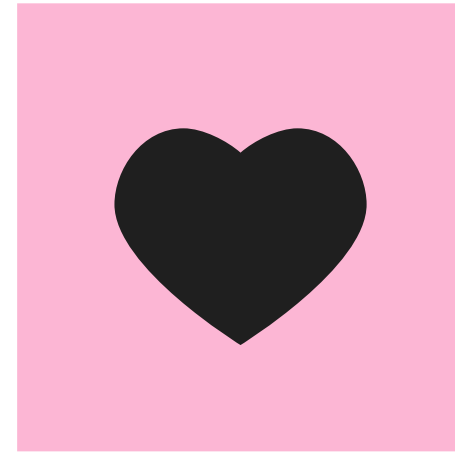
Anxious

Excited



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?