



**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 ?

where should i start?

That was easy!

What is the best for me?

Wasting to much time.



BUSINESS

DRINKS COFFEE EVERYDAY

HEAVY SMARTPHONE USER

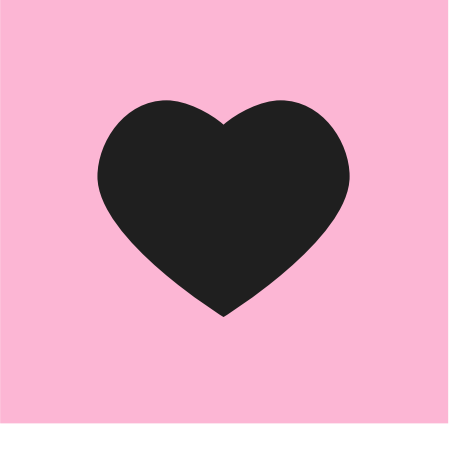
Excited

Usure who trust

Fear



**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?