



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?

Need a way  
to organize  
my   
schedule

Wonder  
how much  
it could  
cost 

Improve  
your   
knowledge


I love  
traveling  
in nature 

It's an  
Adventure 

May be i  
can see  
some   
wildlife



Adventure  
posts on  
social  
media 

Makes  
decisions 

It fill your  
Soul 

Take  
memories  
leave   
footprints

Excited 

Happy to  
have  
quality time  
with the   
world



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?