



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?



I was expecting something different

what size is best?

i want something awesome

what is best for me

what else am i missing

where should I start?

i want something reliable

checks the website

ask friends

excited

unsure who to trust

overwhelmed

compares products

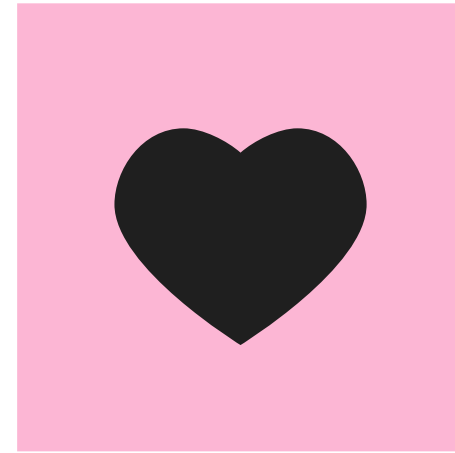
observes in store

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?