



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?

security
would be
better than
other
company

Storage and
pictial
quality

how its
differ from
previous
product ?

Can I buy here
or can I choose
sum other place
where the tax is
reduced

Updated
version ?

Is this worth
for the
money ?



i Revolution

*Compare the
product's feature
with other
company
product's feature*

Proud/royal

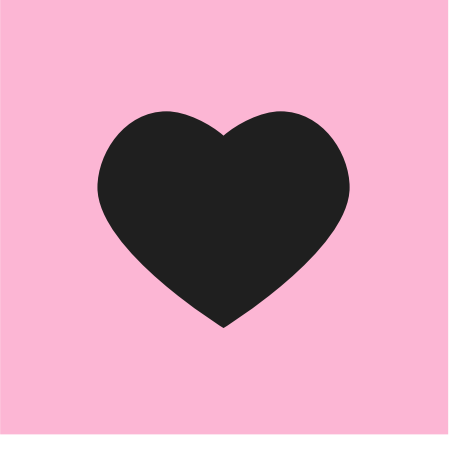
Good

"FINALLY",buying
this product

watch
review in
social media



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?