



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 do you think ?

what do you like

where should i start

What size is best

I want something reliable

what is this so hard ?

What else am i missing

wasting too much time ?

i want something awesome

Do they think i'm stupid

Too many acronyms

What is best for me ?

Maybe this isn't the best



Designing Professional Business cards

Lists pros/cons

Checks the web site

More research

Compares products

Makes small decisions

Observes in store

Ask friends

Postpones big decisions

Overwhelmed

Inadequate

Excited

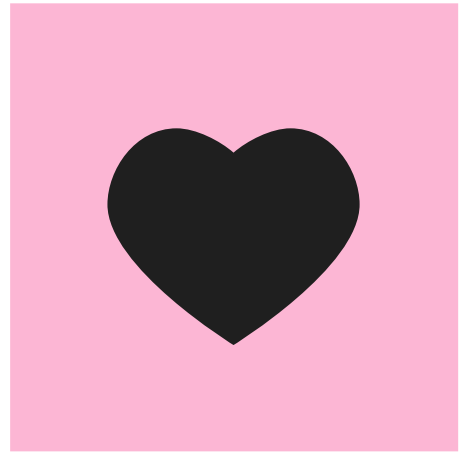
Uncertain who to trust

Anxious



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?