



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 like
spending
time more
actively

May be this
isn't the best

What size is
best?

I was
expecting
something
different

Do they
think I'm
stupid?

Too many
acronyms

URBAN AREA INTERIOR

Make small
decision

Lists pros/
cons

Postpones
big decision

Anxious

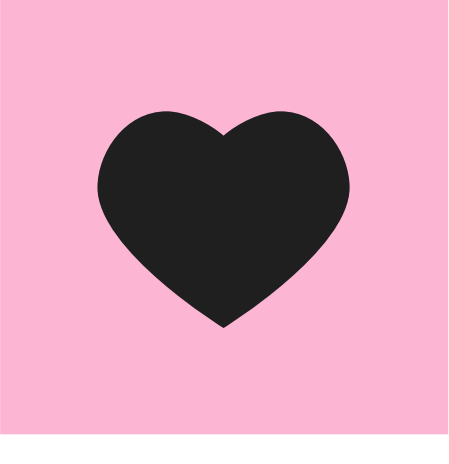
excited

U sure who
to trust



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?