



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



What do
you think?

why is this
so hard?

I was
expecting
something
different

What size
is best?

what else
am i
missing?

Too many
acronyms

Makes
small
decisions

Postpones
big
decisions

More
research

Over-
whelmed

Excited

Fear