



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?

Appearance
in public

Attitude in
public

Is this good
for me?

Technology
features are
important to
me

Behaviour to
words others

Departmetn
and times

I am looking
for a luxury
life.

I need some
thing safe
and reliable.

Techpro
solutions

Make
decisions

Saves work
and shares
with other.

Excited

Focused

Completes
processes

More
research

Confused

Curious



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?