



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?



Kavitha's
Team

I'm looking
for
somthing
reliable.

I want
something
awesome.

Automation



Productivity

communi
cation



security

What size
would
best suit
me?

I expected
something
different.

What else
am I
missing.

May be
this isn't
the best.

Visits
the
Website.

Dose
more
research.

Economic
efficiency



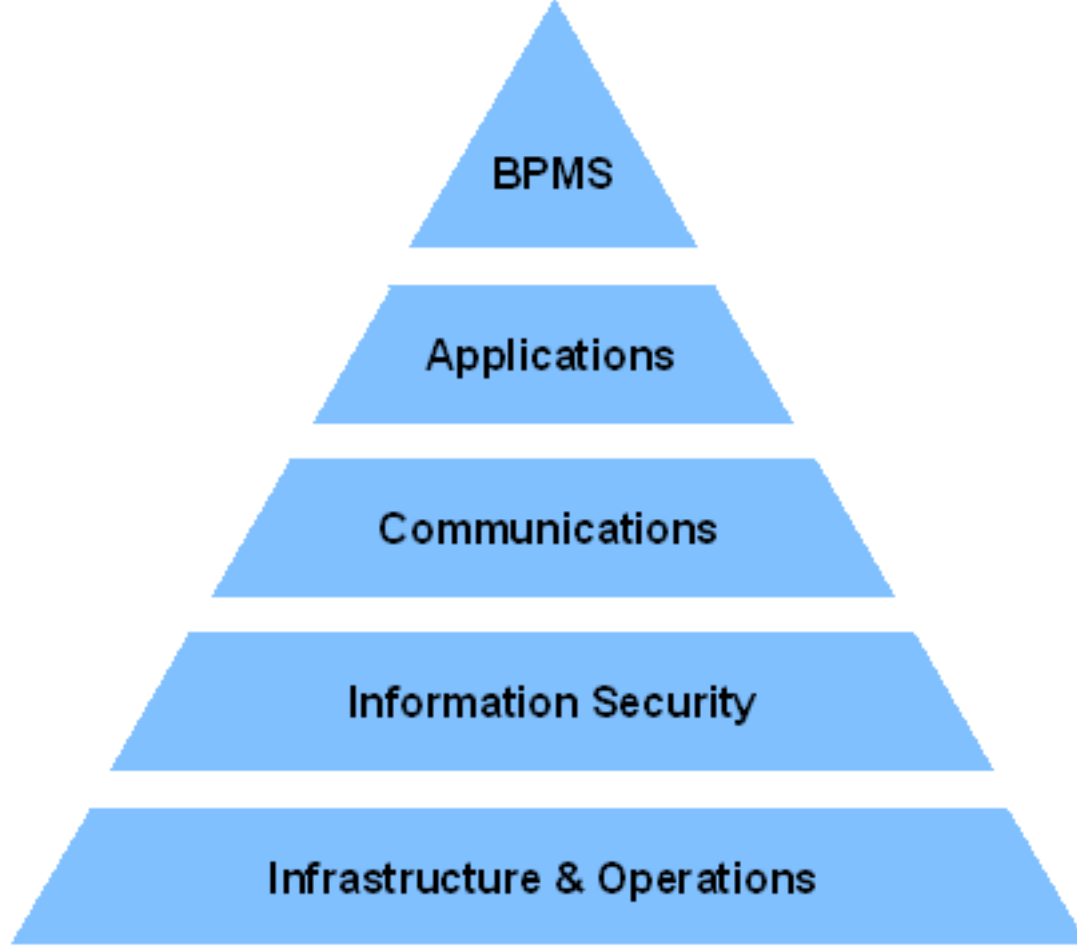
Vital
information

Make
small
decisions.

Over-
Whelmed

Increased
Data
Security

Can Help
Your
Business
Save
Money



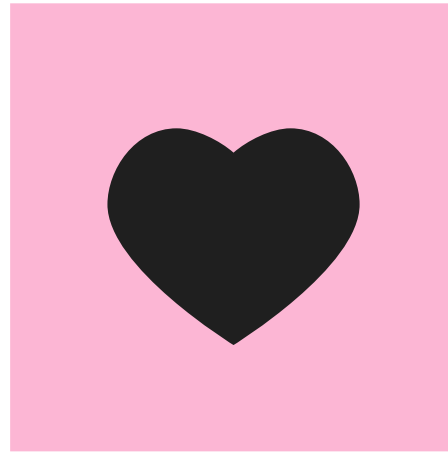
Excited

Fear



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?