



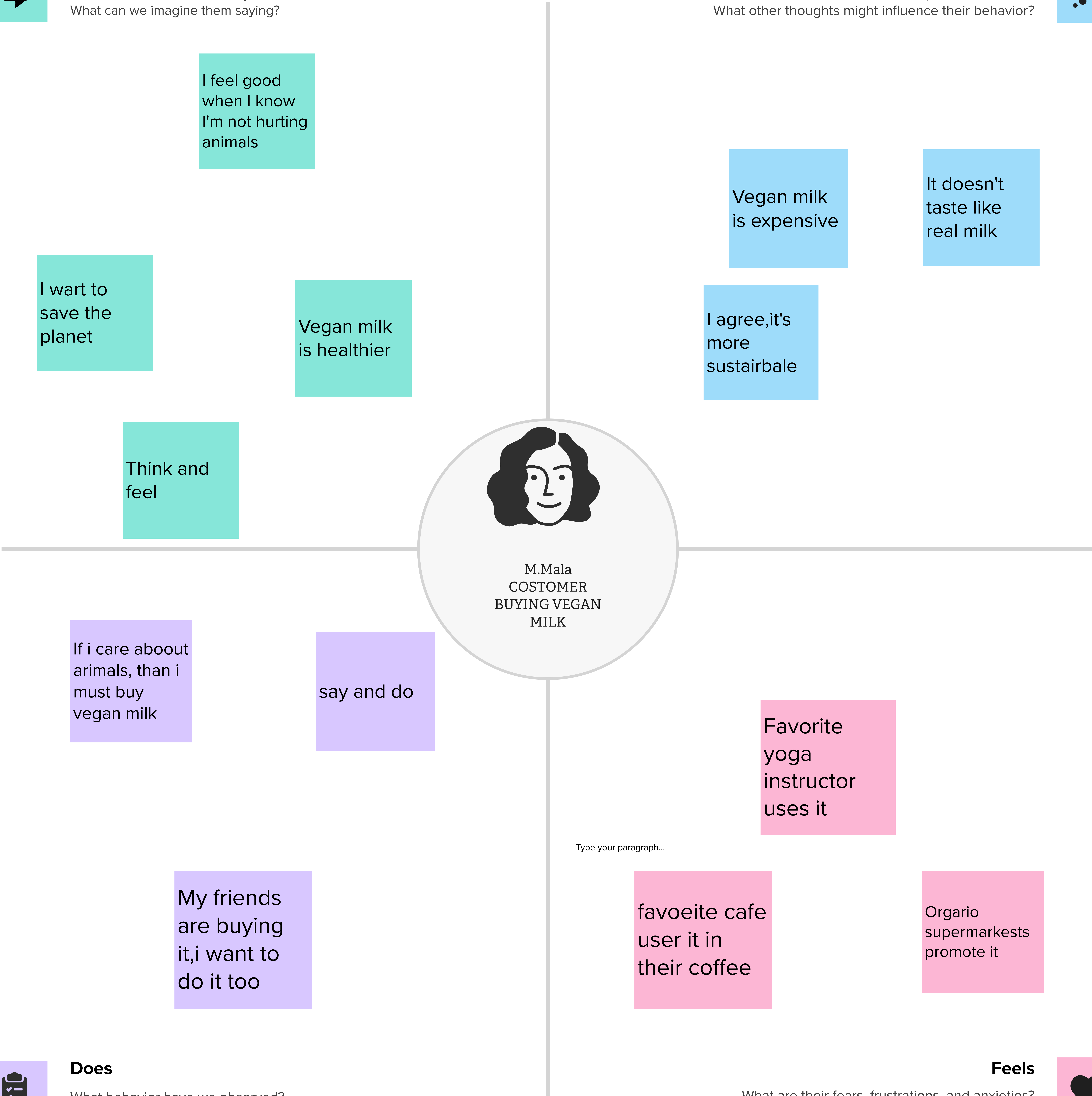
Says

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 feel good
when I know
I'm not hurting
animals

It doesn't
taste like
real milk

I wart to
save the
planet

Vegan milk
is healthier

Vegan milk
is expensive

I agree,it's
more
sustairbale

Think and
feel



M.Mala
COSTOMER
BUYING VEGAN
MILK

If i care aboout
arimals, than i
must buy
vegan milk

say and do

Favorite
yoga
instructor
uses it

My friends
are buying
it,i want to
do it too

favoeite cafe
user it in
their coffee

Orgario
supermarkest
promote it



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?