



Says

What have we heard them say?  
What can we imagine them saying?

I was  
expecting  
somehing  
different

i want  
something  
reliable

what size is  
best?

Lists  
pros/cons

More  
research

Asks friends



Does

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



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

what else  
am i missing

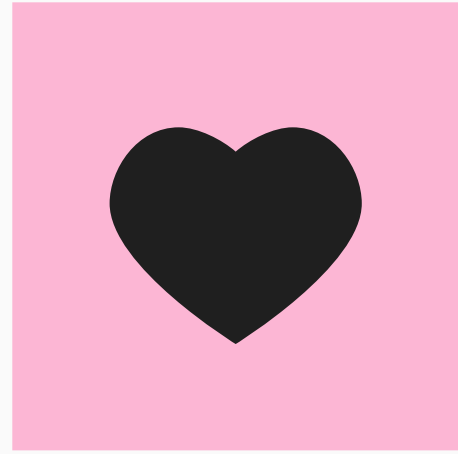
why is his  
so hard?

Too many  
acronyms

excited

Fear

anxious



Feels

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

