

**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 really like that feature

I'd like to hear what others have experienced

I was expecting something else

What is best for me?

I want to be able to work more quickly

I want something Awesome.



Karuna Priya

Asks A Lot of Questions

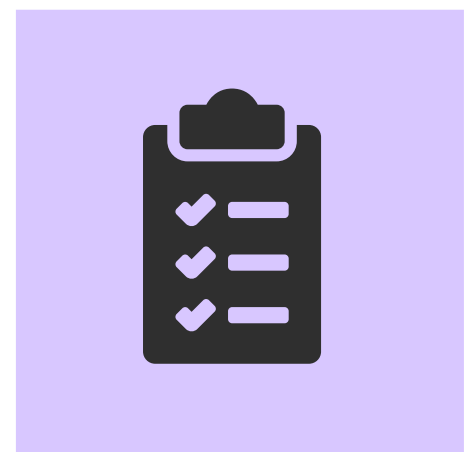
Makes Small Decisions

Asks Friends For Opinions

Focused

Curious

Excited



**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?