



**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?

planning  
and market  
research

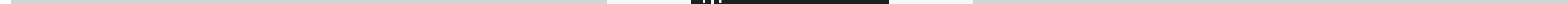
minimum  
viable  
product

market  
strategy

technical  
team

product  
requirement  
document

business  
plan



more  
research

list pros/  
cons

confident

observe in  
stores

over  
whelmed

intelligent



**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?