



Says

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

Which brand do you like ?

What is the best size ?

What do you think?

I was expected something different

I want something reliable



Thinks

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

Wasting to much time

Quality

What is best for me?

I Need to get more thing done

AI should support us

Estimation of Business Expenses

Check the website

I'll give it a try

Moves toward

Take the necessary Shops

I'll take any help I can get

Fear

Excited

Unsure Who To Trust

Anxious



Does

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

[See an example](#)



Feels

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