



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 was expecting something different

what do you think

where should I start

what brand do you like

I want something reliable

what size is best

Do they think I'm stupid

what is best for me?

Too many acronyms

Maybe this isn't the best

Why is this so hard?

I Want something awesome

wasting too much time?

What else am I missing

Checks the website

Makes small decisions

postpones big decisions

More research

Lists pros/cons

Compares products

Observes in store

Asks friends

overwhelmed

Excited

Usure who to trust

Fear

inade quate

Anxious



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?