



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.

Where should I start?

I want something awesome

What is best for me?

How do I buy this?

Which Brand is best?

Cheap or Expensive?

Anything Missed?

This is too expensive.



CONSUMER

More Research

Compares Product and Prices

Fear

Excited

Nervous

Make Shopping Lists

Checks the Online and Website

Anxious

Confused



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?