



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?



Feels

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



Does

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

keerthi  
sweets

*what sweet  
is best ?*

*I want  
expecting  
something  
different  
sweets?*

*Trendy  
place to be  
seen*

*I want  
something  
awesome*

*sweet  
quality and  
price*

*what sweet  
do you  
like?*

*New  
Experience*

*This sweet  
is worth it.*

*Make small  
decisions*

*Observe  
the shop*

*Friendly  
spots*

*Excited*

*Asks  
friends*

*Compare  
price*

*This was a  
great  
purchase*

*Service  
and quality  
is good*