



**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 ?

what size is best ?

i want something reliable

what do you think

maybe this isn't the best

what else am i missing?

why is this so hard ?

wasting too much time ?

i want something awesome



**Mareeswaran**  
G. ALAGU - R. ARJUN - R.MADHUMITHA - K.KARAN

observes in store

more research

asks friends

postpones big decisions

checks the website

makes small decisions

fear

excited

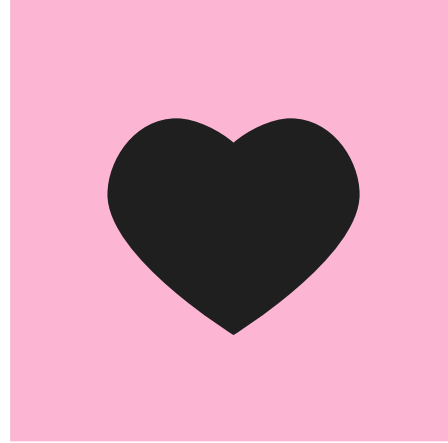
overwhelmed

anxious

user who to trust



**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?