



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?

where
should i
start?

why is thisso
hard?

what size is
best?

what brand
do you like?

what is best
for me?

I want
something
awesome



PUBLIC

check the
websites

ompare
products

Interested

Asks friends

excited

Fear



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?