



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?

What do
you think?

I want
something
awesome

Where
should i look
for?

What size
would best
suit me?

Wasting
too much
time?

What
else am I
missing?



Visits the
website

Fear

Lists
pros and
cons

Does
more
research

Anxious

Excited



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?