



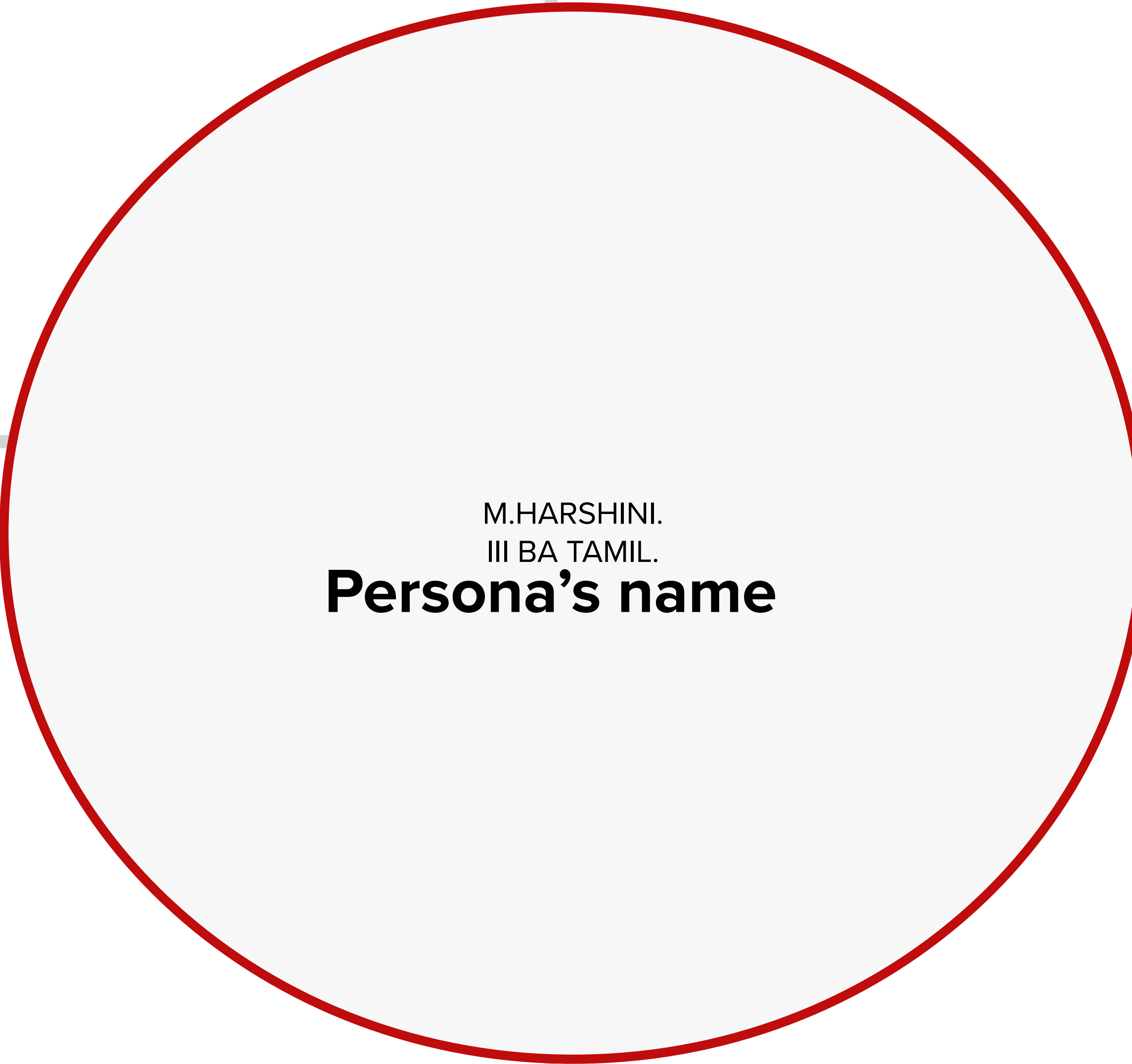
Says

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?



Want a
reliable
vehicle.

Like the brands...
Mercedes,BMW,Tesla

Needs a
vehicle
that's eco
friendly.

Can't
decide on a
car.

This is
annoying.

Am I
overthinking

Asked
friends.

Test drives

Checked
car
condition.

Checked
articles,sites
and
coustomer
reviews.

Excited

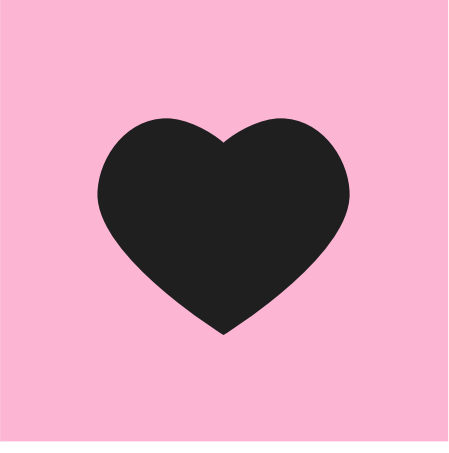
Worried

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?