



Says

What have we heard them say?
What can we imagine them saying?

Why
people
tend to
choose

What size
parties
work well
with bites

What goes
into
making
small bites



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Creative
event

creative
developing
ideas

highlight
brand
elements



P V Viswa Ashvathy
HealthHub Medical
Clinic

cleanlines

professional
doctors and
nurse

non-
threatening
atmosphere

Wait to visit
doctor

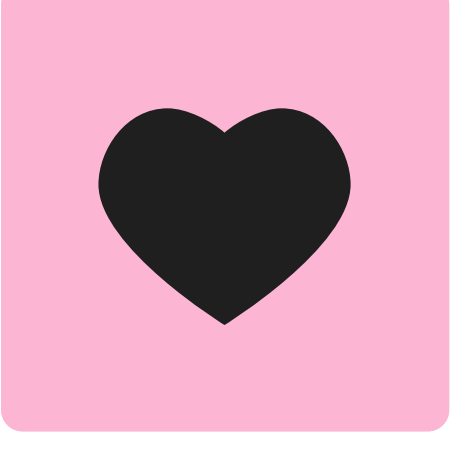
Get
appointment
if doctor

Get
treatment



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?

 [See an example](#)