



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 IS
BEST FOR
ME?

WHAT ELSE
AM I
MISSING?

WHY IS THIS
SO HARD?

I THINK THAT
MY BUISNESS
WILL LOSS OR
GAIN?

I WANT
SOMETHING
RELLABLE

) I WAS
EXPECTING
SOMETHING
DIFFERENT

WHAT DO U
THINK?

WHERE
SHOULD I
START?

MORE
RESEARCH

CHECKS
THE WEB-
SITE

MAKE
SMALL
DECISIONS

ASKS
FRIENDS

FEAR

USURE
WHO TO
TRUST

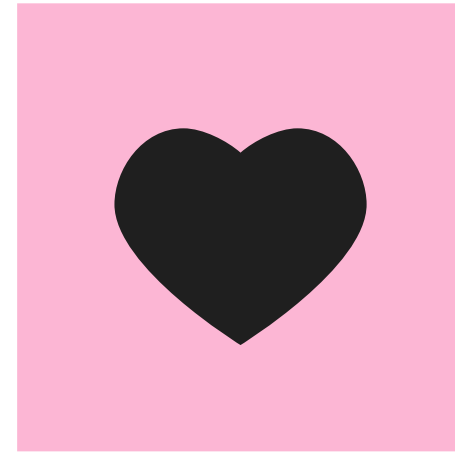
EXCITED

ANXIOUS



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?