



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?

I was expecting something different

What do you think?

Washing too much time?

What is best for me?

What size is best?

What brand do you like?

I want somthing awesome

Why is this so hard?



More research

Observes in store

Excited

Inadequate

Compares products

Ask s friends

Fear

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?