

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?



where's the pants section?

Thnk
goodness
i'm done
shopping

i want to match this shirt with something

How does
this look
on megpe your paragraph...

Does the store have there parts in size 8?

Tish line is too long?

They don't have my size



Goods to fitting room to try on clothes

Annoyed

Sifts clothes at the racks

Checks
phone while
waiting in
line

Relieved

Lost



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?



