

buying a TV



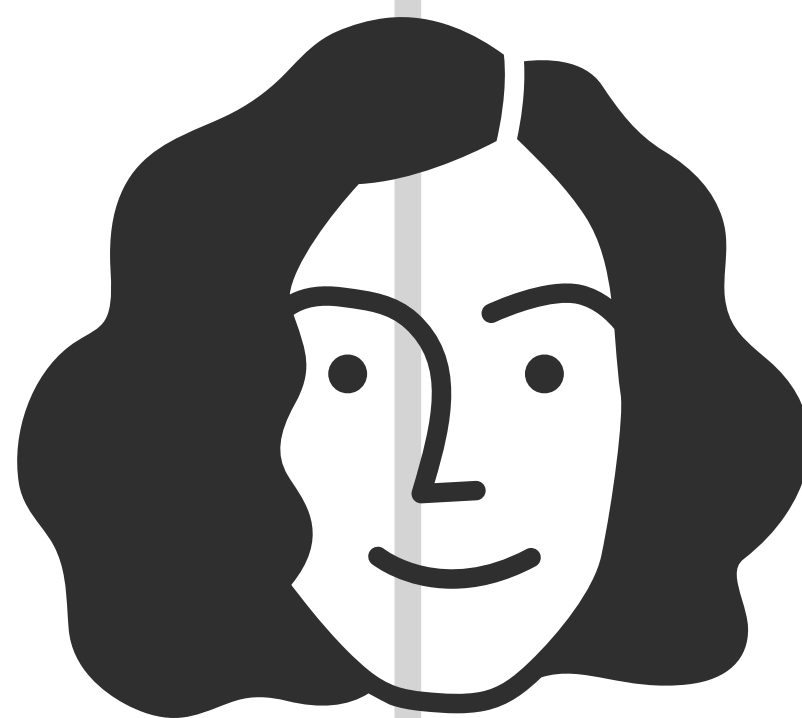
Says

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?



E. Narmatha...

I was
expecting
something
different

Too many
acronyms

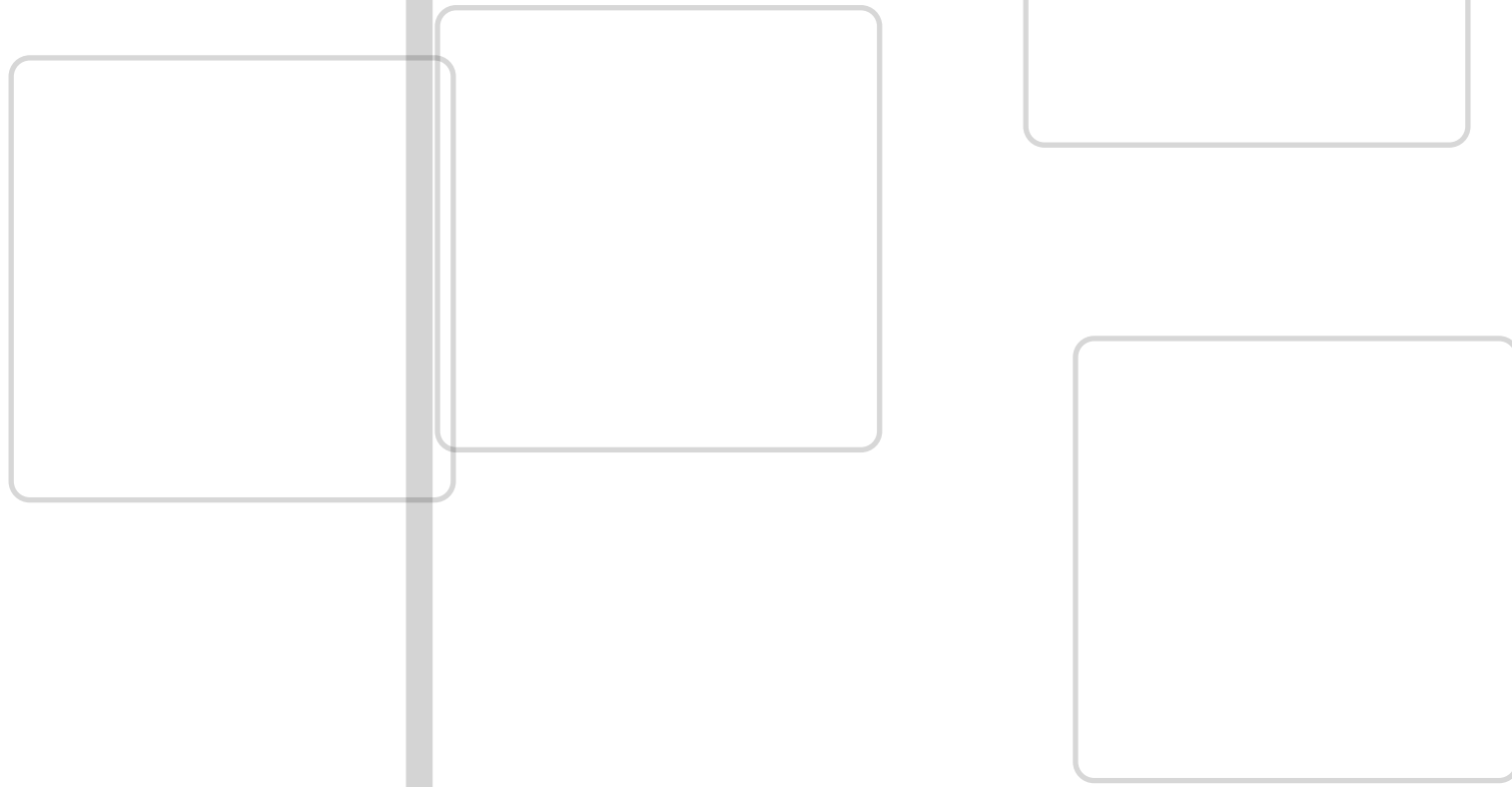
Wasting
too much
time

What size
is best

Where
should I
start

Do they
think I am
stupid?

This pop
up is
distracting



More
research

Compares
products

Curious

Makes
decisions

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?

[See an example](#)