



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 Want card
is red
colour

I Want
yellow
colour letter
s

There is a
picture of a
female open
hair model

Your colour
is ok mam.

Don't use
yellow colour
use a dark
black colour
instead.

Open hair
image is ok
can you put it
in a shampoo
bottle?.

So I want
white colour
card

In black
colour
letters

Card top left
corner our
logo.

I feel it is good
colour
combination
with white (card)
black (letter).

I showed is
delightful.

In top left
corner it come
logo means
your card will
look attractive.



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?