



**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  
SOMETHING  
RELIABLE

WHERE  
SHOULD I  
START?

I WAS  
EXPECTING  
SOMETHING  
DIFFERENT

WHICH  
BRAND  
SERIES IS THE  
BEST?

WHAT IS BEST  
FOR ME?

WASTING  
TOO MUCH  
TIME

WHAT ELSE  
AM I  
MISSING?

TOO MANY  
ACRONMYS



CHECK THE  
WEBSITES

OBSERVE IN  
STORE

COMPARE  
PRODUCTS

ASK FRIEND

JOYFUL

SURPRISE

EXCITED

DESIRE



**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?