



Says

What have we heard them say?
What can we imagine them saying?

what do you think?

i want something

where should i start?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

too much acronyms

i want something

what is best for me?



more research

asks friends

observes in store

excited

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?