



Says

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

"I love the
smell of
freshly baked
bread."

"I'm in a
hurry, just a
quick coffee,
please."

"I want to
try
something
new today."



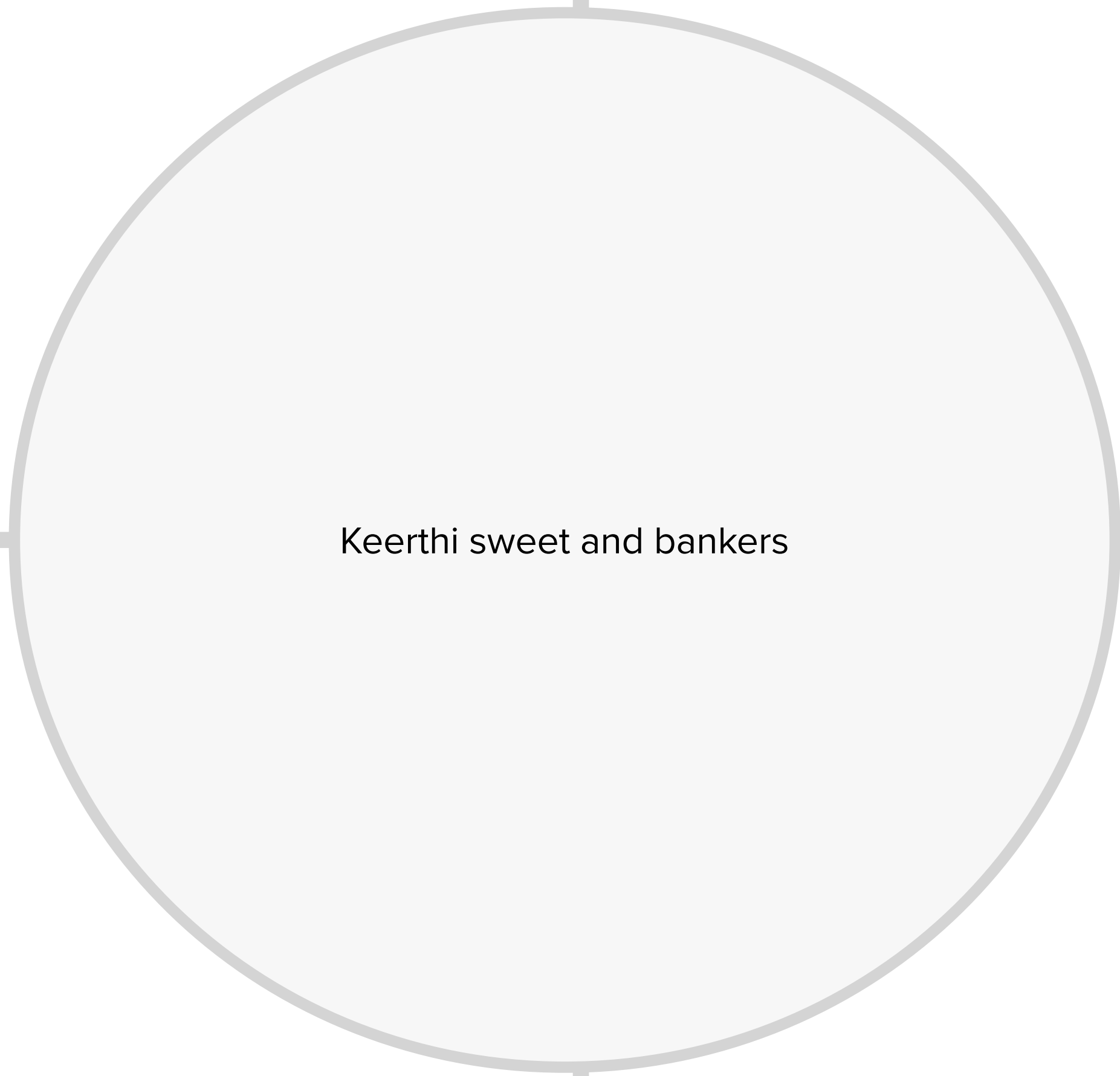
Thinks

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

"I hope they
have my
favorite pastry
in stock."

"I'm craving
a sweet treat
to brighten
my day."

"I wonder if
this place
has gluten-
free options."



Enters the
bakery
shop.

Examines
the display
of pastries
and bread.

Examines
the display
of pastries
and bread.

Hungry and
eager for a
delicious
treat.

Anxious if
the service
is slow.

Comforted
by the warm,
inviting
atmosphere.



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?