

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 WAS EXPECTING SOMETHING DIFFERENT WHAT DO
YOU
THINK?

WHAT'S
BEST
FOR ME?

I WANT SOMETHING AWESOME



TOO MANY ACRONYMS



I WANT SOMETHING RELATABLE WHAT BRAND DO YOU LIKE?

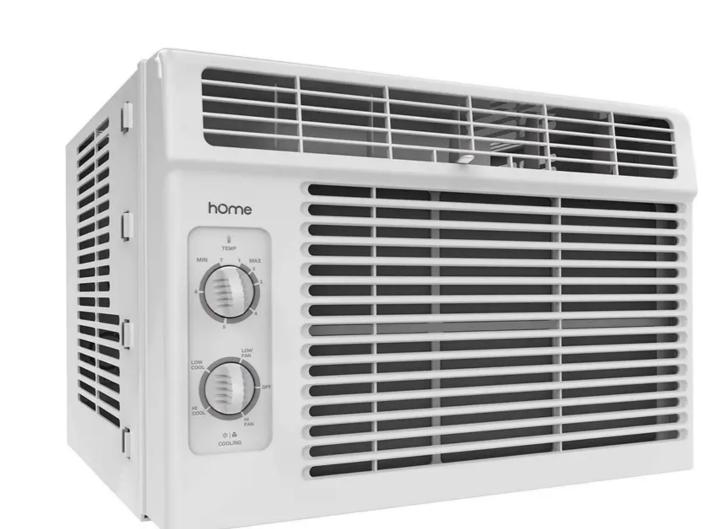
Prathicsha's Team

BUYING AN AIR CONDITIONER MAYBE
THIS
ISN'T THE
BEST

MAKES SMALL DECISION

ASK FRIENDS

INADEQUATE



OVER-WHELMED

MORE RESEARCH

COMPARES
PRODUCTS

FEAR

EXCITED

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?

