



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



I WANT SOMETHING RELATABLE


WHAT BRAND DO YOU LIKE?

TOO MANY ACRONYMS

MAYBE THIS ISN'T THE BEST

MAKES SMALL DECISION

ASK FRIENDS



Prathicsha's Team
BUYING AN AIR CONDITIONER

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?