



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?



DOES THE
STORE HAVE
THIS SHIRT
IN SIZE
MEDDIUM?

DOESS THE
STORE
HAVE THIS
SHIRT IN
STOCK?

CAN A
STORE
ASSOCIATE
FIND IT AT
ANOTHER
STORE?

WHEN WILL
THE STORE
HAVE THE
SHIRT IN
STOCK?

WHAT A
WASTE
OF
TIME!

WHAT'S
NEW?

I HOPE I
FIND THE
SHIRT
SOON

I'LL WAIT
UNTIL IT'S
AVAILABLE

LEAVE THE
STORE
EMTY
HANDED

FINDS THE
SHIRT
SECTION
IN STORE

PULLS
OUT THE
SHIRT
ONLINE ON
HIS PHONE

SEARCHES
FOR THE
SHIRT HE
FOUND
ONLINE

FRUSTRATED

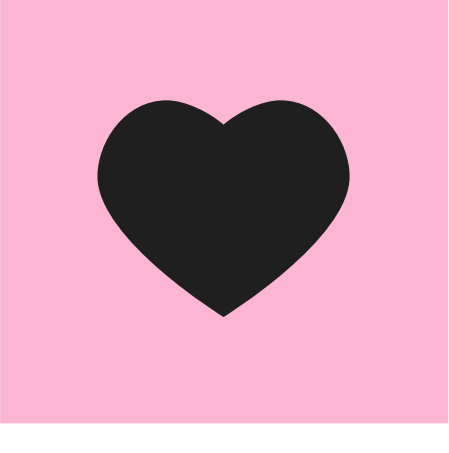
DEFEATED

UPSET

CURIOUS



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?