



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?

SAPA

i was
expecting
something
different

Do they
think i'm
stupid?

what size is
best?

i want
something
reliable

Maybe this
isn't the
best

Westing too
much time?

More
research

comperes
products

Excited

Observes in
store

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?