



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?



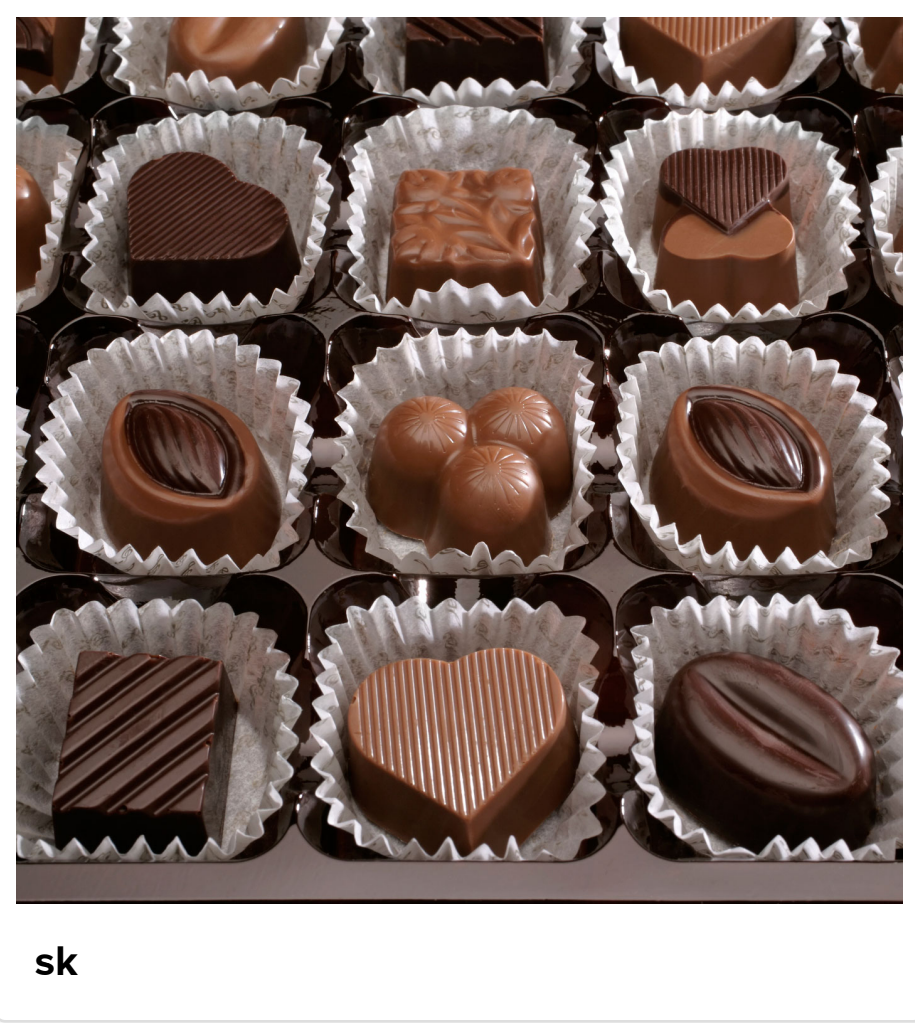
Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



Keerthi Sweets

I wanna
try
everything



Is there
any fruit
cake

There are
so many
cakes

it might cost
less. it's a
bit
overpriced"



They look
fake, I'll see if
they are the
same as those
in the photo"

which
sweets do
I want

compare
products



More
research

Asks
Friends
about the
sweets

uncertain if
she can
actually skip
the queue

sleepy
from too
much work

Excited to
try new
sweets

