

## 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 somrthing different

What brand do you like?

I want somthing reliable

IMay be rthis isn't the best

What is best for me?

I want something awesome



**S REENA** 

BOOK COVER UESING CANVA

Check the web site makes small decisions

Asks friends

observes in store

Usure who to trust

over wheimed

Fear

Anxious

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?

