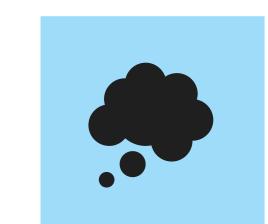


## Says

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?

where should i start

what else am i missing?

wasting to much time?

may be this isn't the best

i want something reliable

what brand do you like?

what size is best?

i wantsomethingawesome

too many acronyms what is best for me



Renuka Devi. M Gowri. M Aswathi. R Rakavi. R

list pros/cons

more research compares products

over whelmed

excited

anxious

asks friends

observes in store

makes small decisions

inadequate

fear

user who to trust

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?



