



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 want  
something  
awesome

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?