



Says

What have we heard them say?
What can we imagine them saying?

Where
Should I
Start?

What
Brand do
you like?

What do
you
think?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

What
else am I
Missing?

Why is this
so hard?

We need
more
time



Check the
website

Ask
Friends

More
research

Fear

excited

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?