



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?

what do
you
think?

why is
this so
hard?

what
brand do
you like?

where
should I
start?

What is
best for
me?

what
else am I
missing



Asks
friends

More
research

Observes
in store

Excited

Fear

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?